



Brochure

# Publishing Analytics

Improve monetization of your publishing content with LTIMindtree's Publishing Analytics. It is an AI/ML-based recommendation engine to drive deeper consumer engagement through intelligent analytics.

## The Why (what is shaping our solution)

Content is king in the digital economy era today. Consider this:

- Six hours and 59 minutes per day were spent on consuming media content in 2020.
- An average person spends three hours and five minutes on their smartphone.
- 92% of marketers and businesses report content as a valuable business asset.

Content is the currency that is exchanged across physical, social, demographic, geographic, and economic boundaries. Qualitative analysis of this content is regarded as a flexible method for analyzing content in textual and other formats.

Content analysis is the process of examining preselected words in a video, audio or written medium, and their context to identify themes and meaning. This is followed by quantifying them for statistical analysis to draw conclusions or associate to other genres. It is essential to understand the structure and meaning of digital content and facilitate search, integration, production, publication tasks, and associations to relevant consumer entities.

### Market Needs:

- A Recommendation Engine to suggest articles/magazines/blogs based on past reading-habits, to increase consumer engagement in digital/print publishing.
- Persona-based Intelligent Recommendation using cross-referencing, e.g., if a person likes watching historical movies, then articles, blogs, columns on history would be recommended.
- Context extraction of written articles that are associated with genre classification to provide additional content monetization.

## The What (what is the opportunity we see and are solving for)

Publishing companies aim to encapsulate the ocean of digital content in their repository into an intelligent informative representation. A solution that broadly classifies digital content into textual and multimedia content for a recommendation is their choice to monetize their content better through deeper and targeted engagement. The intelligent recommendation would improve conversations and retention through deeper engagement (more content absorption), which in turn, will drive the monetization of content. And, this is exactly creating the right opportunity for LTIMindtree Publishing Analytics.

There are plenty of video recommendation engines available in the market, but very few established ones are available for print and publishing. Considering publishing content as an input, our AI/ML backend engine classifies each content into various genres, along with supplementary metadata, like - author, publishing date, etc. which could then be used in the recommendation engine.

## The How (what is our solution for this opportunity)

LTIMindtree Publishing Analytics is based on data mining, context extraction, and genre classification. It can work within a client's Media Assets Management, Content Asset Management, or Digital Asset Management, or as an external application, which can be accessed across the content supply chain. It can also be applied within a suite of LTIMindtree Intelligent Content Products offering many other detections and content validation options. The platform provides context extraction of magazine articles and association of the context to genre classifications in publishing. All header metadata (ISSN number, author, publisher word count, language, etc.) is extracted and presented along with context and genre classification. The platform eliminates the task of manually reading/sorting and classifying magazine articles. It provides additional monetization of content by identifying multiple genres, where the content can be published, thus improving content reach and deeper engagement.

## Key Features:

- **Textual Content Analysis:** AI/ML-driven intelligent segregation of digital articles/blogs based on contextual analysis. This segregation is based on different factors, like - title, publish date, entities extracted (people, place, products), keywords, broad categorization of the content, etc.
- **Video Analytics:** Detect and determine temporal and spatial events, analyze speech, emotion, objects, and sentiment to derive particular characteristics, and classifying separate categories for efficient video retrieval and video browsing.

## The Who (Who are our target customers)

Organizations with proprietary rights of large content repositories, more specifically multimedia conglomerates, namely -

- Publishers.
- Content providers.
- Information services providers.
- New media providers - Social media.

## The Key Outcomes (What benefits we will bring to the table)

Organizations with proprietary rights of large content repositories, more specifically multimedia conglomerates, namely -

- Content metadata extraction.
- Content classification and identification.
- Intelligent recommendation engine for publishing content to content genres.
- Structured content upkeep.
- Better data governance and compliance adherences.

## Why LTIMindtree

(what is our USP and winning card over competition)

- Adapts deep analysis to metadata extraction for media content search and filtering.
- Continuous machine learning and mature models, adapting and classifying the meaning and semantical expressions of texts, enhancing the search capability and recommender applications.
- We are the only company that provides deep inspection based upon known industry metrics and can customize/adapt to the client/customer-specific metrics.

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