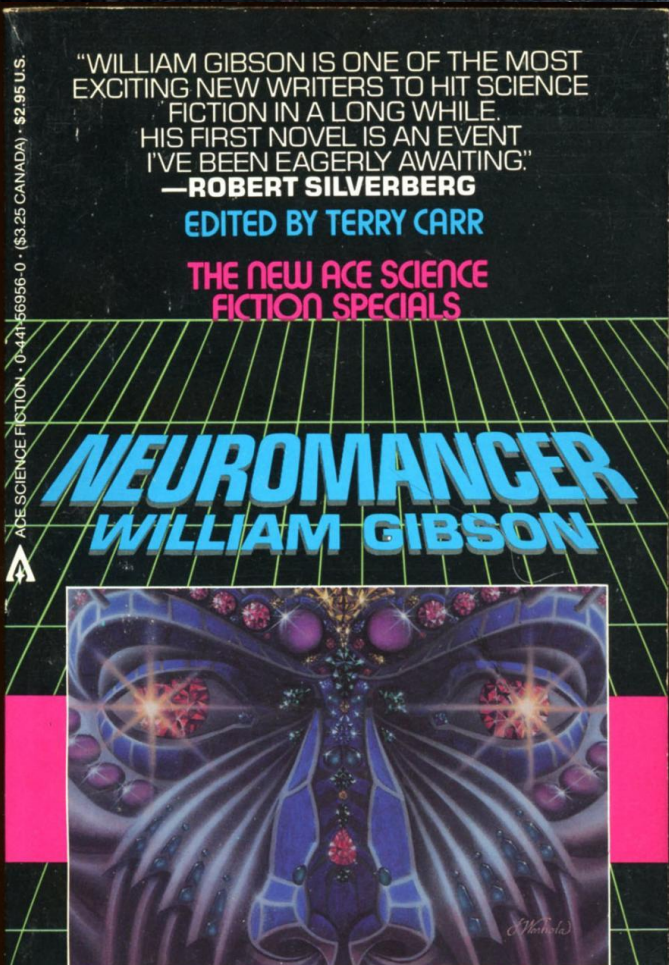


Наталия Балута / Директор Департамента Знаний
Анастасия Королева / Директор по Стратегии

Возможности роста находятся в будущем

«Будущее уже наступило.
Но оно неравномерно
распределено»
Уильям Форд Гибсон

1984



VIRTUAL REALITY

ARTIFICIAL INTELLIGENCE

CYBERSPACE

Middle ages: Epidemic response



2019: Epidemic response



1939:

Robot Elektro at NY World's Fair, could walk by voice command, speak about 700 words, smoke cigarettes, blow up balloons, and move his head and arms



2019:

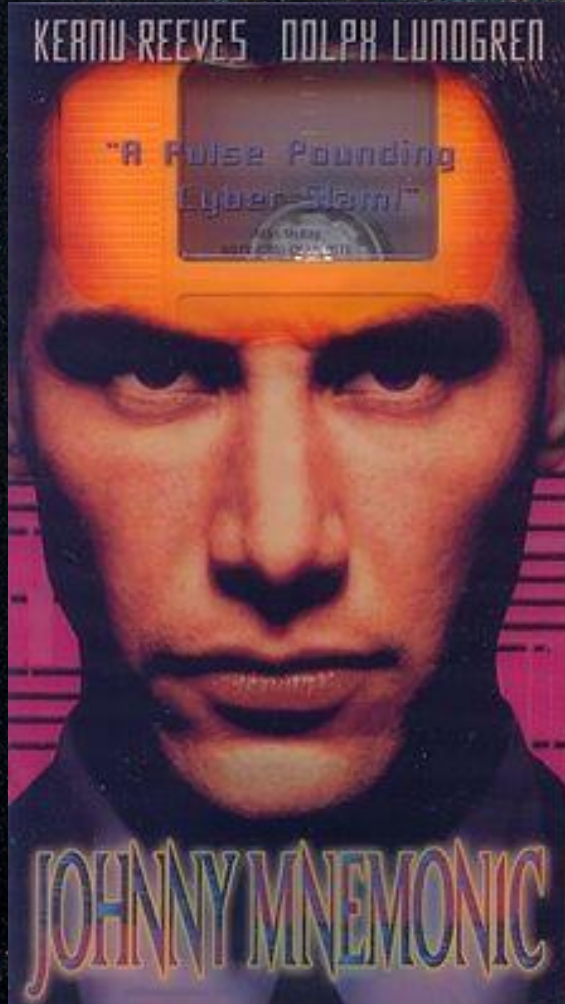
Robot Husqvarna Automower® in your garden: selects the trajectory of movement, adapts to grass growth, adjusts trimming frequency



1995:

Johnny Mnemonic almost died due to excessive amount of data in his mind

320 GB



2019:

No need to overload your mind, just use smartphone

512 GB

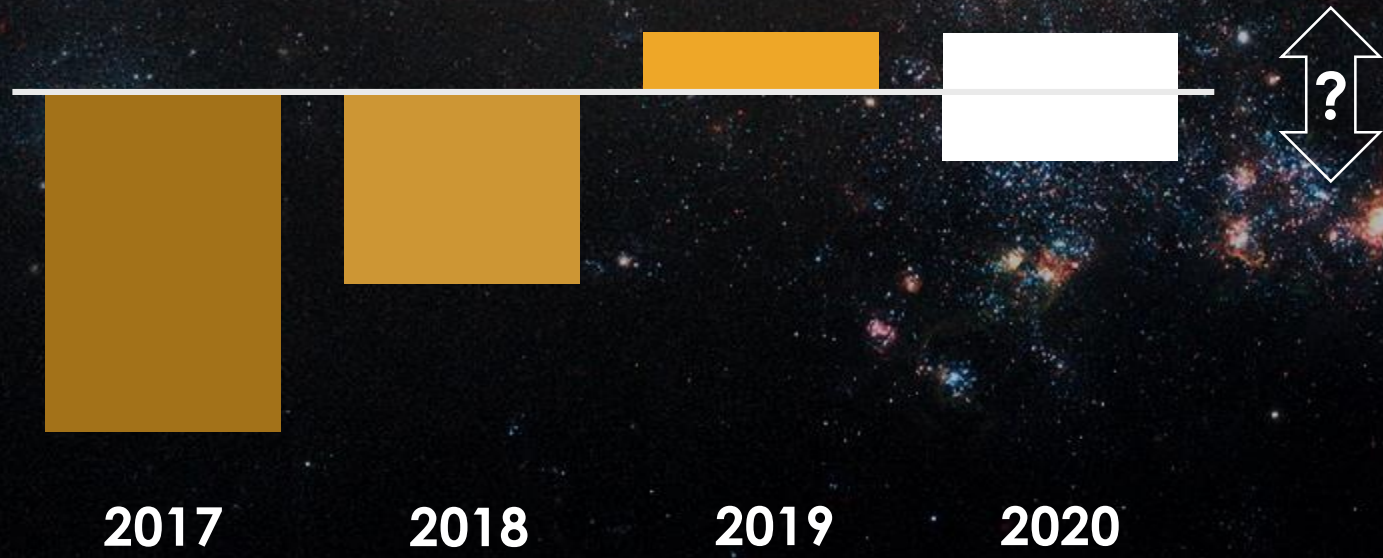


There is even a technology to photograph the future



Future of Business in Russia is very much **challenged** by economy

Russia: Economy Impact on Retail Sales



Arkhangelsk region, 2019

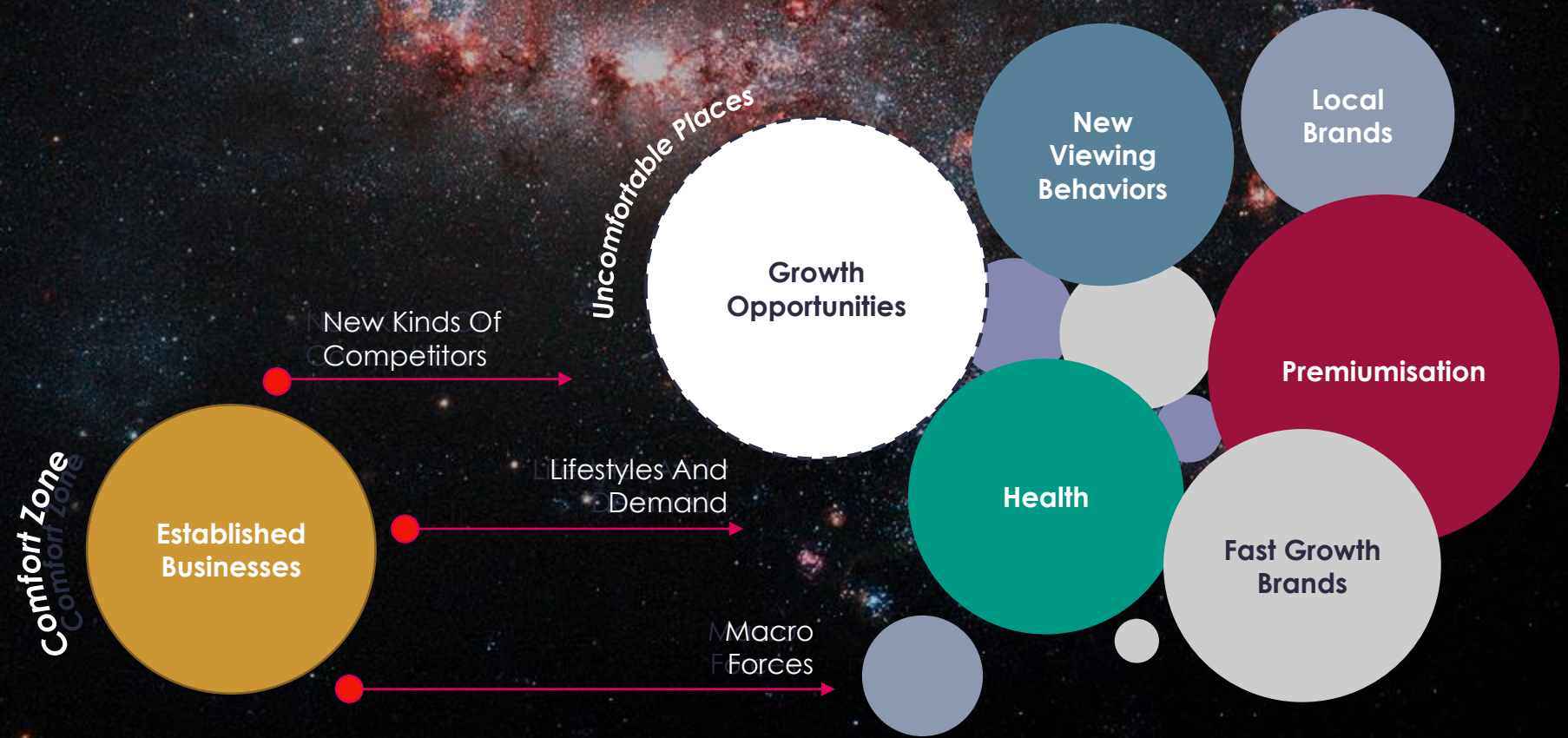


Yaroslavl district, 2019

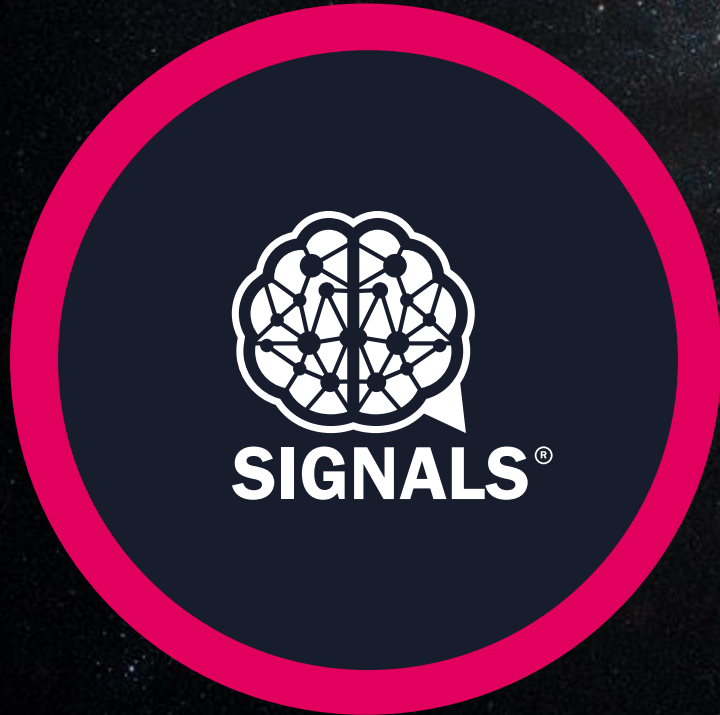


Future is already here, but growth opportunities are uneven and hard to find

Growth will come from increasingly **uncomfortable** places



How **MEDIACOM** finds **new growth** opportunities?
Apart from using human brain



DATA
ANALYTICS
TECHNOLOGY

How **MEDIACOM** finds **new growth** opportunities? Apart from using human brain

Activate Regional Approach with Data & Tech granularity at the local level

Grow using Signals® empowered by Single Source to identify advantageous connections in data

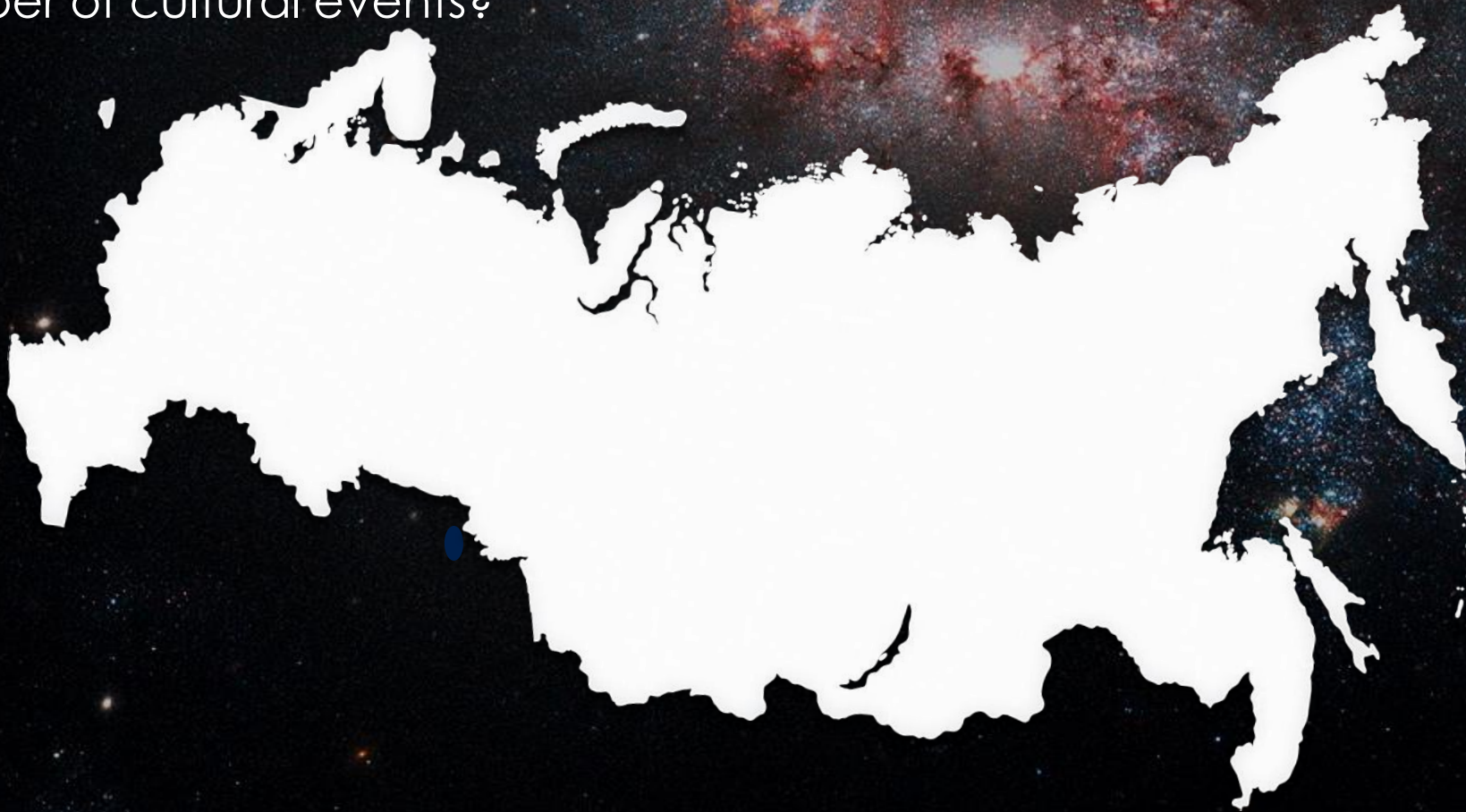
Unlock unique segments it is important to be fast and precise with new sources of data

1. **Regional Approach:** go where there is more future to unlock growth via Data&Tech granularity at local level



1. **Regional Approach:** go where there is more future to unlock growth via Data&Tech granularity at local level

The city in Russia with the lowest number of sunny days during the year & the largest number of cultural events?



EKATERINBURG

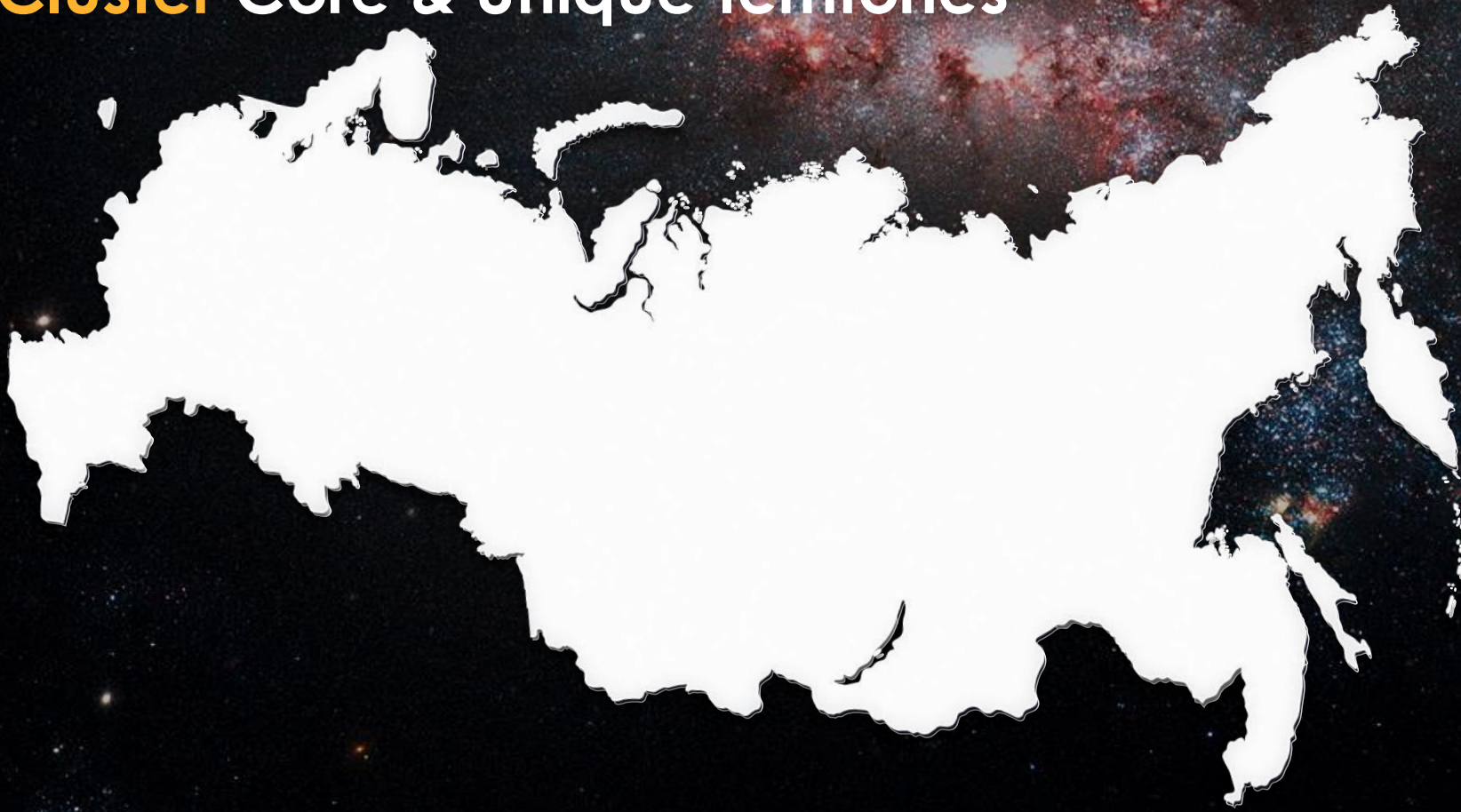


While in SAINT PETERSBURG...
Same small number of sunny days
and the lowest number of Trade
outlets per capita



1. **Regional Approach:** go where there is more future to unlock growth via Data & Tech granularity at local level

Cluster Core & Unique territories

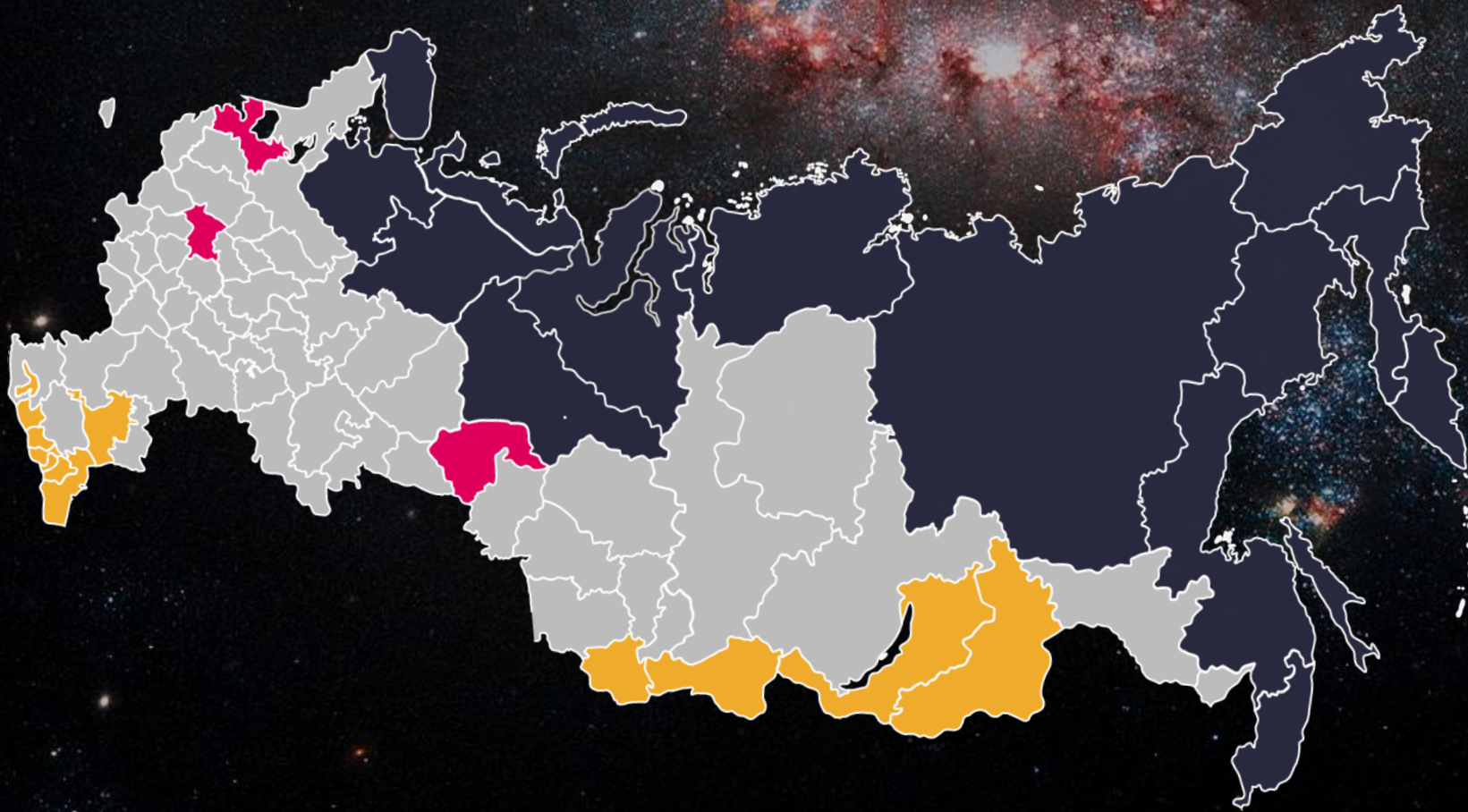


1. **Regional Approach:** go where there is more future to unlock growth via Data & Tech granularity at local level

Cluster Core & Unique territories

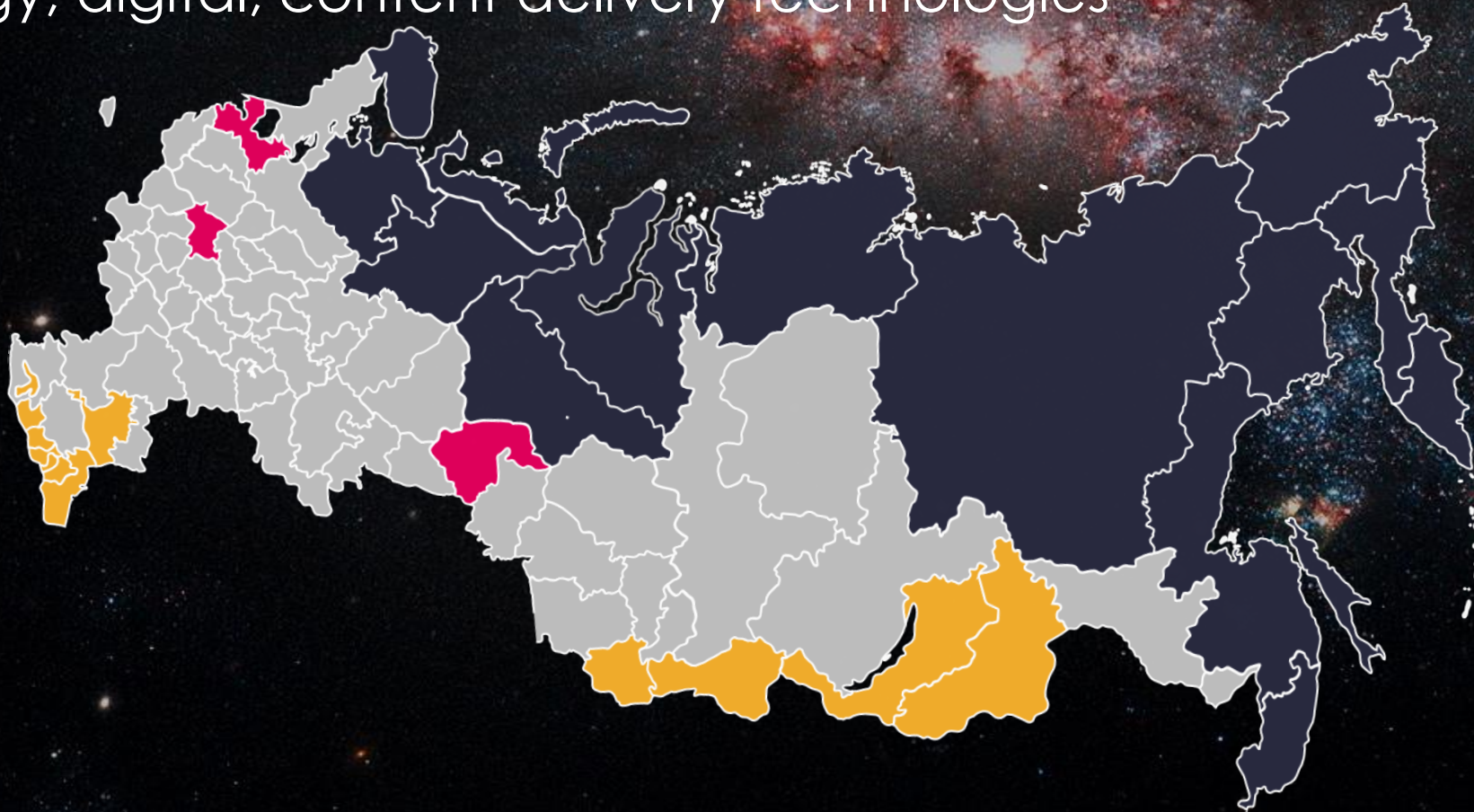


1. **Regional Approach:** go where there is more future to unlock growth via Data & Tech granularity at local level



1. **Regional Approach:** go where there is more future to unlock growth via Data & Tech granularity at local level

Activate depending on the business objectives: different product, media strategy, digital, content delivery technologies



2. **Grow using Signals:** dragging over a disproportionate share via identified consumer occasions

The real challenge: finding which kinds of data are both **valuable & actionable**

EVERY SECOND: Millions of Audience Signals



2. **Grow using Signals:** dragging over a disproportionate share via identified consumer occasions

Aggregated data says: "Our brand is consumed by teens, teens use TikTok"



Single-source data...



2. **Grow using Signals:** dragging over a disproportionate share via identified consumer occasions

«Tamara», from Moscow, 41 y.o.,
Married, 2 teenage kids, income B

**On 18 of May 2018 she bought 10 x 2 liter bottles of
Soft Drink ... Why?**



2. Grow using Signals: dragging over a disproportionate share via identified consumer occasions



«Tamara», from Moscow, 41 y.o., Married, 2 teenage kids, income B

On 18 of May 2018 she bought 10 x 2 litter bottles of Soft Drink ... Why?

"80.83.235.30", "2018-06-17 23:33:58", "https://www.youtube.com/watch?v=uGEXyVAJtc", "2018-06-17 23:33:58", "2018-06-17 23:35:24",
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 "2018-06-18 14:58:30", "https://www.youtube.com/watch?v=VHglV1i3VWw", "2018-06-18 14:58:30", "2018-06-18 14:58:30"

2. **Grow using Signals:** dragging over a disproportionate share via identified consumer occasions



A supply of Soft drinks was bought for the entire class for the school **Graduation Party!**

Occasion Size of Prize:

4 000 000 liters!

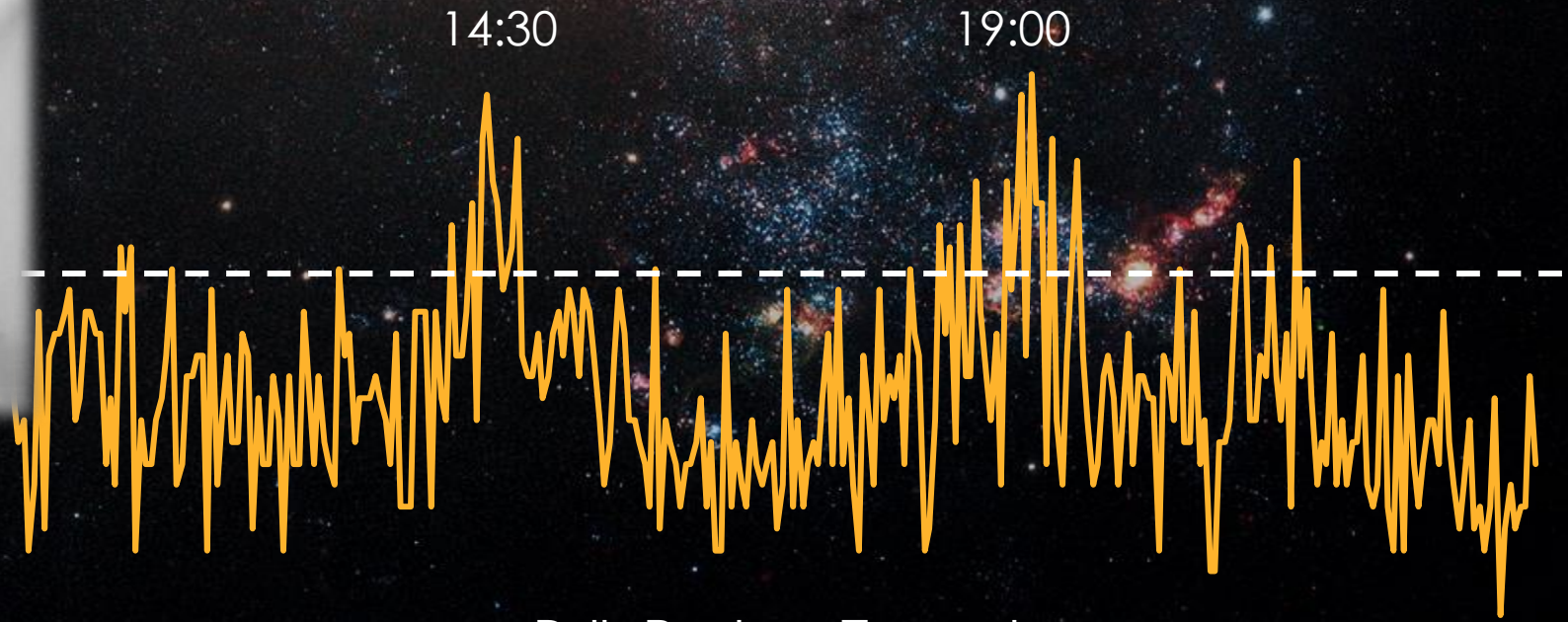
AND NOW WE CAN ACTIVATE THIS FOR EVERY MOM IN RUSSIA:



2. **Grow using Signals:** dragging over a disproportionate share via identified consumer occasions



And teens buy a lot of Soft Drinks on the way from school and in evenings



Daily Purchase Transactions

3. **Unlock unique segments:** search for narrow audiences and opportunities that others do not see

From broader
& older target



3. **Unlock unique segments:** search for narrow audiences and opportunities that others do not see

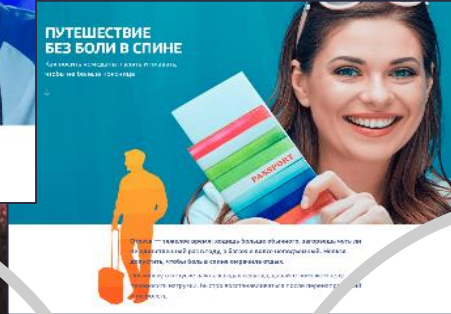
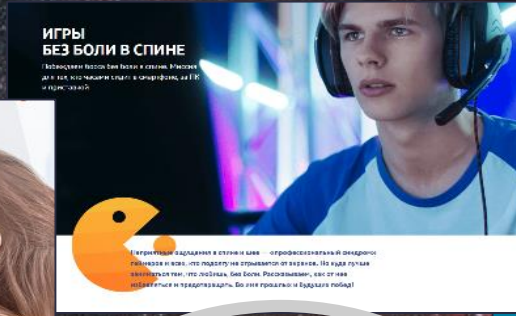
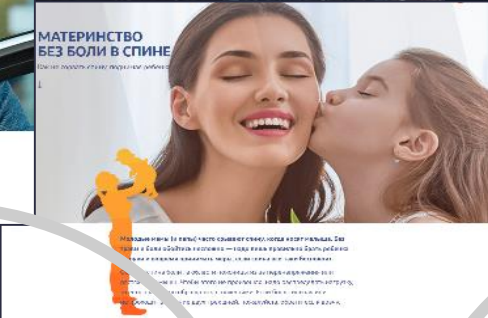
From broader
& older target



To different narrow Segments



3. Unlock unique segments: search for narrow audiences and opportunities that others do not see



+ 50%
 Engagement
 (CTR, BR, time on site)

+ 5 PP
 Ad Liking

+ 11 PP
 Purchase Intent

How **MEDIACOM** finds **new growth** opportunities? Apart from using human brain

Activate Regional Approach
with Data & Tech
granularity at the
local level

Grow using Signals®
empowered by Single
Source to identify
advantageous
connections in data

Unlock unique segments
it is important to be
fast and precise with
new sources of data

The future is not set. There is no fate but what we make for ourselves

Будущее не предопределено. Нет судьбы, кроме той, что мы творим сами.

