

Revedia DataOps

Unify data and optimize operations with AI

Challenge

There is a high sense of urgency to unlock AI insight that will maximize organizational advantage in the media industry – uncovering connections within fragmented data, supporting new applications to drive content discovery, and improving content performance.

For DataOps teams, delivering immediate AI value is just as crucial as implementing scalable solutions that will enable the business to achieve its growth potential. But first, DataOps must overcome the challenges inherent in deploying a new class of technology: unifying data, training models, and empowering users.

The Revedia DataOps Suite

Revedia DataOps is a suite of transformative AI tools developed specifically for media organizations to unify, analyze, and contextualize data from diverse sources.

Revedia DataOps facilitates rapid insight with capabilities including seamless data ingest and pre-built connectors, machine reasoning, predictive models, and a unified namespace. Its low-code, drag-and-drop interface, coupled with flexible and customizable deployment options, makes Revedia DataOps the indispensable solution for organizations seeking the powerful edge that only AI can provide.

- **Seamless integration:** Pre-built connectors, AI-powered ingest, and automatic data mapping into a unified namespace reduce the time and effort required to streamline organizational data pipelines.
- **Data contextualization:** Knowledge graphs, charts, and visual representations transform raw data into consumable output, enabling employees in a wide range of roles and functions to instantly understand key information.
- **AI scalability:** Advanced predictive models and machine learning enable DataOps users to explore, test, deploy, and iterate on predictive models purpose-built for the media industry. AI copilots simplify interactions and deliver insight using natural language.
- **Continuous deployment:** Updates and feature enhancements are integrated without the hassle of systems maintenance, enabling continuous improvement cycles and reducing staff burden.
- **Detection and analysis:** State-of-the-art machine reasoning engines help identify the root causes of trends, peaks, and dips across platforms, payout, viewership, and revenue. Multi-modal anomaly detection and cutting-edge AI detect patterns and anticipate changes.



Benefits of Revedia DataOps

- **Deliver actionable insight:** Enhance decision-making and operational efficiency with out-of-the-box analytics and customizable tools designed to empower impactful decisions.
- **Analyze trends:** Proactively address trends and sudden changes in metrics such as viewership, engagement, and ad impressions with real-time analytics advanced predictive models.
- **Optimize performance:** Monitor, fine-tune and optimize content, promotional, and distribution strategies with granular insights into revenue and viewership.
- **Plan proactively:** Anticipate seasonality, platform promotions, and audience behavior shifts with advanced forecasting capabilities to stay ahead of market dynamics.
- **Automate recommendations:** Utilize machine reasoning engines to automatically analyze data patterns and provide mitigative actions to maintain and improve platform partner performance.

\$60B

Media revenue
processed yearly

300

Media industry
customers

1500+

Distributors' data
analyzed

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