Satyamev Jayate Analytics

Category: Technology Innovation   **Organisation:** Persistent Systems Limited

Product / Solution: Viewer Engagement Analytics Solution for Leading Indian TV show Satyamev Jayate

Innovation Imperative: Persistent Systems innovatively used the Big Data technology to solve one of the most challenging data analytics problems. First time ever for any TV shows in the world, such in-depth analytics program was run. The Satyamev Jayate (SMJ) show had a dual objective, to create a public debate about the most sensitive but unspoken social issues and to bring the change in an individual, and to close this loop with the audience. Data Analytics was the only way to achieve those.

In the world's largest democracy the conversation SMJ sparked in merely 13 weeks spurred the passages or laws, reforms to government policies and inspired millions of people to work on the ever-unfinished project of social progress. This was heavily backed up by the thorough data analytics on the viewer's response. The producers believed in the power of digital platforms to enhance the show and bring about the change SMJ aimed to inspire. Persistent's innovative solution measured the viewer engagement and surpassed the traditional TRP/TAM rating method in terms of the richness and the in-depth analysis.

Brief Overview: During season 1 of the TV show, more than 15 million user responses were analysed, at the pace of almost 1 million/week. These messages were very rich in nature, gathered from Facebook, twitter, web, phone calls, and SMS. Messages contained lengthy personal stories bundled with lots of emotional facets of the respondents, mostly written in Hinglish and English language. The solution went beyond sentiments and presented various insights like what different age groups responded to the episode of old age people, how the youth pledged against alcoholism. It presented not only praise, but praise of the guest/show/theme and so on, not only criticism but criticism of government/law/anchor/society and so on, not only suggestions, but various aspects specific to the issues. With required depth of technology and Indian context, it was impossible to use off the shelf solution. Persistent built a custom platform tailored to the need of the show, formed one of its kind human plus machine combo to achieve required velocity and accuracy of the analysis. Web Case Study: http://goo.gl/dtnwF

Benefits to Customers: The TV channel wanted to find out the reach as well as the impact of the show. The producers of the show wanted to understand the impact of the show at the individual level, going beyond just mere numbers. Traditional TRP/TAM method was far from providing any such insights and connecting to the viewers. The SMJ field research team wanted to connect to the individuals who shared their stories and cover their stories for the *Asar* show (A weekly live news show). The platform helped them quickly find the contact details of the respondents and contact them in time for the *Asar* show.

Business Opportunities: In the last 2 years the world has witnessed how the power of social media has uprooted traditional political power structures. Social media holds the promise of democratization of reach, but it can also be misused. The cutting edge technology to analyse the data and to bring out comprehensive insights is going to be critical in the future. In addition to that, stakeholder engagement analytics as a space is of key importance for the businesses. With the advent of social media stakeholders – be it customers or partners have become more expressive. Deriving insights from the expressions of stakeholders – whether through social media analytics or voice of customer analytics, is a key business opportunity in the area of this innovation that can applied to various industries like FMCG, Pharmacy, Retail, Media and Entertainment, and so on.