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The economics of emerging data in cross-platform broadcast media and film distribution

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Historically, the distribution of Broadcast Media and Film has been based off risk management and financial analysis. With the expansion of data collection, analysis and statistical inference, what were once traditional distribution risks based off of quickly aging surveys, focus groups and data on prior purchases, can be replaced and enhanced with real-time user engagement and consumption data to provide a level of robust analysis and depth based in less archaic models. The inherent value is multifold. For the industry at large in addition to specific organizations found throughout both the broadcast and digital ecosystem, knowing who wants what content, on which device - at any given moment, anywhere in the world updates the old models with cross platform applicability for an industry in flux. We will explore and examine relevant data, case studies and methodologies while analyzing impact areas on the landscape.

Biography

Robert Bardunias is the Chief Revenue Officer of Iris.TV. In his previous role as Managing Director and CFO of MGID, he led the company to become the #1 audience development exchange in the world. He brings experience from a long career working in finance, entertainment, and technology, having worked in executive level positions with Verizon, National Lampoon and Hulu LLC. He is an MBA holder from Hofstra University, and is a dynamic executive with a background in marketing, business/corporate development and Finance. He has experience in consulting with many industries with a strong record for performance and innovation.

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