



BI360 for Media Companies

Enabling World-class Decisions for Media Companies

A Solver Vertical Industry White Paper

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Solver, Inc.

www.solverglobal.com

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Introduction

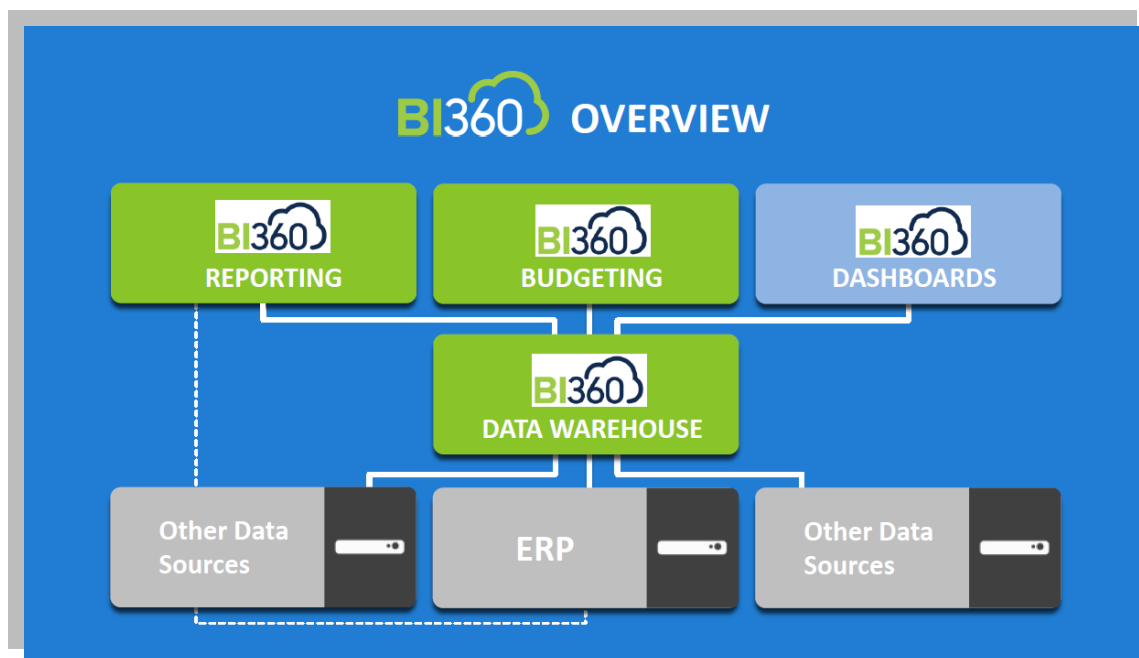
[BI360](#) is a leading web-based Corporate Performance Management (CPM) suite made up of budgeting, reporting, dashboards, and data warehousing, delivered through a web portal. BI360 is offered for cloud and on-premise deployment and represents the next generation of CPM solutions. BI360 empowers business users with modern features including innovative use of Excel in the model design process. End users have anytime, anywhere access from a modern Web Portal and Mobile Apps.

The features that differentiate BI360 the most from other CPM applications are:

1. Available both for cloud and on-premise deployment.
2. Third generation Excel add-in for simple or complex reporting and budgeting template design.
3. Modern Excel, Web and Mobile end-user front-ends for easy access to information and powerful collaboration.
4. Pre-Configured and extensible “smart” data warehouse.
5. Deployed as individual modules or as a single, comprehensive CPM Suite with a single security model and deployment.

Architecture Overview

Below, you can see a simplified architecture with all the BI360 modules. The *Reporting*, *Budgeting* and *Dashboard* modules can both run live on a number of different ERP systems, as well as off the BI360 Data Warehouse.

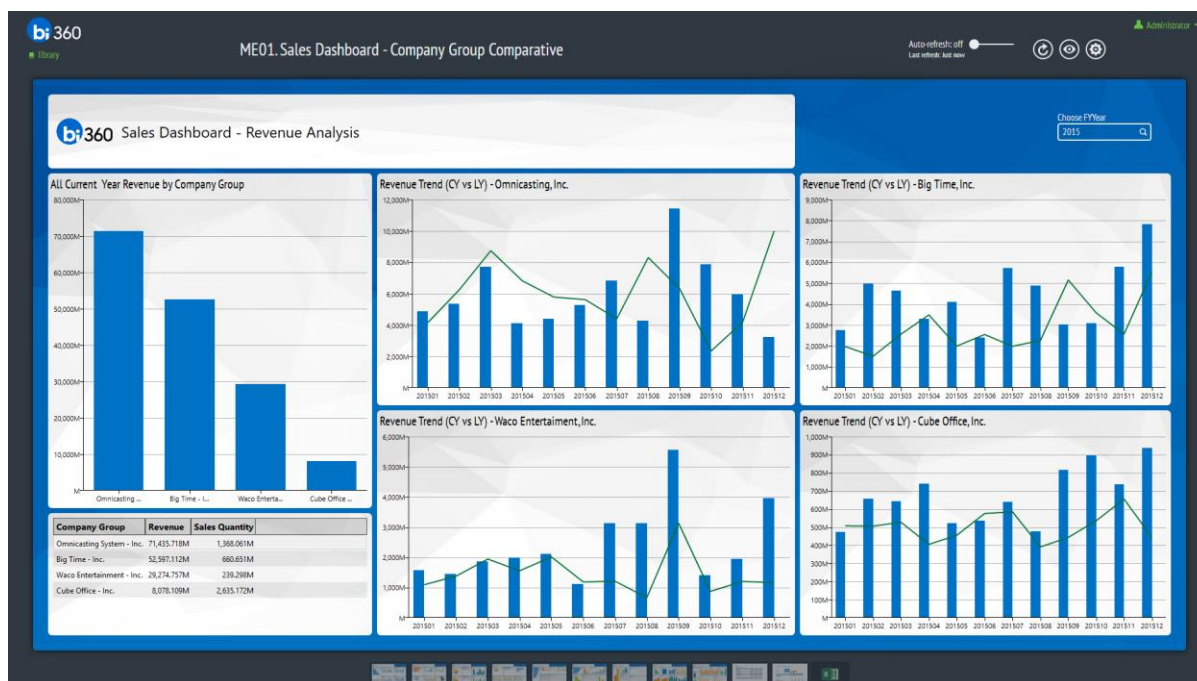


Note: For more detailed information about BI360, please email info@solverglobal.com and request the document: "BI360 White Paper – Overview of the BI360 Suite."

ME01. Sales Dashboard – Company Media Group Comparative

Sales Dashboard – Company Media Group Comparative is designed to monitor and compare revenue and sold quantity of companies and/or divisions of your Media Group in one single view. For each company/division, the Sales Director will be able to know the figures of:

- Actual Revenue Current Year trend
- Actual Revenue Last Year trend
- Accumulated sold quantity



ME02. Sales Dashboard – Revenue Generating Units Analysis

Sales Dashboard – Revenue Generating Units Analysis is prepared for the questions that a COO (Chief Operating Officer) needs to answer in just a single view about the RGUs. The COO will be able to know the figures of:

- Revenue comparative – All year
- Sold quantity comparative – All year
- Total RGUs trend per period
- Added RGUs trend per quarter (drill to → period)
- Churn RGUs trend per quarter (drill to → period)
- Bad debt RGUs – End of year

You just need to select the Fiscal Year and *MAGIC!* You get the answers.

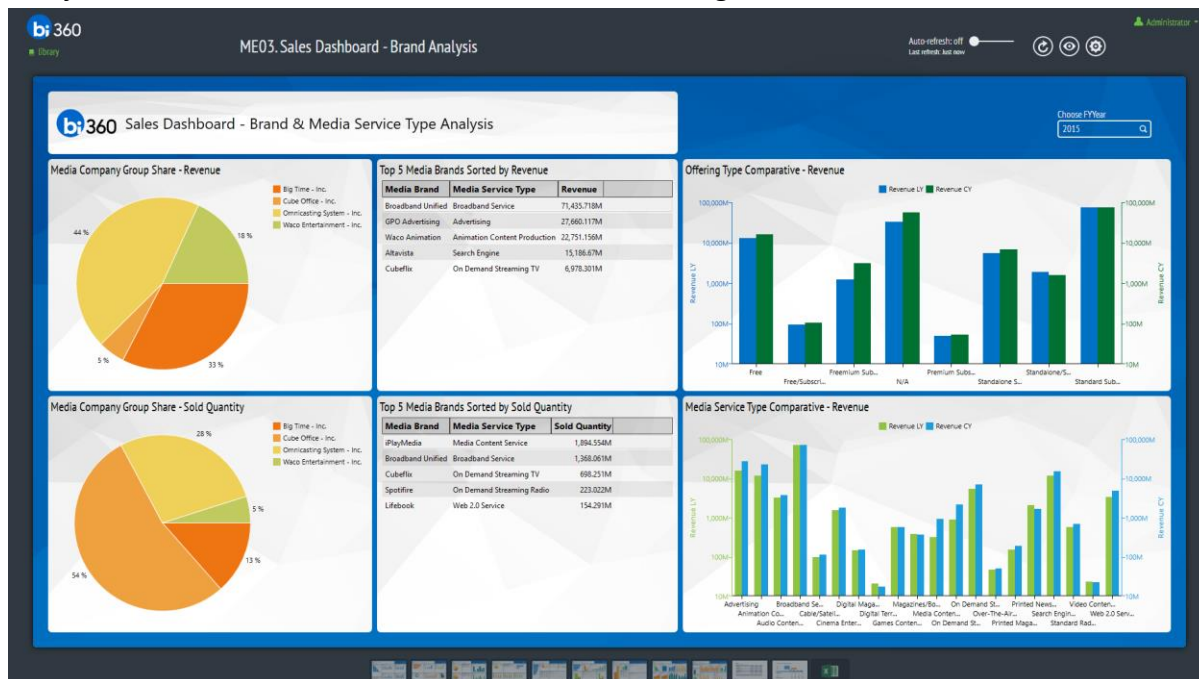


ME03. Sales Dashboard – Brand / Property Analysis

Sales Dashboard – Brand / Property Analysis is prepared for the questions that a COO (Chief Operating Officer) needs to answer in just a single view about the brands, offering type and service types of the media group. The COO will be able to know the figures of:

- Revenue share – All year
- Sold quantity share – All year
- Top 5 media brands by revenue – All year
- Top 5 media brands by sold quantity – All year
- Sold quantity comparative – All year
- Offering type comparative – revenue – All year
- Media service type comparative – revenue – All year

You just need to select the Fiscal Year and *VOILÀ!* You get the answers.

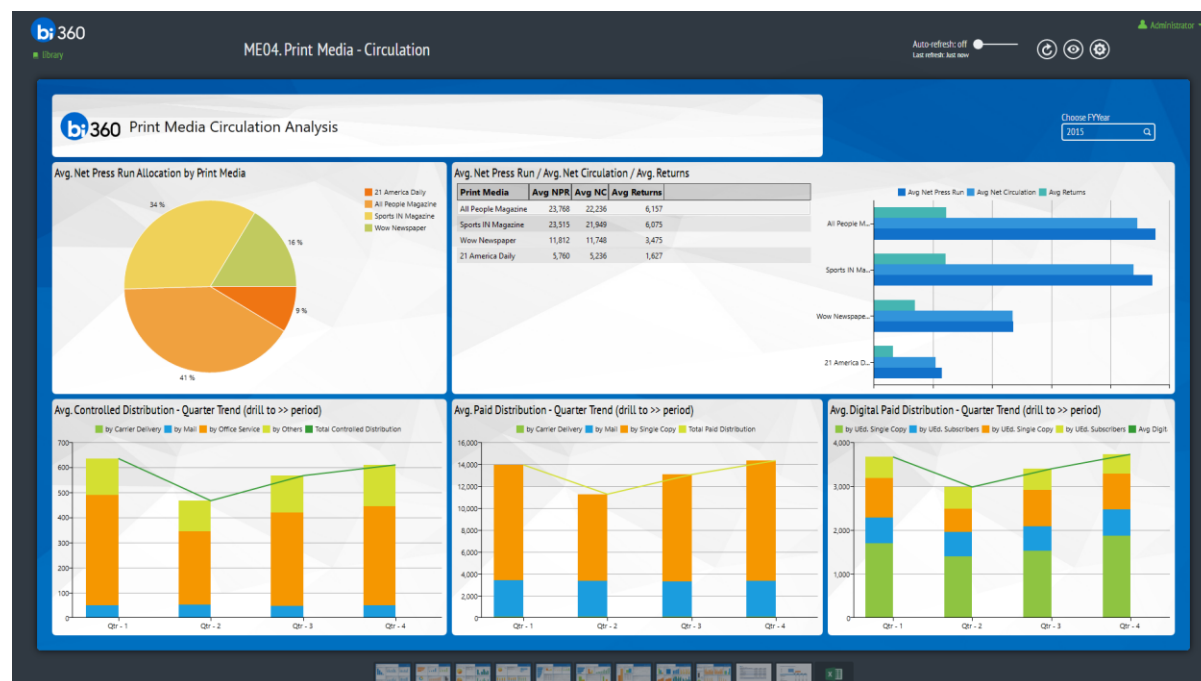


ME04. Print Media Dashboard – Circulation Analysis

Print Media Dashboard – Circulation Analysis was built to, in a glance, show information about the circulation figures of Print Media products of the media group. As a Print Media Manager, you will be able to monitor the following for the selected Fiscal Year:

- Average Daily Net Press Run per Print Media
- Average Daily Net Circulation per Print Media
- Average Daily Returns per Print Media
- Average Daily Controlled Distribution per category
- Average Daily Paid Distribution per category
- Average Daily Digital Paid Distribution per category

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.

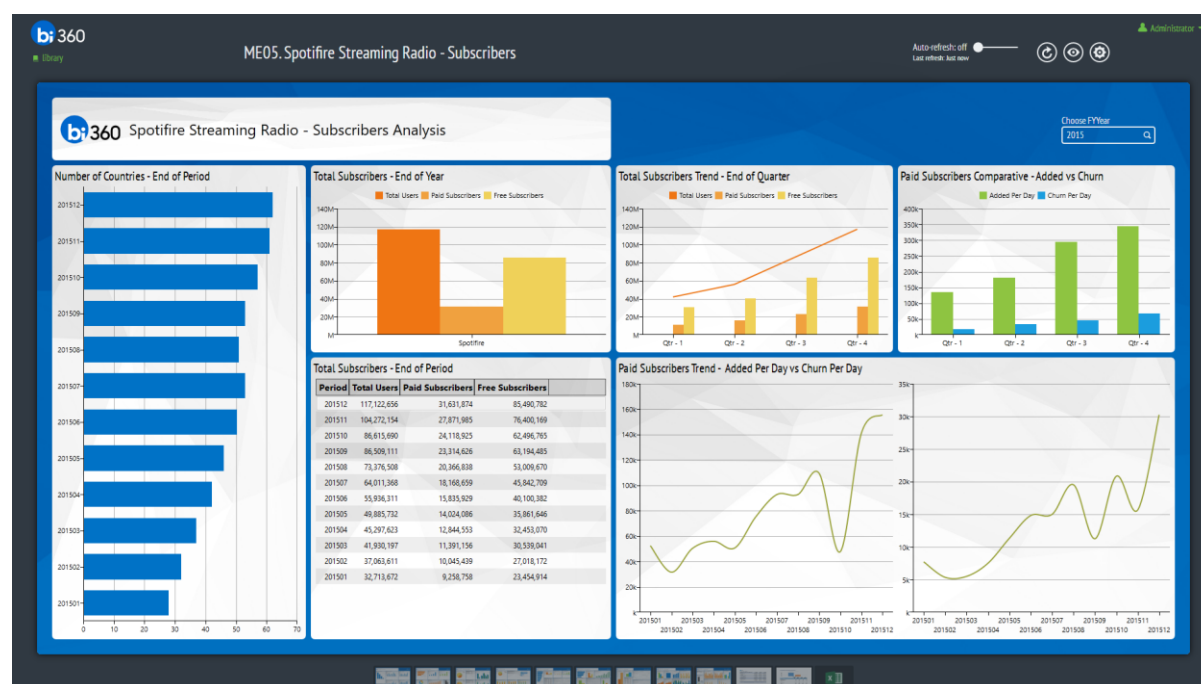


ME05. Spotify Streaming Radio – Subscribers Analysis

Spotify Streaming Radio – Subscribers Analysis was built to, in a glance, show information about metrics for the streaming radio company in your media group. As a COO, you will be able to monitor the following for the selected Fiscal Year:

- Total number of reached countries per month
- Total subscribers / Paid subscribers / Free subscribers at the end of year
- Total subscribers / Paid subscribers / Free subscribers per period
- Paid subscribers added per day
- Paid subscribers churn per day

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.

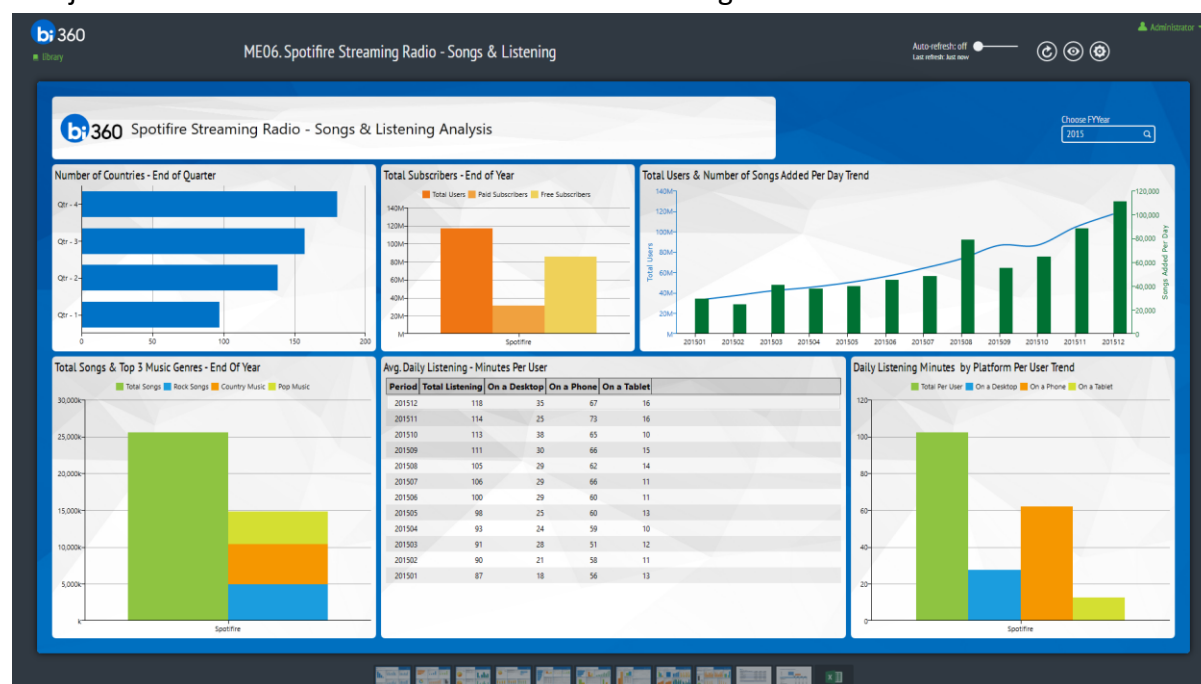


ME06. Spotfire Streaming Radio – Songs & Listening Analysis

Spotfire Streaming Radio – Songs & Listening Analysis was built to, in a glance, show information about song and listening metrics for the streaming radio company in your media group. As a COO, you will be able to monitor the following for the selected Fiscal Year:

- Total number of reached countries per quarter
- Total subscribers / Paid subscribers / Free subscribers at the end of year
- Number of songs added per day
- Number of songs for the top 3 music genres - End of year
- Average daily listening minutes per user
- Average daily listening minutes by platform per user

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.

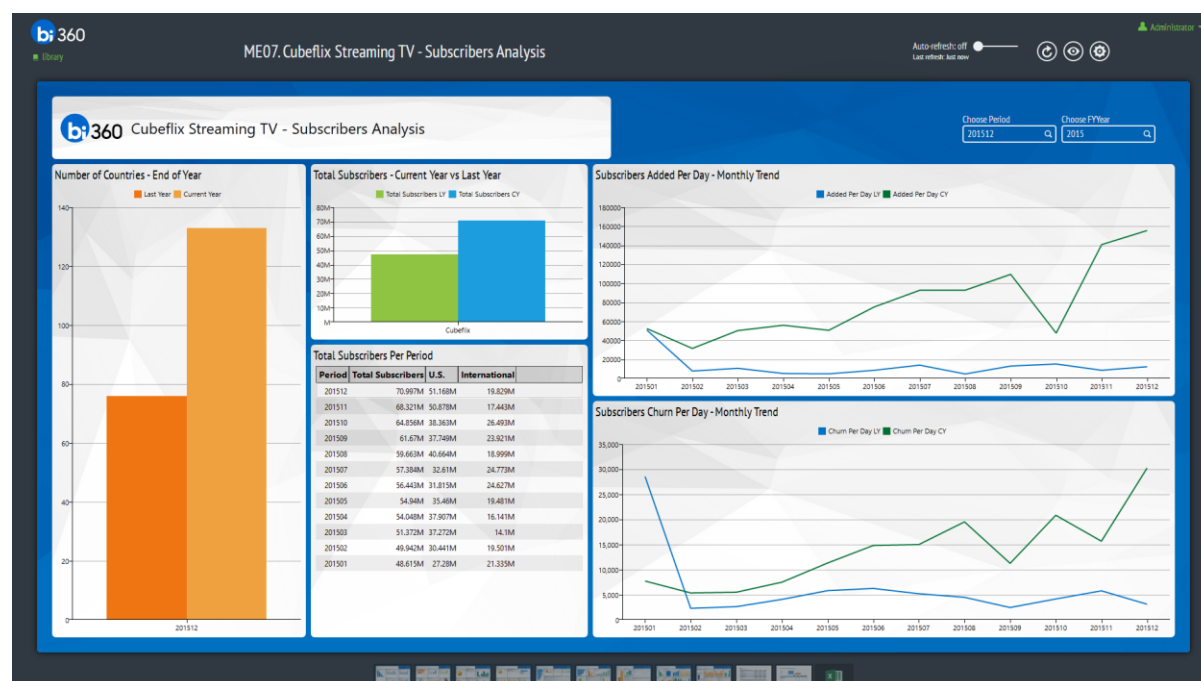


ME07. Cubeflix Streaming TV – Subscribers Analysis

Cubeflix Streaming TV – Subscribers Analysis was built to, in a glance, show information about metrics for the Streaming TV Company in your media group. As a COO, you will be able to monitor the following for the selected Fiscal Year:

- Total number of reached countries per month – CY versus LY
- Total subscribers – CY versus LY
- U.S. subscribers per month
- International subscribers per month
- Subscribers added per day
- Subscribers churn per day

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.

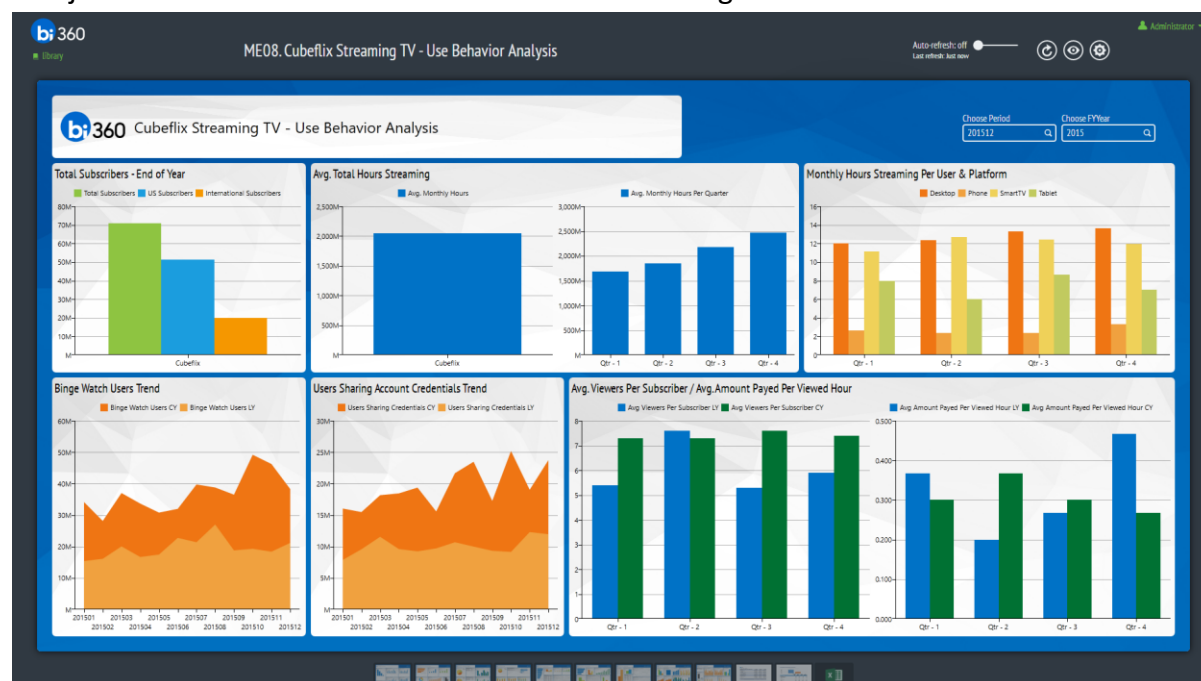


ME08. Cubeflix Streaming TV – Use Behavior Analysis

Cubeflix Streaming TV – Use Behavior Analysis was built to, in a glance, show information about behavior of subscribers metrics for the Streaming TV Company in your media group. As a COO, you will be able to monitor the following for the selected Fiscal Year:

- Total subscribers – End of year
- U.S subscribers versus International subscribers – End of year
- Average monthly total hours streaming
- Monthly hours streaming per user and per platform
- Binge-watch users – CY versus LY
- Users sharing account credentials – CY versus LY
- Average viewers per subscriber
- Average amount paid per viewed hour

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.

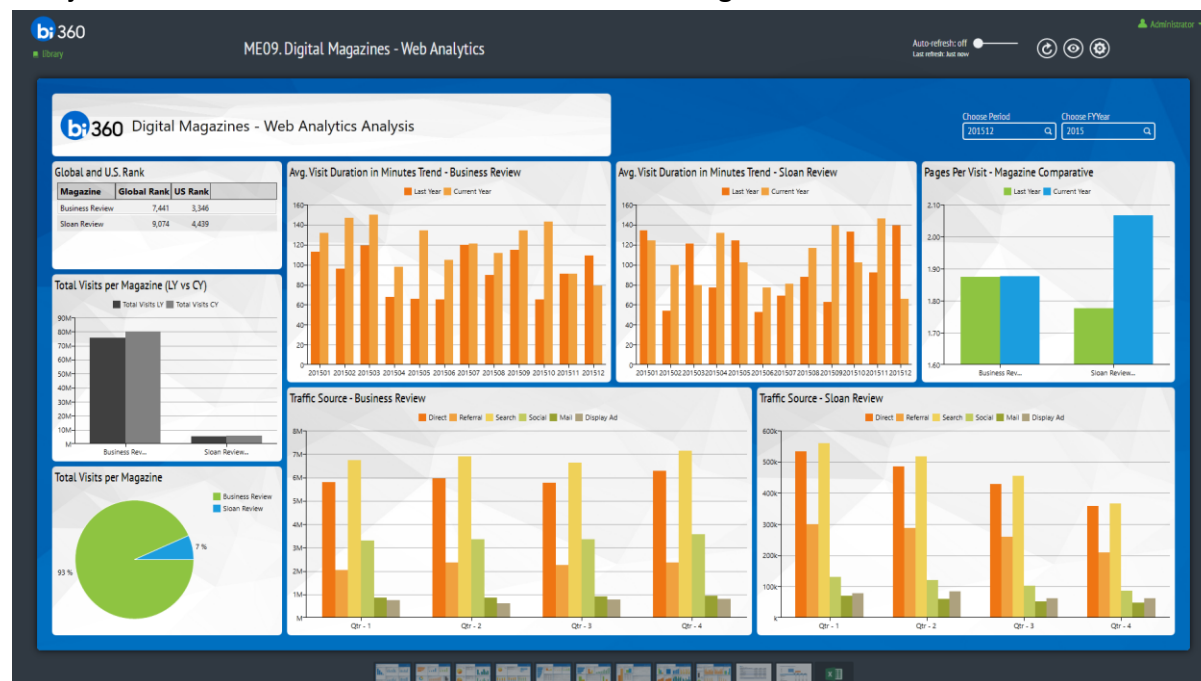


ME09. Digital Magazines – Web Analytics

Digital Magazines – Web Analytics was built to, in a glance, show information about metrics for the digital magazines in your media group. As a Digital Director you will be able to monitor the following for the selected Fiscal Year:

- Global rank and U.S. rank – End of year
- Total visits per magazine – CY versus LY
- Total visits per magazine share
- Average visit duration in minutes trend
- Pages per visit comparative
- Traffic source comparative

You just need to select the Fiscal Year and *VOILÁ!* You get the answers.



MER01. Media Sales Report

The **Media Sales Report** can show us the US\$ Revenue for every company, category group and media category in a matrix view. You can monitor the accumulated figures for all the year and for each quarter of year. Remember that you can execute your report from Excel or from Web Portal, as works better for you.

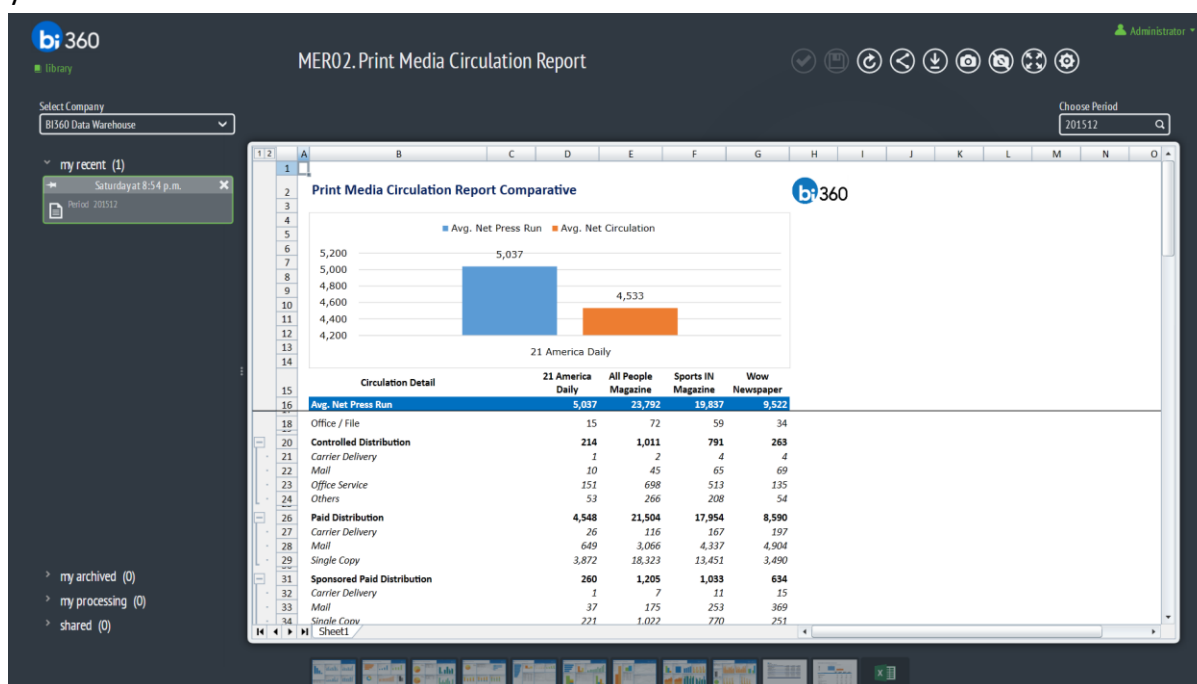
Company Group / Category Group / Media Category	Q4-2015	Q4-2015	Q4-2015	Q4-2015	2015 Actual	2014 Actual	Var. US\$	Var. %
Big Time - Inc.	12,416,888,300	9,792,909,357	13,644,959,710	16,695,814,767	52,550,572,134	35,170,719,614	17,379,852,520	49%
Audio Entertainment	541,664,602	621,267,875	738,643,172	971,476,170	2,873,051,819	1,479,845,115	1,393,206,704	94%
Radio Advertising	179,148,548	163,835,487	198,946,960	159,137,705	701,248,700	569,817,800	131,430,900	23%
Streaming Radio Advertising	25,246,666	24,173,907	32,854,807	22,724,981	105,000,361	54,699,999	50,300,362	92%
Digital Streaming Music	337,269,388	433,258,481	506,841,405	789,433,484	2,066,802,758	855,327,316	1,211,475,442	142%
Consumer Magazines	77,660,397	64,816,531	70,435,378	80,739,255	293,651,561	301,078,567	-7,427,006	-2%
Consumer Magazine Digital Advertising	34,649,423	29,423,320	32,710,662	33,190,157	129,973,562	130,975,192	-1,001,630	-1%
Consumer Magazine Digital Circulation	5,080,726	5,546,322	5,382,790	5,629,852	21,659,890	16,825,995	4,833,895	29%
Consumer Magazine Print Single Copy	31,695,683	22,942,008	25,762,064	35,150,552	115,550,307	129,708,405	-14,158,098	-11%
Consumer Magazine Print Subscription	6,234,565	6,884,681	6,579,862	6,768,694	26,467,802	23,568,975	2,898,827	12%
Digital Advertising	4,411,002,542	5,223,622,080	5,133,031,809	5,255,685,454	20,023,341,885	15,372,442,550	4,650,899,335	30%
Non-Video Display Ads	1,014,692,470	980,863,961	1,671,579,855	1,147,247,652	4,814,383,938	3,378,971,897	1,435,412,041	42%
Search Ads	3,388,221,128	4,238,705,287	3,457,601,100	4,102,142,824	15,186,670,339	11,970,388,340	3,216,281,999	27%
Video Display Ads	8,083,944	4,052,832	3,850,254	6,294,978	22,287,608	23,082,313	-794,705	-3%
Newspapers	467,208,357	382,826,285	430,176,867	420,198,020	1,700,409,529	2,088,809,494	-388,399,965	-19%
Out-of-Home Advertising	6,919,352,402	3,500,376,586	7,272,672,484	9,967,715,868	27,660,117,340	15,928,543,888	11,731,573,452	74%
Cube Office - Inc.	1,775,804,565	1,798,961,662	1,934,219,628	2,569,123,194	8,078,109,049	6,031,369,669	2,046,739,380	34%
Audio Entertainment	21,902,421	75,794,390	25,737,815	59,851,285	183,285,911	129,785,322	53,500,589	41%
In-Home Entertainment	1,738,363,478	1,707,555,013	1,886,655,140	2,494,318,742	7,826,892,373	5,833,736,127	1,993,156,246	34%
Television Advertising	15,538,666	15,612,259	21,826,673	14,953,167	67,930,765	67,848,220	82,545	0%
Omnicasting System - Inc.	17,956,849,344	13,787,470,564	22,606,860,241	17,084,537,416	71,435,717,565	72,955,122,817	-1,519,405,252	-2%
Broadcast	17,956,849,344	13,787,470,564	22,606,860,241	17,084,537,416	71,435,717,565	72,955,122,817	-1,519,405,252	-2%
Waco Entertainment - Inc.	4,894,962,830	5,224,604,706	11,843,456,918	7,311,732,961	29,274,757,415	17,437,392,073	11,837,365,342	68%
Audio Entertainment	897,662,029	963,112,532	907,454,869	982,536,018	3,750,765,448	3,271,362,302	479,403,146	15%
Cinema	416,824,438	468,895,135	424,094,689	505,784,274	1,815,598,536	1,550,867,581	264,730,955	17%
Consumer Magazines	124,920,062	98,110,511	72,134,697	76,850,406	372,015,676	381,120,815	-9,105,139	-2%
Out-of-Home Advertising	3,347,590,515	3,539,498,595	10,279,145,023	5,584,921,696	22,751,155,829	11,657,149,588	11,094,006,241	95%
Video Games	107,965,786	154,987,933	160,627,640	161,640,567	585,221,926	576,891,787	8,330,139	1%
TOTAL REVENUE	37,044,505,039	30,603,946,289	50,029,496,497	43,661,208,338	161,339,156,163	131,594,604,173	29,744,551,990	23%

MER02. Print Media Circulation Report

The **Print Media Circulation Report** let us know, for every print media magazine in your company, the following circulation figures:

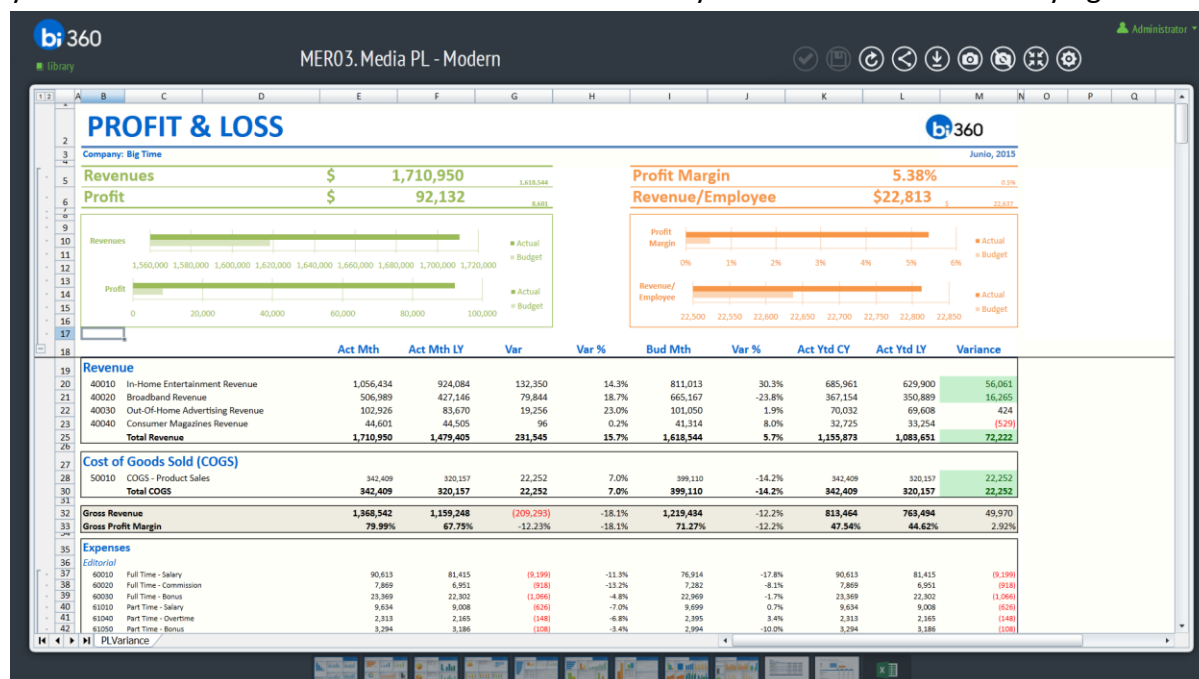
- Average Daily Net Press Run
- Average Daily Net Circulation
- Average Daily Returns
- Average Daily Controlled Distribution per category
- Average Daily Paid Distribution per category
- Average Daily Digital Paid Distribution per category

Remember that you can execute your report from Excel or from Web Portal, as works better for you.



MER03. Media Profit & Loss Report

This Profit & Loss report is an example that compares Actual and Budget data for the current month, including variance. It also compares with the same month for the prior year, as well as year-to-date information. Users can drill down on any number to see the underlying detail.



MEP01. Media Sales Forecast

Using this form, you will be able to forecast the revenue (US\$ Amount) by every Media Brand and Media Category of your media company for the Fiscal Year. You just need to input the amounts in the yellow columns for every single period. Save the form and keep the values safe in your database. It's that easy!

The screenshot displays the MEP01. Media Sales Forecast application. The interface includes a top navigation bar with the BI360 logo, a title bar, and a toolbar with various icons. The main area is a spreadsheet titled "Media Sales Forecasting" with columns for Media Brand / Media Category and fiscal years from 201501 to 201511. The data is organized into sections for different media brands, including BP030, BP031, BP034, BP035, and MC001 through MC008. The spreadsheet shows revenue values in millions of USD for each category across the fiscal years. The interface also features a sidebar with a tree view of the data structure and a bottom status bar.

Media Brand / Media Category	201501	201502	201503	201504	201505	201506	201507	201508	201509	201510	201511	201512
GRAND TOTAL (in millions - USD)	2,766,618,032	4,992,421,218	4,657,849,050	3,297,135,854	4,103,404,635	2,392,368,868	5,533,333	4,785,333	4,683,333	4,633,333	5,533,333	6,133,333
BP030 - All People Magazine	7,768,420	9,298,819	5,858,768	6,766,338	1,680,987	5,344,284	4,250,000	3,500,000	3,400,000	3,350,000	4,250,000	4,850,000
MC032 - Consumer Magazine Print Single Copy	6,658,542	8,413,151	4,779,052	5,703,826	799,971	4,754,099	1,750,000	1,000,000	2,500,000	2,500,000	3,000,000	3,500,000
MC037 - Consumer Magazine Print Subscription	1,109,878	885,668	1,079,716	1,062,512	881,016	590,185	2,500,000	2,500,000	900,000	850,000	1,250,000	1,350,000
BP031 - Sports Illustrated Magazine	5,427,624	4,402,279	5,174,338	5,871,211	2,740,450	7,423,419	1,283,333	1,283,333	1,283,333	1,283,333	1,283,333	1,283,333
MC032 - Consumer Magazine Print Single Copy	4,444,419	3,171,249	4,229,270	4,591,553	1,172,350	5,920,209	200,000	200,000	200,000	200,000	200,000	200,000
MC037 - Consumer Magazine Print Subscription	983,205	1,231,030	945,068	1,279,658	1,568,100	1,503,210	1,083,333	1,083,333	1,083,333	1,083,333	1,083,333	1,083,333
BP034 - Wow Newspaper	71,696,633	63,222,723	62,764,697	42,239,567	52,410,076	70,215,139	0	0	0	0	0	0
MC041 - Daily Newspaper Print Subscription	3,604,578	3,018,738	2,793,503	2,760,621	1,230,329	1,181,303						
MC045 - Daily Newspaper Print Advertising	24,389,197	22,624,749	20,105,366	11,767,508	11,542,093	21,748,655						
MC046 - Daily Newspaper Print Classified Advertising	3,236,825	4,626,662	3,458,905	3,598,793	3,915,753	2,304,079						
MC048 - Daily Newspaper Print National Advertising	18,439,244	3,488,996	13,417,031	3,001,468	2,692,329	7,605,458						
MC049 - Daily Newspaper Print Single Copy	179,164	252,824	251,455	181,515	153,829	907,266						
MC050 - Daily Newspaper Print Supplemental	174,909	214,225	88,265	121,059	73,205	225,417						
MC052 - Sunday Newspaper Print Subscription	138,115	83,850	111,808	106,226	92,678	87,364						
MC053 - Sunday Newspaper Print Advertising	9,178,187	20,568,574	14,639,681	12,067,104	21,955,410	25,880,987						
MC054 - Sunday Newspaper Print Classified Advertising	1,834,191	1,697,438	3,723,528	933,423	1,904,072	1,259,412						
MC056 - Sunday Newspaper Print National Advertising	10,219,183	6,194,175	3,943,028	7,427,330	8,414,279	9,177,338						
MC057 - Sunday Newspaper Print Single Copy	226,717	314,843	146,742	195,401	367,860	328,281						
MC058 - Sunday Newspaper Print Supplemental	76,323	117,648	85,385	79,119	68,239	107,679						
BP035 - 21 America Daily	86,611,289	46,053,115	61,858,739	32,559,456	56,444,460	60,634,772	0	0	0	0	0	0
MC041 - Daily Newspaper Print Subscription	385,587	374,522	381,143	200,661	361,657	299,943						
MC045 - Daily Newspaper Print Advertising	35,137,703	9,275,308	5,910,726	4,198,622	29,272,939	24,888,952						
MC046 - Daily Newspaper Print Classified Advertising	1,287,805	4,633,879	1,312,524	3,720,787	1,211,115	3,126,106						
MC048 - Daily Newspaper Print National Advertising	11,367,953	11,537,289	8,496,178	3,862,004	11,701,321	7,572,583						
MC049 - Daily Newspaper Print Single Copy	186,240	183,843	200,455	297,920	268,780	132,327						
MC050 - Daily Newspaper Print Supplemental	175,719	57,604	131,680	80,986	95,570	147,950						
MC052 - Sunday Newspaper Print Subscription	63,668	102,274	97,527	122,169	69,300	114,182						
MC053 - Sunday Newspaper Print Advertising	26,251,911	7,996,332	32,040,700	14,012,882	3,005,224	13,714,740						
MC054 - Sunday Newspaper Print Classified Advertising	2,719,717	1,530,980	2,824,306	1,504,784	3,043,768	1,188,794						
MC056 - Sunday Newspaper Print National Advertising	8,550,102	10,169,863	10,189,068	4,103,129	7,132,408	9,055,511						
MC057 - Sunday Newspaper Print Single Copy	308,194	126,961	181,265	271,109	168,983	291,100						
MC058 - Sunday Newspaper Print Supplemental	176,690	64,260	93,167	182,403	113,395	100,584						