

Network 10 A ViacomCBS Company



Delivering personalised experiences at scale with an experimentation mindset

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Chilling Drama

The Secrets She Keeps

Agatha has created her perfect family with her baby and Hayden, but an old flame threatens to thwart her plans

Watch Episodes



Live TV



MasterChef

BACK TO WIN
MasterChef



Hawaii Five-0

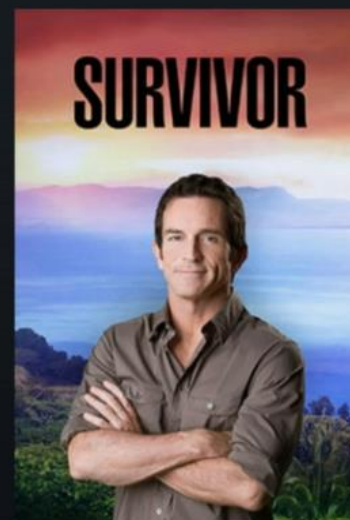


Medium





Popular





MasterChef

13 Seasons, 767 Episodes available.

PG | Reality

Episodes

Extras



MasterChef - S12 Ep. 22

Contestants have three hours to complete a simply stunning Darren Purchase dish but in the final hour of the cook, a twist which no one could anticipate is thrown at the conte...



MasterChef - S12 Ep. 21

Contestants learn that there will be a twist with every challenge this week, so they mu...



MasterChef - S12 Ep. 20

In today's take-away elimination challenge contestants must make a dish that will stan...



MasterChef - S12 Ep. 19

Three contestants are told they must prepare 100 small plates each, consisting of five dif...

SEASON

12

11

10

9

8

7

6

5

4

3

2

Where did we start? Experiments, Experiments, Experiments.....

Phase 1: Partnered with Optimizely in 2019 to embed a culture of Experimentation (Test & Learn)

What challenges were we trying to solve with personalisation

We want to be able to create personalised experiences that drive consistent viewership and engagement, maximizing value for Network 10.

This was driven by:

- Experimentation success over 2 years with Optimizely utilizing their ML Algorithms & Experimentation platform
- Introduction of our Unified App Platform for a consistent Connected TV experience & the data it brings
- Opportunity to differentiate our market offering by creating relevant & personalised experiences

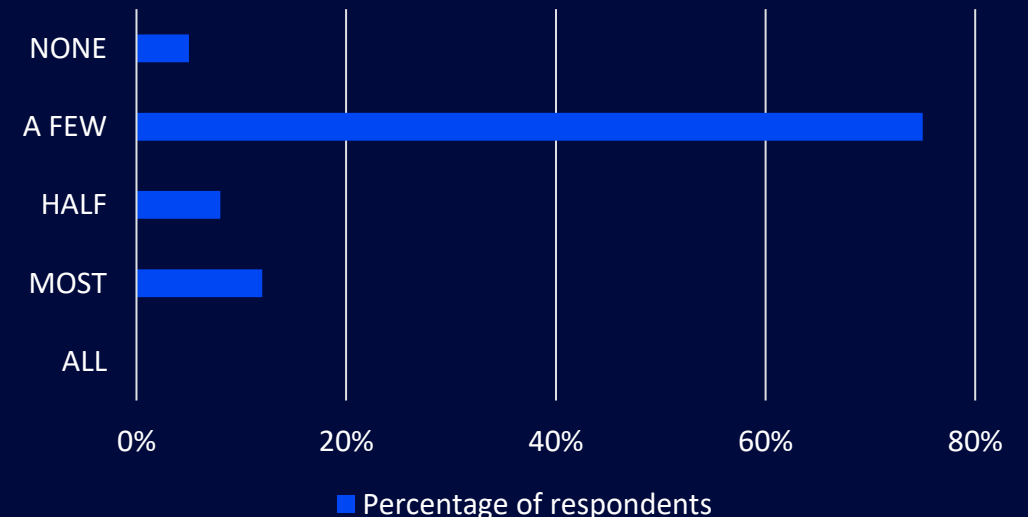
How did we begin our Personalisation Journey

Phase 2: Partnered with 'The Lumery' to bridge the void between our Brand & our Customers by using Data & Tech

- **Internal Survey:** Clarifying what personalisation means to Network 10
- **Document** that helps articulate personalisation to the whole business
- **Cross department collaboration** on plans the next steps to start personalisation
- Empowered **centralized project team** was given approval, funding & executive sponsorship for personalisation Initiatives

How much are you personalising

Question: Approximately how many customer interactions are personalised?

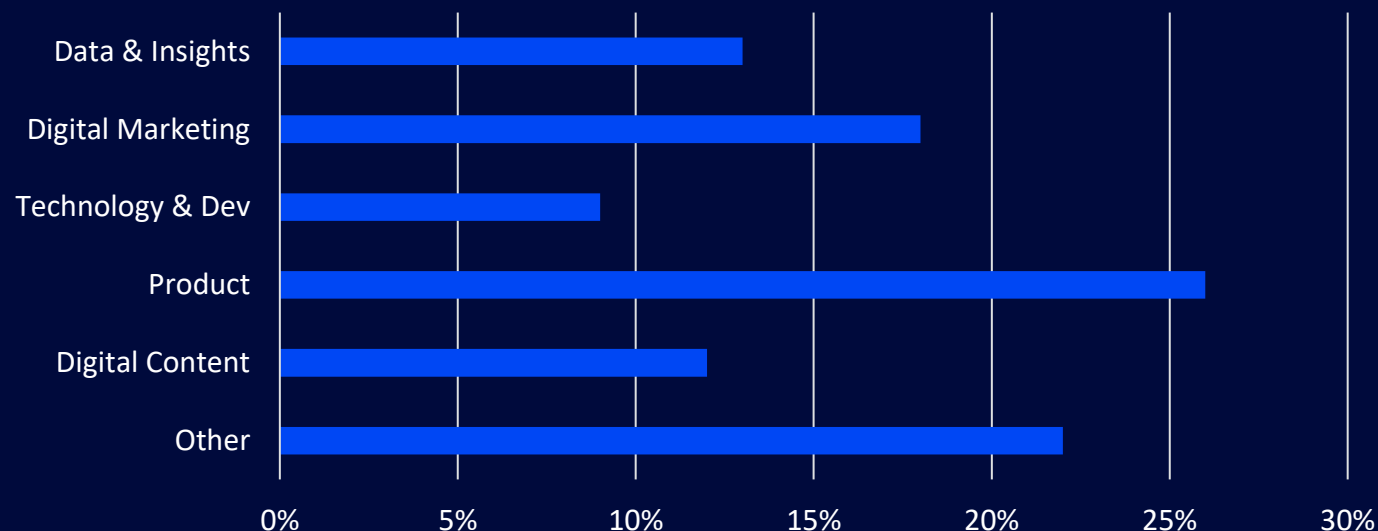


Recommended first steps

STEP 1: Internal Survey on current challenges, objectives & potential blockers

- Ran an internal survey across all key business areas
- Determine the current state of Personalisation at Network 10
- Determine where Personalisation should sit in the business

If Personalisation became a "function" of business, which department would own it?

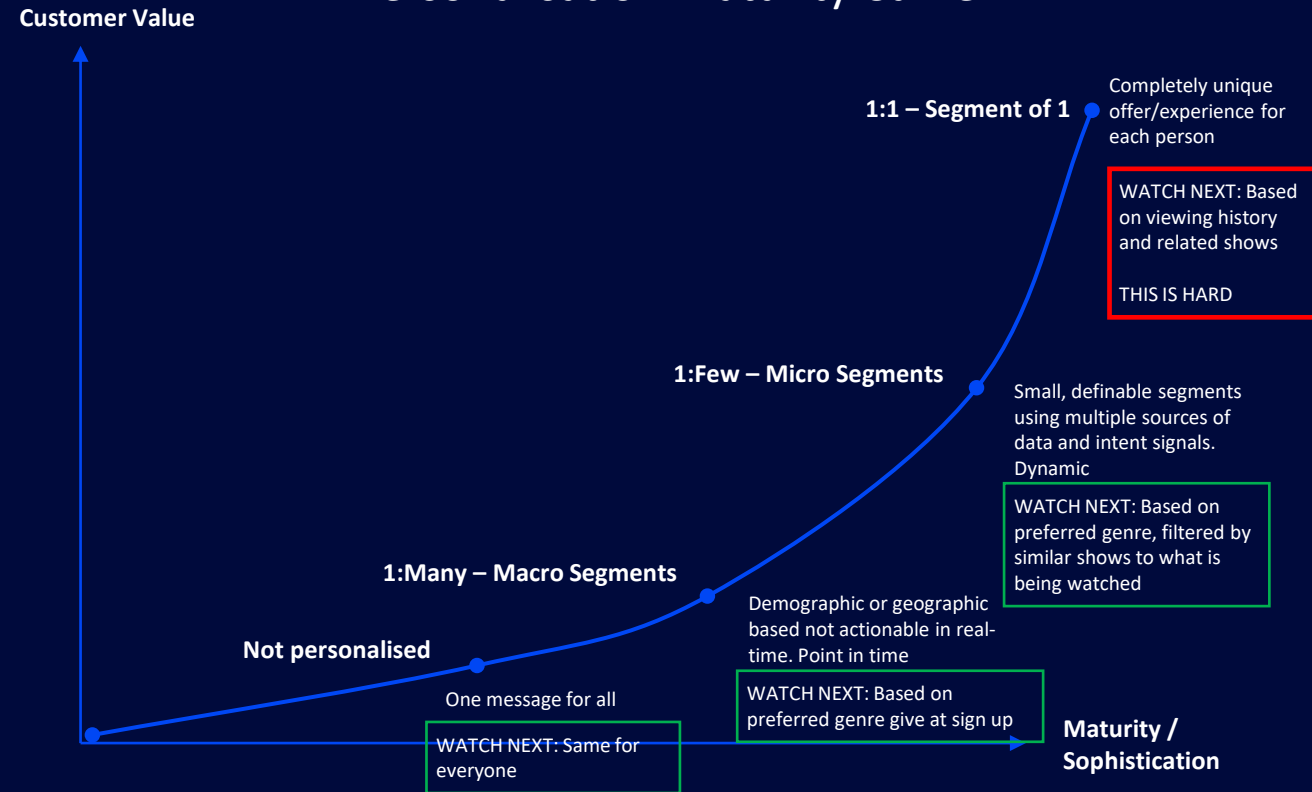


Recommended next steps

STEP 2: Run a series of workshops with key stakeholders

- Confirm our framework
- Determine where we were on the Personalisation Maturity Curve
- Determine areas we could personalise 'right now'
- Review our current capabilities against
 - Data
 - People
 - Process
 - Technology

Personalisation Maturity Curve



Our Framework for Personalising at Scale

Recommendations for building it step-by-step

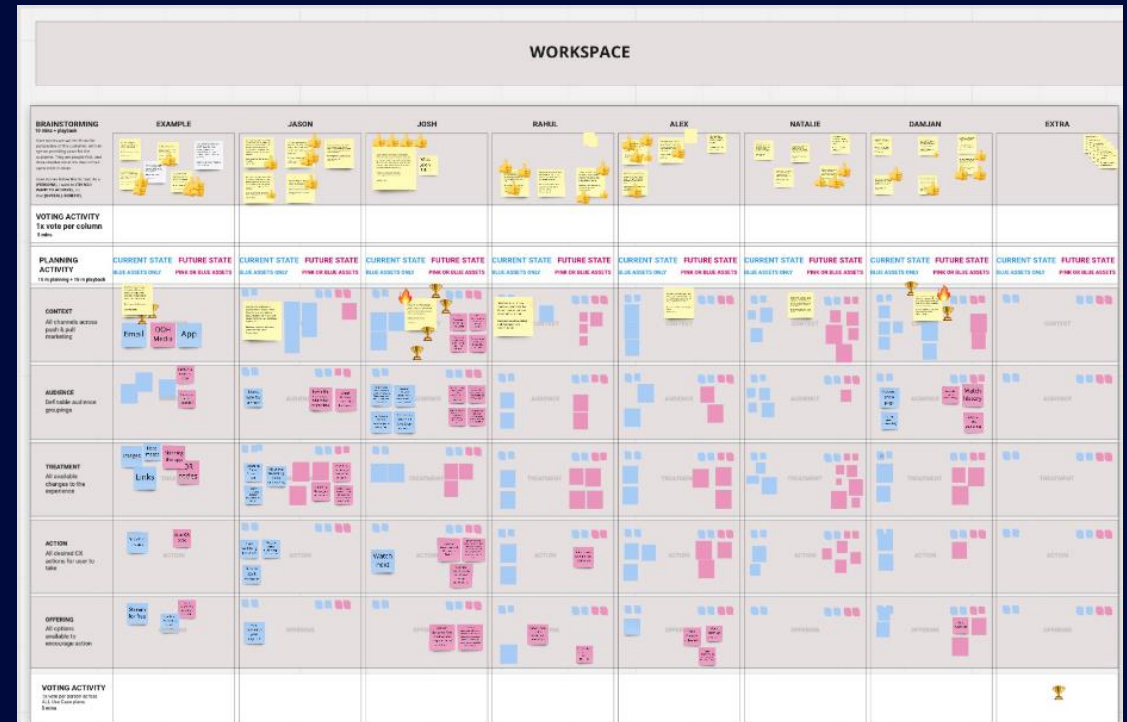
1. Confirm your **vision for what Personalisation** means to your business
2. Create a **backlog of personalisation items** from workshops
3. Move **towards a timebox** to work through a number of items
4. **Evangelize, collaborate on output** and execute of either small items or high value POC
5. **Commit to a cadence, prioritization and items to execute**
6. **Measure, debrief and iterate**

Beyond creating improvements in customer experience, this helps us to create the understanding of how we scale the Personalisation Function at Network 10

Our Framework for Personalising at Scale

Working group prioritisation & use case ideation sessions

- Identified potential use cases, determine if this is current or future state & applied a framework using 5 key pillars of:
 - Context
 - Audience
 - Treatment
 - Action
 - Offering
- Ranked & prioritized each personalisation idea to build out our proof-of-concept campaigns



How we measure: Impact

Measuring the impact of personalisation presented us with a decision point

Do we prioritize statistical modelling and rigour or high-level value creation?

OUR CURRENT STATE

1:Many Macro-Segments: We use Experimentation

FUTURE STATE

1:Few & 1:1 Sophistication will present us with a point of maturity

- We are working towards defining cross channel measurement Framework
- We will still run cross-validation testing to track the impact on our use cases across channels & segments

Multivariate
Testing



Measurement
Framework



Cross-
validation
testing

Our framework for Personalisation: A plan on a page example

1:Few example: Personalized Home Page Experience for Bold & The Beautiful fans

USER STORY

When I arrive on 10 play, I am shown 'The Bold & The Beautiful' within the main marque. This helps me easily access the show & latest episode I was intending to watch. Accessing my show as quickly as possible improves my overall experience on 10 play.

DESCRIPTION

Users on 10 play on responsive web will see their favourite show TBATB within the main marque. Fans who are active viewers within the last 14 days will see this

OBJECTIVES

We want to prove the value of a 1:Few experience for 10 play by using our existing technology to increase watch minutes & reduce ease of content discovery for a users favourite show.

MEASUREMENT

Hold out group: Responsive Web Only

Leading Indicators: Click rate, % show searches, session exits, page bounce

Lagging impact: Increase in MAUs for target group, Minutes watched on BVOD

INTERACTION FLOW



Bold & The Beautiful Fan lands on the Home Page



MARQUE 1: The 1st Marque on the home page is replaced by 'The Bold & The Beautiful' with 2 Call-To-Action buttons of 'Watch Fast-Tracked' & 'Latest Episode'.

CONTEXT

Responsive Web

AUDIENCE

User Engagement Show: 10P Active TBATB
Content: Content Watcher: The Bold and the Beautiful

TREATMENT

Home page marque slot 1 is replaced with TBATB creative

ACTION & OFFERING

Action: Watch Fast-Tracked TBATB or Latest Episode
Offering: Convenience to view their fav show

DATA REQUIREMENTS

A connection between Tealium AudienceStream and Optimizely X to pass through TBATB audience (Active viewer in the past 14 days & Watched TBATB) which can be used to build 2 variations.

PEOPLE REQUIREMENTS

Dedicated Personalisation Evangelist, a small allocation of Design to create the new marque asset, Content to source updated creative, Data Team to create the new Audience in Tealium, Product to create detailed requirements and AC and front-end development for the POC

PROCESS REQUIREMENTS

Process: Build on the backlog of items from the initial Workshops, adding new items from the personalisation Working Group as they are discovered as part of the POC

TECHNOLOGY REQUIREMENTS

Audiences in Optimizely X which have originated from Tealium AudienceStream.

Recommendation: How do we plan and execute personalisation campaigns

Linking capability and the outputs

CAPABILITY

Data collected on device to inform relevant context

Behavioural data reserves to inform audience

Image Library to inform visual treatment

Dedicated personalisation team to inform a relevant action and offer

FRAMEWORK

CONTEXT

In app on smart TV

AUDIENCE

Past viewer of MasterChef & Affinity to strong Female Leads

TREATMENT

Image of Mel instead of Jock, Andy & Mel

ACTION

Watch Next Episode / Show

OFFERING

Convenient offering to similar shows

OUTPUT

Personalised cover image for
MasterChef based on **User Affinity** to shows with **Strong Female Leads**

Example Execution

Personalised HP Marque: Targeting members by their favourite viewed show

Objective:

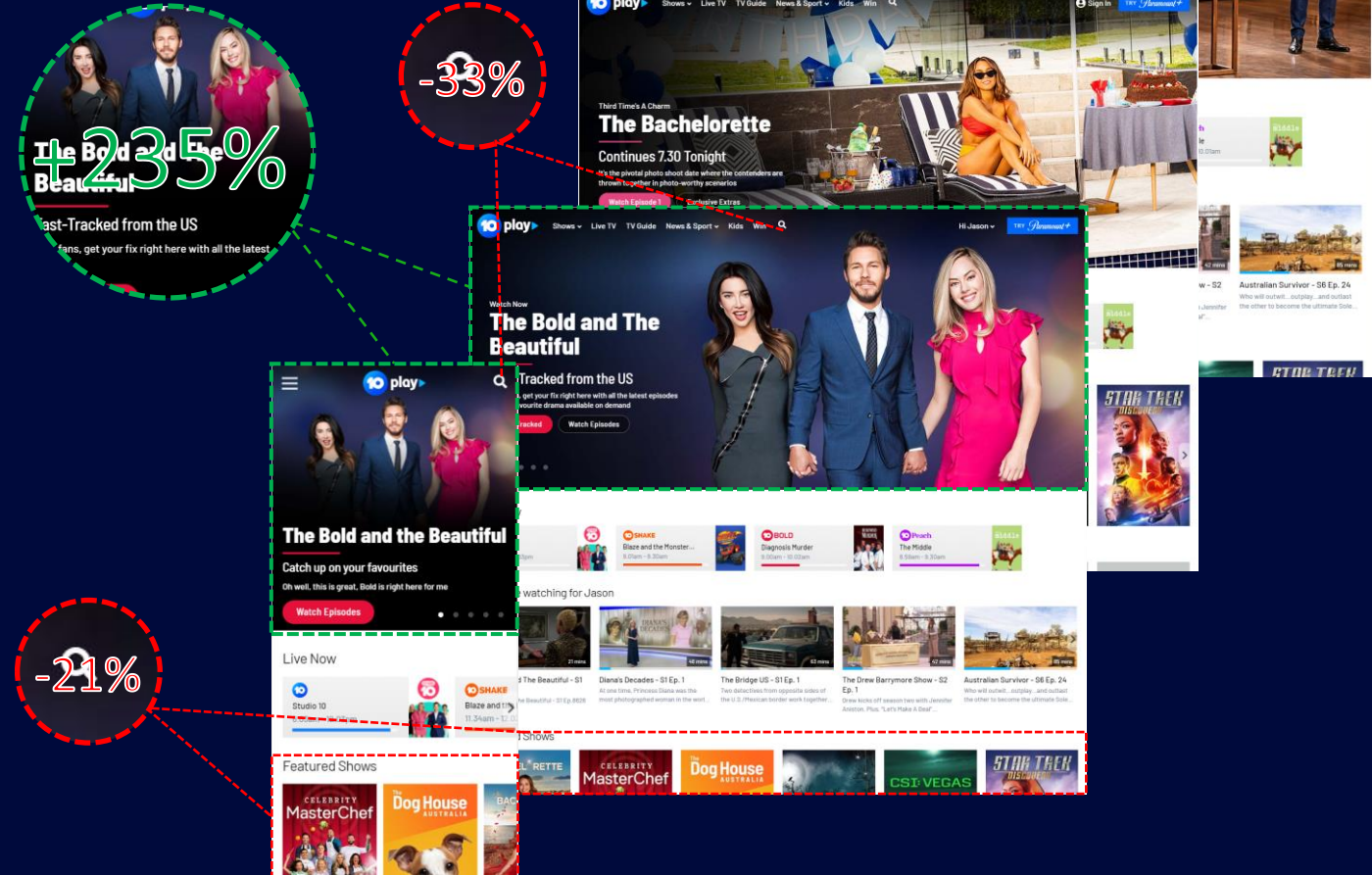
- 1:FEW experience to increase watch minutes & reduce ease of content discovery for a fans favourite show

Treatment:

Broadcast led HP Marque slot 1 is replaced with our Members favourite show

Technology:

- Optimizely X
- Tealium Audience Stream
- Braze Marketing Automation



Example Execution – Machine Learning Recs

Favourite Watched Genre: Additional Show Carousel with the members favourite Genre (ML Algorithm)

Objective:

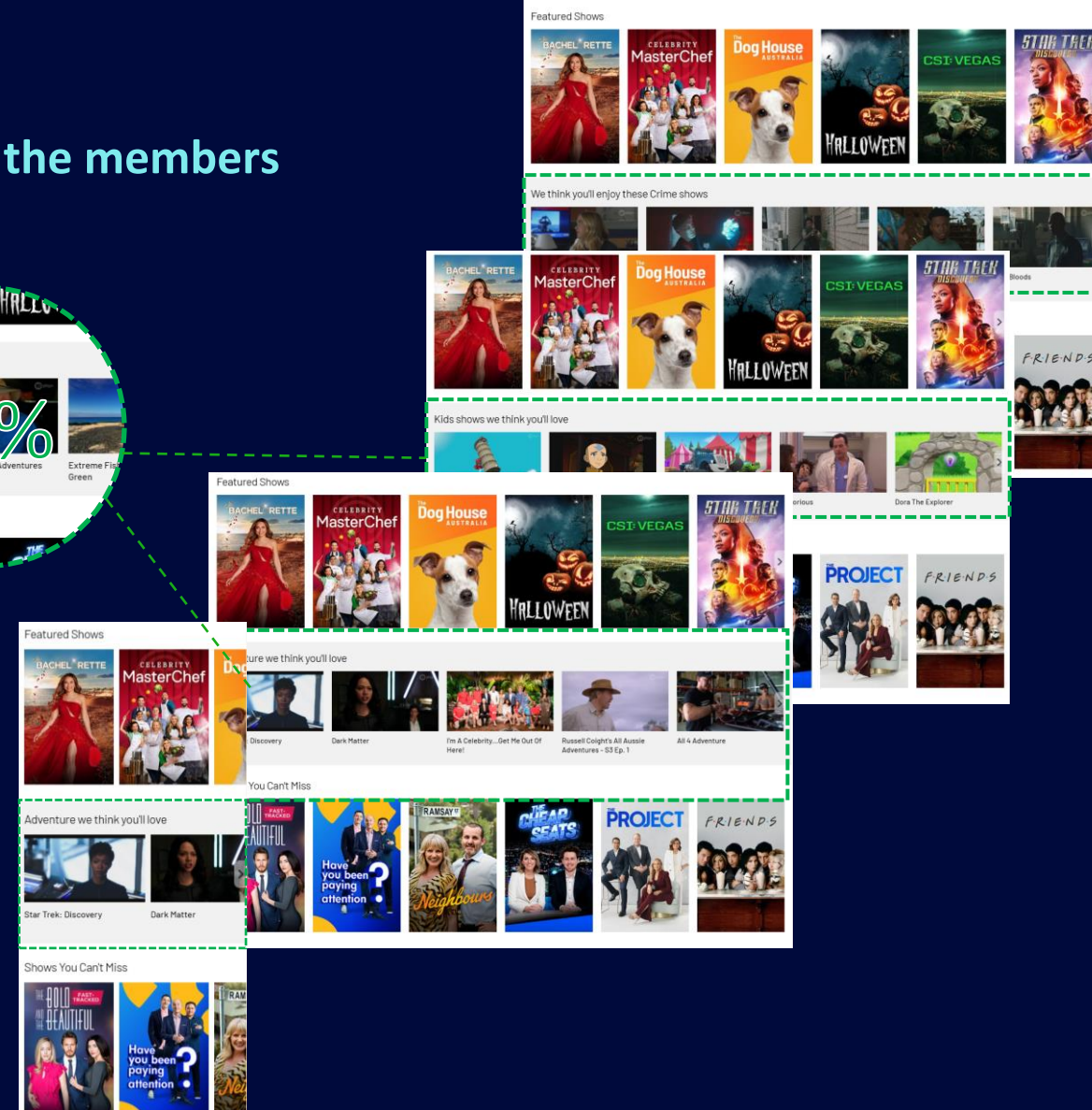
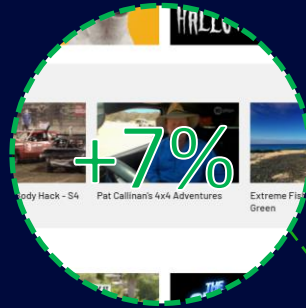
- 1:MANY experience to increase watch minutes & reduce ease of content discovery for a member's favourite watched genre

Treatment:

- Member's fav watched Genre carousel with trending Top 20 shows are included on the home page & show pages

Technology:

- Optimizely ML Algorithm's (Popular/Co-browse/Collaborative)
- Tealium Audience Stream
- Braze



3 Key Takeaways

Recommendations for moving your Personalisation Program forward

1. Continually experiment to measure & validate your Personalisation efforts
2. Map out where you are on a Personalisation Maturity Curve & where your current capabilities lie for:
 - Data
 - People
 - Process
 - Technology
3. Build out your Personalisation squad

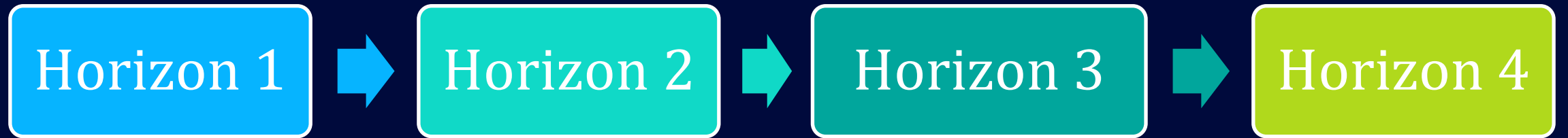
How are we scaling our personalisation efforts?

Our Personalisation Team: 1:1 My

		Leads	Team
Existing			
New	Personalisation Function	Evangelist	Personalisation & Optimisation Strategist
	Experience Design		UX / Graphic Designer
	Business Analyst		BA
	Development		Development
	QA Analyst		
	Analytics		
	Data Management	Data Manager	Digital Analyst
	Wider Business		Broader Stakeholders

Recommendations

Steps to scale your Personalisation



HIGH LEVEL STEPS:

- Run 3 tests in market
- Use Backlog from workshops

OUTCOMES:

- Maintain momentum
- Outcomes to the Business

HIGH LEVEL STEPS:

- POC
- Show value
- Generate backlog items

OUTCOMES:

- Prove the value
- Impact to the Business

HIGH LEVEL STEPS:

- Personalisation Squad
- Backlog refinement
- Continue Test in market

OUTCOMES:

- Increased velocity
- Growth to the business

HIGH LEVEL STEPS:

- Investment in technology
- Investment in additional resources

OUTCOMES:

- 1:1 Personalisation
- Transform the business



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