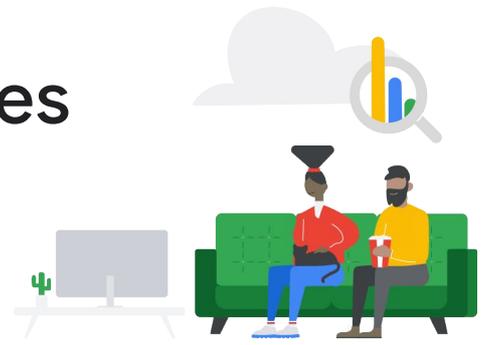


Understand your audiences better with global-scale data and analytics



Data is more important than ever given the shift to direct-to-consumer models. BigQuery and Looker can help teams uncover actionable insights.

With the recent explosion of direct-to-consumer streaming services, consumers have more information and entertainment options than ever. Media companies are producing ever-increasing quantities of content to attract larger audiences and, in the process, stockpiling valuable data.

BigQuery and Looker can help you leverage this data effectively to drive content strategies, provide better viewing experiences, and ultimately drive deeper audience engagement.

Achieve your media goals with Google Cloud's Smart Analytics Platform

Develop data-driven content strategies

Provide higher quality viewing experiences

Give audiences what they want

Google Cloud Smart Analytics Platform

BigQuery

- Data Warehouse
- OSS Batch and Streaming Pipelines
- Data Loss Prevention
- Built In Machine Learning
- Globally Scalable
- Serverless

Looker

- Unified Metrics
- Modeling
- Permissioning
- Version-control
- API, SDK
- 100% Cloud

Manage and govern data with Google Cloud smart analytics platform

Simplify Complex Structures and Queries

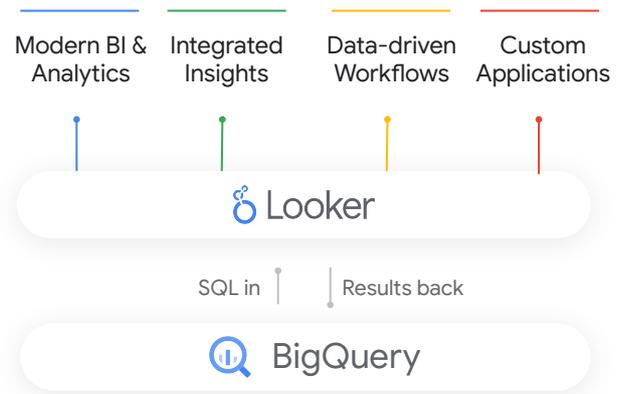
Event data is complex, making it difficult to query - BigQuery makes it simple

Manage Petabyte Scale Datasets

BigQuery scales to provide near real time insights when you need them

Accelerate Time to Value: One Definition, Many Products

Using Looker's Blocks there is no need to re-implement common logic across products



Capture metrics for your audiences with a planet-scale data warehouse

[BigQuery](#) is Google Cloud's highly scalable, fully managed enterprise data warehouse solution with gigabyte-to-petabyte-scale storage and SQL queries. It accelerates your time to value with a high-speed, in-memory BI Engine and out-of-the-box ML models to help teams extract actionable insights faster.

Create actionable insights to improve operations and audience engagement

[Looker](#) is a unified platform to help you access the most up-to-date version of your data. It offers an out-of-the-box BI application and APIs to power custom data applications and integrate insights into downstream workflows. With Looker, you can understand content performance in near real-time and democratize insights beyond data analysts.

Essence reimagines data-driven advertising and brand building with BigQuery and Looker

-  Increases revenue by helping clients increase and quantify campaign success
-  Delivers custom applications connected to clients' specific data models to drive engagement
-  Empowers business users to drive better data-driven decision-making via reduced data latency



essence

We are leading the way in terms of technology in WPP... it was only through that partnership in working with **Google** and **Looker** that made that possible"

EVP, Managing Director, Essence

Ready to start your journey?

For more information, visit cloud.google.com/solutions/media-entertainment