Semantics + Analytics = ______

Jake Zarnegar, Silverchair
1. The Chart Part
   (Problem Statement)
Breakdown of Paid Circulation Revenue

- Institutional Subscribers: 97%
- Individual Subscribers: 3%

Breakdown of Subscriber Use

Institutional Anonymous: 92.9%
Identified Individual: 7.1%

Source: Compilation of usage data from 10 major STM publishers on the SCM6 platform.
Breakdown of Total Content Use

- Completely Anonymous: 72.6%
- Institutional Anonymous: 25.5%
- Identified Individual: 1.8%

Source: Compilation of usage data from 10 major STM publishers on the SCM6 platform.
What Is Being Lost?

“Knowing more about user behavior was another topic of common interest. Societies can feel disconnected from their members and libraries from their patrons as a result of the digital transition. There was a sense from many of our partners that human interaction – and the market intelligence that goes along with it – has been replaced by computers. ”

2. The Smart Part
(Solutions)
We know what you played, searched for, or rated, as well as the time, date, and device. We even track user interactions such as browsing or scrolling behavior.

We have more than 40 people hand-tagging TV shows and movies for us.

All that data is fed into several algorithms, each optimized for a different purpose.

- Carlos Gomez-Uribe, VP Product Innovation, Netflix
Semantics + Analytics = Detailed Audience Knowledge
Use Semantic Analytics to Segment Your Audience By Topical Affinities

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- Varying amounts of identification
- Publisher-defined segments
- Tens, hundreds, or thousands
- Can use any semantic axis

Source: SCM6 Semantic Analytics
“Testing has shown us that the predicted ratings aren’t actually super-useful, while what you’re actually playing is. We know that many ratings are aspirational rather than reflecting your daily activity.”

- Xavier Amatriain, Engineering Director, Netflix

Semantics + Analytics = Effective Personal Recommendations
Could the January transfer window be decisive for Chelsea?

Eugenio Corini - Chievo Verona

Callum Hamilton

The reason for this is not just depth in key positions, but the fact that Chelsea still lack full consistency in the team. 

Eugenio Corini only managed post at the end of the season which looked suspicious for the vacant position at Chelsea.

Adam Jones - Davies ruled out of international

Jack Sargeant

Wales will be without Davies for the rest of the Six Nations.

Adam Jones and Joe Bethell ruled out of Wales' first Six Nations match against England with a suspected knee ligament injury.

Ireland vs. Netherlands Cricket 2013: Scorecard and Recap from Abu Dhabi

Nick Akerman

Ireland beat Netherlands by six wickets with two balls remaining to win their Twenty20 World Cup Qualifier warm-up match at the Sheikh Zayed Stadium, Abu Dhabi.
Semantics + Analytics = A Better Decision-Making Framework For Content Publishers
Use Semantic Analytics to Inform Content Development Decisions

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<th>Topic</th>
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Source: SCM6 Semantic Analytics
Thank You!

Jake Zarnegar, Silverchair

jakez@silverchair.com