

Semantics + Analytics = \_\_\_\_\_

Jake Zarnegar, Silverchair



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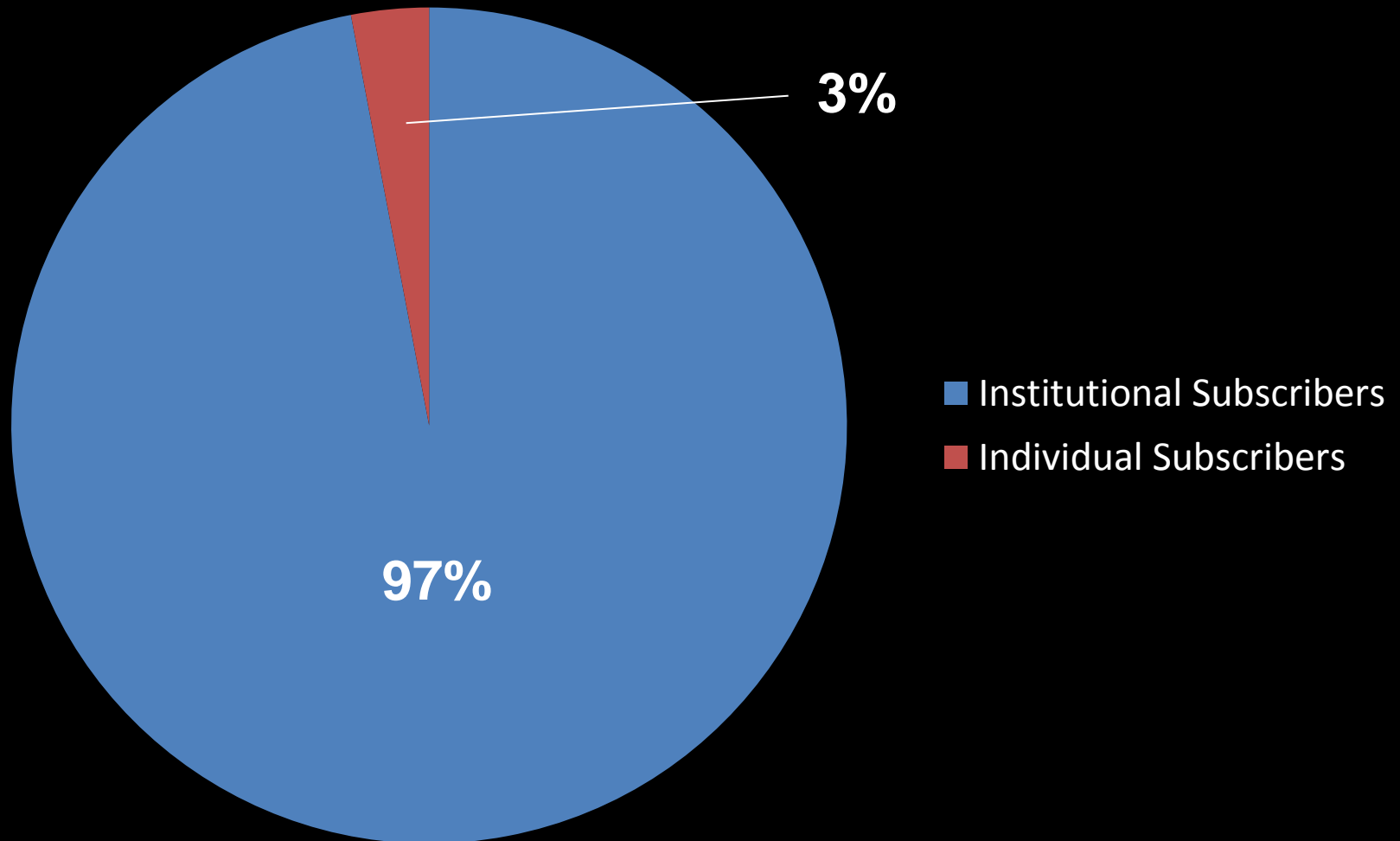
# 1. The Chart Part

(Problem Statement)



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# Breakdown of Paid Circulation Revenue

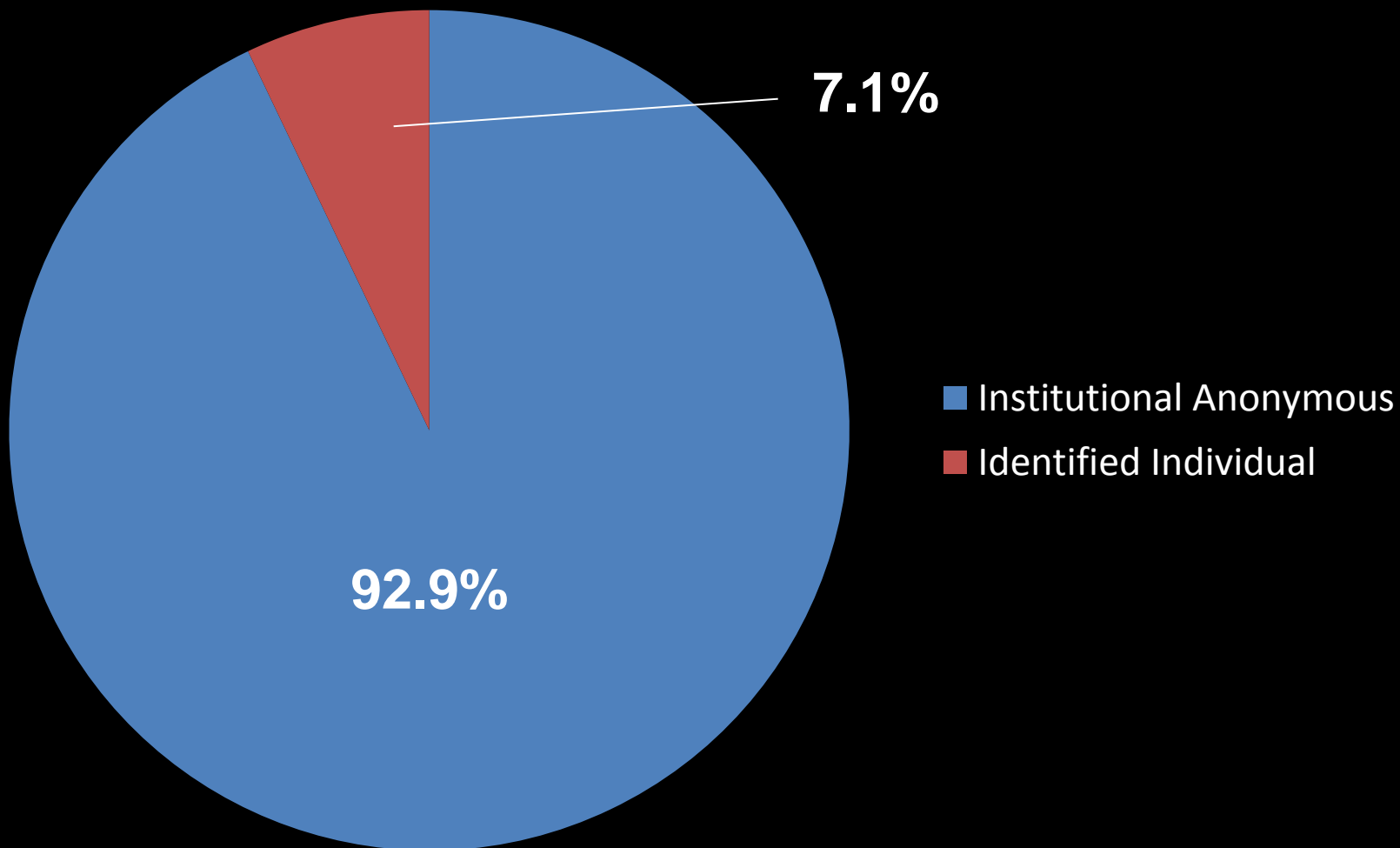


**Source:** 2011 AAP Industry Statistics for Professional and Scholarly (PSP) survey report, released Spring 2013.



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# Breakdown of Subscriber Use

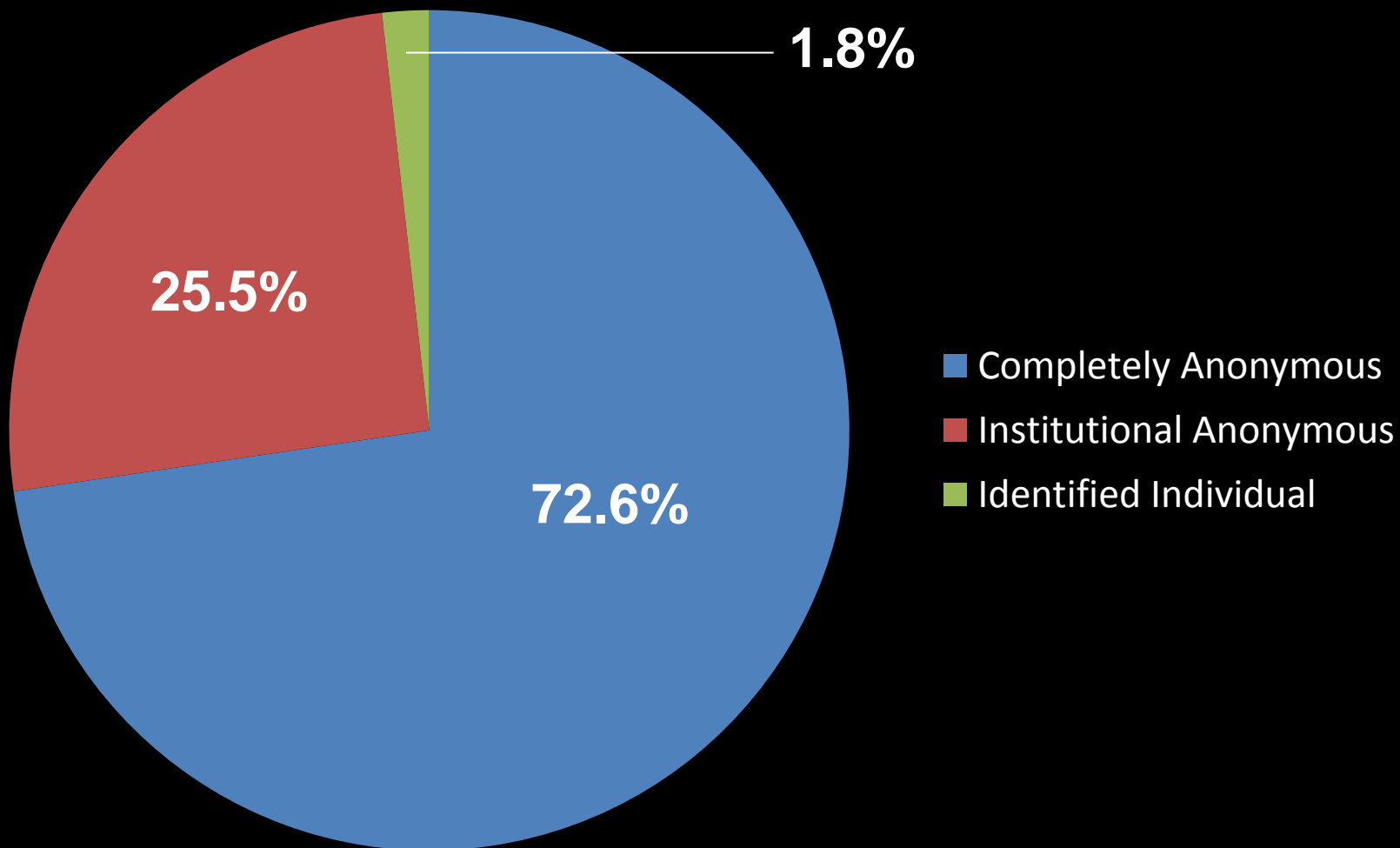


**Source:** Compilation of usage data from 10 major STM publishers on the SCM6 platform.



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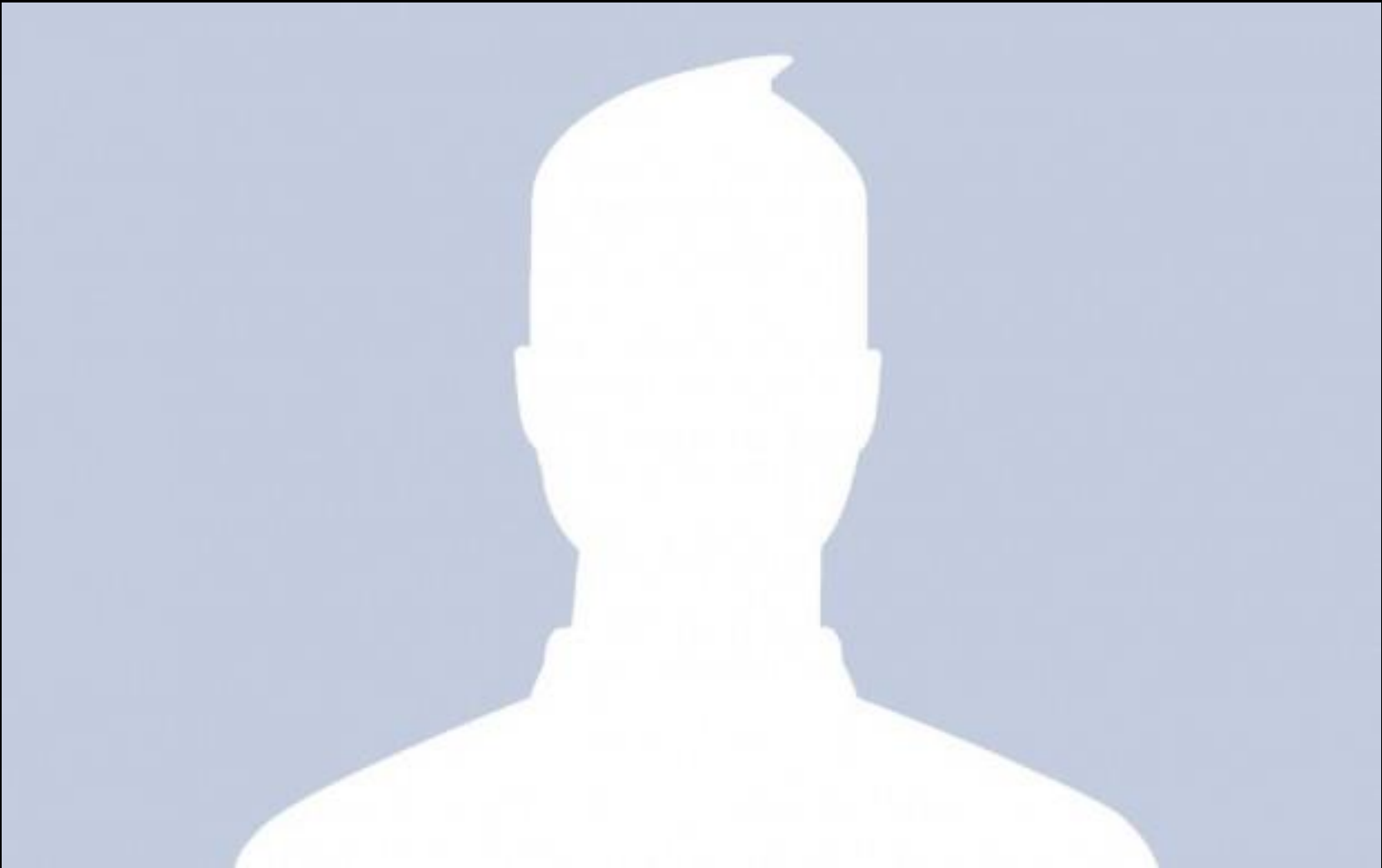
# Breakdown of Total Content Use



**Source:** Compilation of usage data from 10 major STM publishers on the SCM6 platform.



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# 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a sense from many of our partners that human interaction – *and the market intelligence that goes along with it* – has been replaced by computers.”

- Alice Meadows, Wiley: From the Scholarly Kitchen post  
<http://scholarlykitchen.sspnet.org/2013/04/03/librarians-and-societies-and-publishers-oh-my/>



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# 2. The Smart Part

(Solutions)



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## 1. Standard Analytics

“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.”

## 2. Semantic Enrichment

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

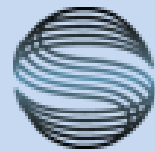
## 3. Semantic Analytics

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

- Carlos Gomez-Uribe, VP Product Innovation, Netflix

[http://www.wired.com/underwire/2013/08/qq\\_netflix-algorithm/](http://www.wired.com/underwire/2013/08/qq_netflix-algorithm/) (Wired Magazine, August 2013)





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by SILVERCHAIR



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Semantics + Analytics =  
Detailed Audience Knowledge



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# Use Semantic Analytics to Segment Your Audience By Topical Affinities

First	Last	Email	Organization	Topic	Affinity
Aaron	Custer	acuster@gmail.com	Harvard	Bipolar Disorder	65
Aaron	Custer	acuster@gmail.com	Harvard	Schizophrenia	35
Joan	Smith	jsmith@gmail.com	Yale	Depressive Disorders	42
Joan	Smith	jsmith@gmail.com	Yale	Bipolar Disorder	42
Joan	Smith	jsmith@gmail.com	Yale	Antidepressants	16
Anon	16378882	--	Harvard	Bipolar Disorder	100
Anon	28923011	--	--	Child Psychiatry	76
Anon	28923011	--	--	Anxiety Disorders	24

- Varying amounts of identification

- Publisher-defined segments
- Tens, hundreds, or thousands
- Can use any semantic axis



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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  
[http://www.wired.com/underwire/2013/08/qq\\_netflix-algorithm/](http://www.wired.com/underwire/2013/08/qq_netflix-algorithm/) (Wired Magazine, August 2013)



Semantics + Analytics =  
Effective Personal Recommendations



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### Could the Ja... decisive for t... SBNation.com

Callum Hamilton  
The reason for this i... participating are dec... depth in key position... Chelsea still lack fur...

SB Nation 2 |  
★ 4



### Eugenio Corini... Chievo Veron... SBNation.com

Jack Sargeant  
Eugenio Corini only... ing post at the end c... which looked suspic... the vacant position :

SB Nation 2 |  
★ 2



### Adam Jones... Davies ruled... remaining at... international... telegraph.co.uk / By

Wales will be witho... Davies for the rest c... Adam Jones and Jo... ruled out of Wales' 1

Telegraph Sp...  
★



### 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...

Bleacher Report 6 hours  
b r 1

Semantics + Analytics =  
A Better Decision-Making Framework  
For Content Publishers



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# Use Semantic Analytics to Inform Content Development Decisions

Topic	Pub Percent	Effectiveness
Child / Adolescent Psychiatry	13.67	1
Pharmacotherapy	10.07	0.7
Mood Disorders	6.47	0.76
Antipsychotics	6.11	0.25
Schizophrenia and Psychotic Disorders	5.04	1.21
Substance-Related Disorders	5.04	0.4
Depressive Disorders	4.08	0.43
Antidepressants	3.84	0.29
Alzheimer's Disease / Dementia	2.88	0.16
Geriatric Psychiatry	2.64	0.13
Bipolar Disorder	2.4	0.54



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Source: SCM6 Semantic Analytics

NETFLIX

A NETFLIX ORIGINAL SERIES

## The Secret Sauce Behind Netflix's Hit, "House Of Cards": Big Data

BY ANALYZING ITS SUBSCRIBERS' PREFERENCES, NETFLIX CAN BE SURE ITS ORIGINAL CONTENT WILL FIND AN AUDIENCE. BUT IS THAT A GOOD THING?



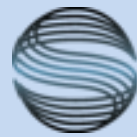
is" and Our

Future of Algorithmic

# 'Orange Is The New Black' Is Officially Netflix's Most Successful Show



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Thank You!

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