

Gramener

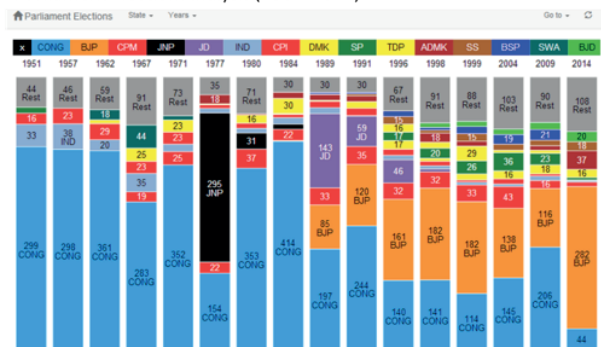
A data visualization and analytics company



MEDIA AND ENTERTAINMENT

Gramener helps several customers in Media & Entertainment to improve audience engagement, percolation of data journalism, operational efficiency and revenue management. From dynamic and voluminous data, Gramener helps these companies solve and communicate specific answers to the following questions.

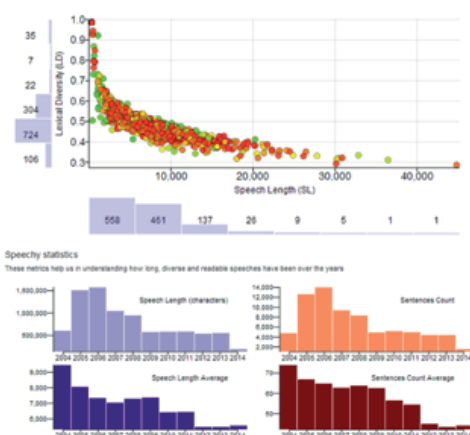
Parliament Election Analysis (1951-2014)



- How to maximize revenue by dynamic pricing of advertising on reception & coverage?
- How to synchronize & effectively reuse properties across On-line, On-Air & Print)?
- Where to plan repeat revenues due to content loyalty & relevance?
- How to optimize production activities and ensure on-time performance in the publishing business?
- How to report major news items as stories which masses can consume easily?
- How to mash up disparate context quickly for reporting of a news item for increased consumption?

Gramener analyses, predicts and visualizes large volumes of information in enterprise and external data to come up with crisp, intuitive and actionable insights

Speechpedia – Dr. Manmohan Singh 1198 Speech Analysis from 2004-13



CLIENT SUCCESS STORIES

- 2014 General Elections (ibn.gramener.com) – Election Analytics Centre in partnership with CNN-IBN & Microsoft. Comprehensive analysis & Visualization of general elections from 1951-2014 with real-time analytics of counting-day results
- India today Group – Revamp existing properties and automate content creation. Improve traffic to digital properties and also drive up engagement index of end-user

"The twin forces of digitisation and data-fication are transforming the world of content.

For India Today Group, like for all content companies in the world, this presents a huge opportunity--and a threat.

We are fortunate to have a partner like Gramener, which is helping us see the twin forces as an opportunity rather than a threat, and helping us make most of the opportunity."

*Rohit Saran - Editor,
Digital & Analytics, India Today group
Former editor, The Economic Times &
Business Today*

"EAC 2014 - Partnership between CNN-IBN, Microsoft & Gramener is one of the finest partnership we rarely observe with a strong content model embedded. It was comprehensive analysis and Visualization of Indian general elections from 1951-2014 ever done by any media house in India. Each of our reporters on the field mentioned that people had good to say about EAC who are very critical in general" -

*Vinay Tewari , Managing Editor
CNN-IBN , Network 18 Group*

OUR CLIENTS INCLUDE

- Leading Print Publishing houses
- Television Channels & Online Portals
- News & Information Service Providers
- Entertainment Firms

WHAT WE OFFER

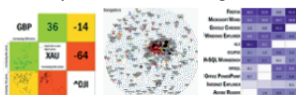
Platform - Create your own templates with our platform & visual components

Custom apps - Hire us to build your domain-specific templates as an application

Tools - End-user exploratory tools to answer specific business problems

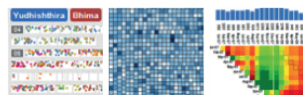
Automated Analysis

Visualisations created automatically based on unsupervised analysis



Visual Exploration

Hosted visuals link summaries with underlying raw data



Annotations

Allowing users to graphically comment on visuals and share them



Mobile/tablet ready

Generate native output for Android, iOS, Microsoft Office, videos, etc



CONTACT

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