

How Dubai TV Channels use Talkwalker's social intelligence to make **data-driven decisions**



Introduction

Understanding audience preferences and interests provides media producers with key insight into their consumers. Today's TV viewers consume content on multiple devices, watch shows on the go, and are accustomed to binge-watching an entire TV series in one night. Viewers now expect TV producers to keep up the pace.

During COVID, TV viewers developed new tastes and were keen on exploring new stories and genres. Escapist and fantasy-filled programs became hugely popular in an era where people had to quarantine indoors. Stories needed to resonate with the reality that viewers are experiencing, though not emulate it.

One thing is clear: Viewers demand a personalized experience with the content they are viewing – they want to feel represented, heard, and connected to what they watch on TV. Successful TV shows needed to be adaptive enough to meet viewers' values and expectations.

As a result, TV producers needed to establish a data-rich feedback cycle that enabled them to have a clear understanding of how viewers react to certain genres, narratives, topics, and characters.

With the proliferation of social media and always-on entertainment, TV producers leveraged real-time social media data. They were able to observe and study audience sentiment at scale, in real time.

Even more, real-time social media gave TV producers an unfiltered view of the performance of shows, when compared to other research methods like surveys and focus groups.



One leader in this space is **Dubai TV Channels Network**, which is the TV and radio arm of **Dubai Media Incorporated** (DMI), one of the leading multimedia and creative services establishments in the Middle East, and the largest media organization in the UAE.

Dubai TV Channels' portfolio includes Dubai TV, Sama Dubai, Dubai One, Dubai Sports, Dubai Racing, Dubai Zamaan, Noor Dubai TV and Radio, and Dubai FM. In addition, the network has its own digital and streaming platform: AWAAN. The AWAAN VOD platform has the largest digital media library of local and Arab media in the Middle East and provides the Arab audience with a unique experience to enjoy safe and premium TV content. In its effort to create an effortless customer experience, Dubai TV Channels network utilizes the latest technologies and data frameworks to stay ahead of the curve. They ensure to create content that performs well with audiences while reaching the largest possible segment of followers on the digital platforms. That is why Dubai TV Channels' digital presence extends to all major social media platforms, smartphones, smart TV apps, and most recently on Amazon Alexa virtual assistant.

During a conversation with Heba Al Samt, Digital Media Department Director at Dubai TV Channels, she mentioned that Dubai Media Inc. was the first among Dubai Government entities to form a digital media department. That was a decade ago and now, at a glance, it has a fan base exceeds 16 million followers and achieved more than 180 million video views on its social media platforms, - apart from YouTube - in 2021 alone.

Therefore, it was critical for Dubai TV Channels to get real-time audience feedback on their shows and programs and make data-driven decisions on content production and marketing campaign adjustments.

However, the problem arose when collecting data from a large number of social media accounts on several social media platforms (Dubai TV Channels owned media), and the most difficult is listening to audience live conversation (earned media).

This showed the need for a centralized reporting tool allowing for extracting insights from the data in a smart compelling visual style to form the most complete picture of the brand's consumers.

Challenge

The main problem facing Dubai TV Channels' digital media department team, prior to using Talkwalker was the lack of a robust and centralized reporting tool that allows for extracting real insights from social media data. In a fast and dynamic industry like media, the digital media department team needed a single source of the truth that offered consistently reliable insights about consumer behavior.

Dubai TV Channels' digital media department team needed access to real-time audience feedback from social media, to better understand audience sentiment at scale about shows, characters, and overall messaging. Sentiment analysis is difficult to measure, mainly because it relies on keyword detection, which could be misleading especially in the cases of sarcasm and humor.

Furthermore, Dubai TV Channels' digital media department team needed a better understanding of their social marketing campaigns and their performances to make the necessary adjustment in real-time. Developing forward-looking frameworks has proven to be a necessity that saves time, effort, and money.

To sum things up, the main challenges facing Dubai TV Channels' digital media department team prior to using Talkwalker were:

- Spending so much time looking for insights and making decisions based on them
- Sentiment analysis that didn't look at the whole picture, especially with popular shows that had polarizing opinions among viewers
- Showcase to upper management that social media conversations reflect the opinions of TV viewers and their voice must be embedded into the decision-making process

Solution

Talkwalker's consumer intelligence platform empowered Dubai TV Channels' digital media department team to solve the aforementioned problem. Also, the platform enabled the team to explore opportunities to create a direct connection with the audience base. As a first step, the digital media department team at Dubai TV Channels wanted access to historical data that helped them assess their shows' performance over seasons and years.

With the support of Talkwalker's customer success team, the digital media team at Dubai TV Channels was able to create a set of live data dashboards and alerts from multiple sources to track and monitor their TV channels, shows and programs mentions across several social media platforms and languages. The modularity and flexibility of Talkwalker's platform allowed the digital media team to have custom filters and visualizations depending on the audience group. Even more, the dashboards have a series of beneficial graphs to monitor the evolution of sentiment across time, especially after each episode airs and events coverage. Another value added feature is the scheduling and automation of reports on a weekly and monthly basis to reach various departments and teams in the organization.

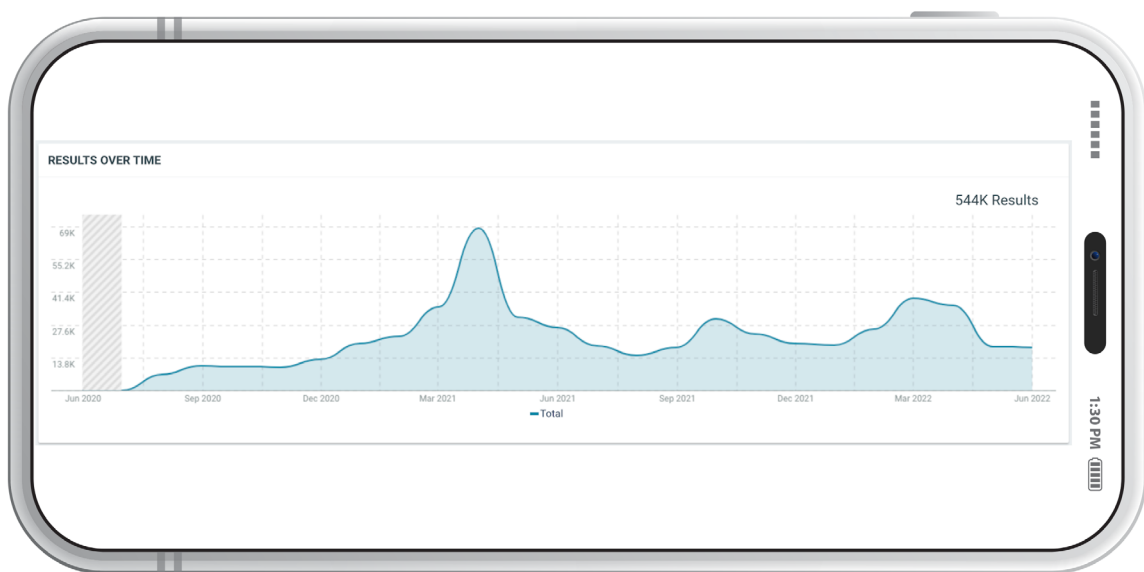
Talkwalker's insights helped Dubai TV Channels to make better decisions on content production for the social media platforms as well as supporting the channels' managers in decision-making for more seasons of production of their TV shows and programs.

Results

The impact of utilizing Talkwalker's consumer intelligence platform on Dubai TV's operations was very tangible in accelerating decision making and leading to improvement in the overall audience experience, leveraging the social media insights combined with the traditional survey data to make recommendations and decisions from a holistic perspective.

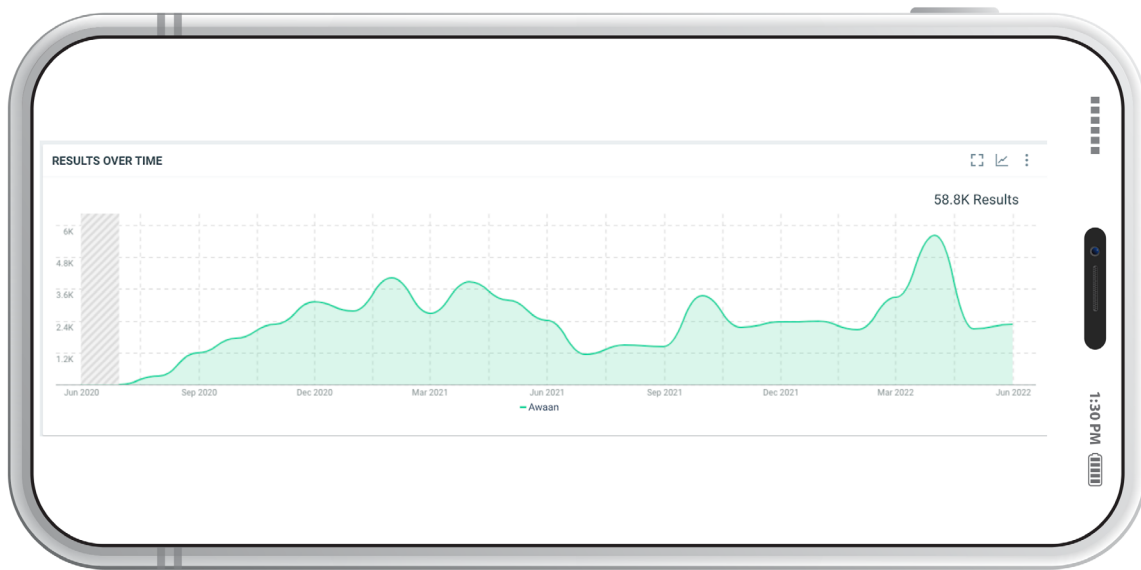
The entire organization realized the importance of embedding the voice of the audience in the process of creating shows – giving the audience the power to decide what shows they want to see and when they want to see them. In order to maximize the voice of the customer, the digital media department team at Dubai TV Channels needed to generate engaging content that ignites conversations and ultimately drives decisions.

Dubai TV Channels started using Talkwalker on January 1, 2021, and the quantitative results could be summed up as follow:



Evolution of online conversations related to Dubai TV channels between June 1, 2020 and June 30, 2022.

Sustainable growth in conversations related to Dubai TV Channels' programs, series, and campaigns. The momentum also reaches AWAAN 58.8K results between June 1, 2020 and June 30, 2022 – an impressive achievement given the highly competitive market of SVOD in the region.



*Year-over-year growth in conversations related to “AWAAN ”
in the region*

Furthermore, Dubai TV Channels’ social media handles continue to achieve stellar growth during the same period with their Facebook pages having 6.1M engagements between June 1, 2021, and June 30, 2022, an 83.7% increase year-over-year. Their Twitter accounts also shows strong growth numbers with 210.2K likes (14.3% increase YoY), as well as their Instagram account with 2.4M likes (151% increase YoY).

OVERVIEW

Post impressions	Total reach	Engaged users	Posts engagement	Total clicks
452.1M + 235%	334.5M + 252.9%	24.4M + 195.4%	6.1M + 83.7%	24.4M + 220.4%



Audience Activity	Audience Results	Replies	Audience Retweets	Likes
143.3K + 48%	7K - 6%	44.2K + 48.8%	92.5K + 50.1%	210.2K + 14.3%



Audience Comments	Audience Likes	Audience Impressions
64.6K + 224.3%	2.4M + 151%	133.3M + 183.1%



"In today's fast paced and dynamic world of media and with our large number of social media accounts on several social media platforms that Dubai TV Channels owned, we certainly need to listen to our audience conversation and feedback. Talkwalker's tool is a beneficial and qualitative addition to the digital transformation journey pursued by our Digital Media Department of Dubai Channels. We believe that the use of innovative social intelligence will certainly help us accelerate our data coverage; hence make right data-driven decisions".

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Heba Al Samt, Digital Media Department Director at Dubai TV Channels, of Dubai Media Inc.,



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