



Media Insights Update

September 2018

Introduction

We're excited to update you on our successful progress in developing a significant research and insights offer to complement and broaden the portfolio of commercial and strategic services that we have built a solid reputation for delivering over the last five or so years.

Sam Randoll has been spearheading our Quantitative offer, most recently having developed proprietary systems to deliver the fastest overnights in the market, whilst David Green has been shaping our Qualitative proposition, currently focussing predominantly on ad hoc project work around brand strategy, content evaluation and programme development.

However, this is just the start. Although we have already had a hugely positive client response to these initiatives, we also believe that, by more closely synthesising our historic expertise in commercial strategy with our more recent offerings in strategic insight, we are now uniquely placed to build a genuinely distinctive through-the-line strategic offer to our media clients.

As we are shaping this offer, we are in the process of talking to some senior industry figures because we want to ensure that it meets the specific challenges of today's market. We would greatly appreciate the opportunity to have a chat with you at some stage about any key issues that affect your own business that could be addressed using a more holistic strategic approach.

Overview

We offer proven data expertise and a genuine can-do attitude, together with a London base to provide quick response support and face-to-face accessibility, and to promote a deep understanding of clients' data needs. We aim to do all the technical heavy-lifting to make the data clients need insight-ready, and to free up clients' valuable executive time to concentrate on efficient commercial and editorial decision making.

Key Business Areas

- Overnights
- Regular reporting
- Data enrichment & provision

- Outsourcing & support
- System & process development
- Consultancy & insight projects

Why Concise?

- Based in Central London, we provide quick response and face to face accessibility, and can work alongside you to promote a deep understanding of your data needs
- We work back from the outcomes you need; not forward from the process we have (the 'what' and the 'why' drive the 'how')
- We offer clients access to a deep and diverse set of professional skills and experience from across the media landscape: our senior people are drawn from media owners, agencies, and advertisers as well as from research and the accountancy and legal professions
- We understand media market dynamics, the pace of change, and the challenges this presents to clients. We are future facing, constantly re-evaluating what we do and how we do it, to ensure that our services to clients evolve to meet those challenges.

Concise's Credentials

- Market leading reporting functions, including overnights within seconds of daily data becoming available
- Worked with a broad range of clients from large commercial and public service broadcasters to smaller broadcasters, independent production companies and talent agencies
- Depth of experience within both linear and non-linear environments (TAM, YouTube, Web stats, VOD etc.)
- Vast UK and international project and contract experience
- Great experience of developing advanced bespoke systems to cater for clients' data needs.