

When your Data Gets 'Dirty'

Cleansing & Mapping Data to Keep Content Relevant



What is 'Dirty' Data?

Organic Evolution

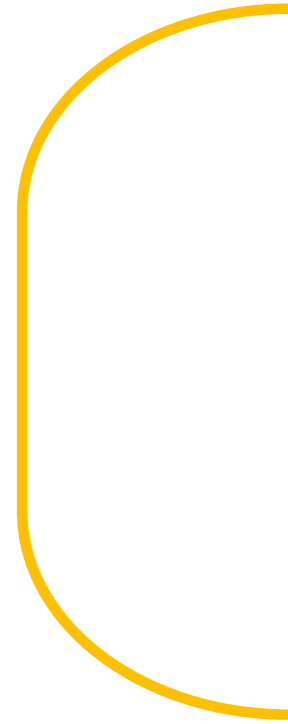
Setting the Stage

**Where does 'Dirty' Data
Come from?**

Types of Projects?

Setting the Stage

Media Data Drivers
Digital Distribution Supply Chain



Media

Language

Territory



Volume & Complexity

Setting the Stage

Digital Industry Growth Drivers

Complexity & Volume of Product Offering

Expanded Territory Footprint

Increased Localization

Diversified Platforms

Greater Range of Value Added Material

Demand for 'Hot' TV Offerings

Setting the Stage

Organic Evolution

(No Judgement!)

Setting the Stage

Scope

Step 1: Defining Scope

Scope

Establishing Business Value

Quantity or Quality?

Scope

Principles

- **Business Driven (!)**
- **High level of Business Team Input in all areas of planning**
- **Collect All Ideas**
- **Prioritize**

Step 2: Building Your Roadmap

Roadmap

Order of Events

(Rational & Realistic)

Develop Your Framework

Who will support the effort?
What needs to be accomplished at each step?
When does it need to be complete?
Where does the final set of data go?

continues



Be Clear and Specific

Roadmap

Scope

Step 3: Assess...

Assess Again...

Scope

Principles

- **Defining Quality**
- **Testing the Truth**
- **Understanding Background**

Rules

Step 4: Rules

(Tough Choices and Sticking to them)

Rules

Principles

- **Critical Path**
- **Streamlined**
- **Purpose Driven**
- **Keeping it Flexible for the Future**

Rules

Structure Will Set You Free

Structure Will Support the Business

Rules

Explaining the Rules

Explaining the Consequences

Step 5: Measure Progress

Defining Success

Metrics

Principles

- **‘Practical’ KPI’s**
- **Meaningful**
- **Impactful**

Metrics

The Journey

- 1 Defining Scope**
- 2 Building Roadmap**
- 3 Assessment**
- 4 Structure**
- 5 Metrics**

Thank you

Cleansing & Mapping Assets to Keep Content Relevant

