

mediatrac

BIG DATA TRENDS

1 **TRADITIONAL ANALYTIC**

- Primarily descriptive analytics and reporting
- Internally sourced, relatively small, structured data
- "Back Room" teams of analysis
- Internal Decision support

2 **BIG DATA**

- Complex, Large, unstructured data sources
- New analytical and computational capabilities
- "Data Scientists" emerge
- Online Firms create databased products and services

3 **FAST BUSINESS IMPACT FOR THE DATA ECONOMY**

- A seamless blend of traditional analytics and big data
- Analytics integral to running the business
- Data and analytics-based products in every business
- Industrialized decision making at scale

mediatrac

OUR CREDENTIAL

WHO WE ARE ?

Mediatrac is a Big Data Analytic firm, established in 2003, whose core competency is converting data into real and actionable intelligence.



Mediatrac provide analytics and Consulting solutions by combining our own data and client data to delivers business impact for companies in various industries ranging from E-Commerce, Fast Moving Consumer Goods, Retail, Telecommunications, to Financial.

GROWTH ENGINE

Accurate up-to-date GeoDemographics and linguistics data through strong Data Acquisition platform and engagement

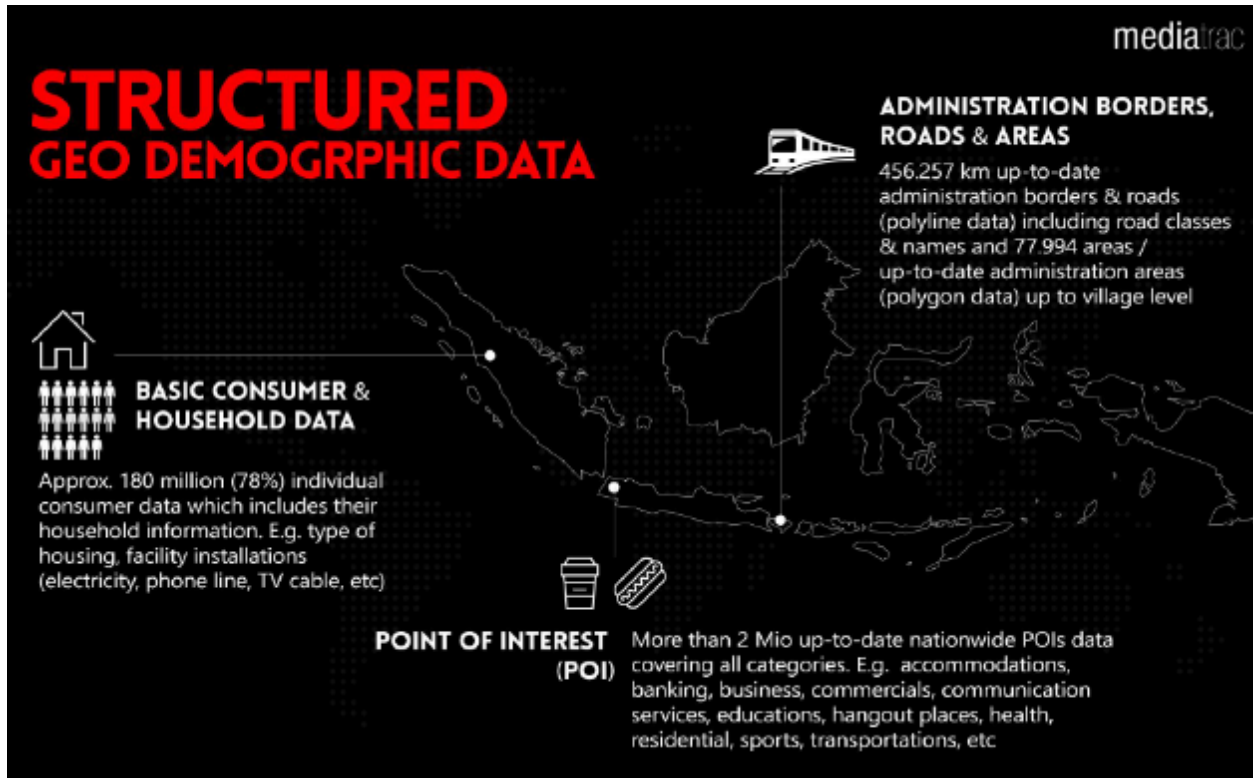
Enhanced analytics automation process through Big Data learning & implementation, mobile social network platform, including reliable & secure infrastructure



Extraction of valuable information from data by recognizing trends, patterns, relations or other interesting findings to solve clients' needs

media**trac**

STRUCTURED GEO DEMOGRAPHIC DATA



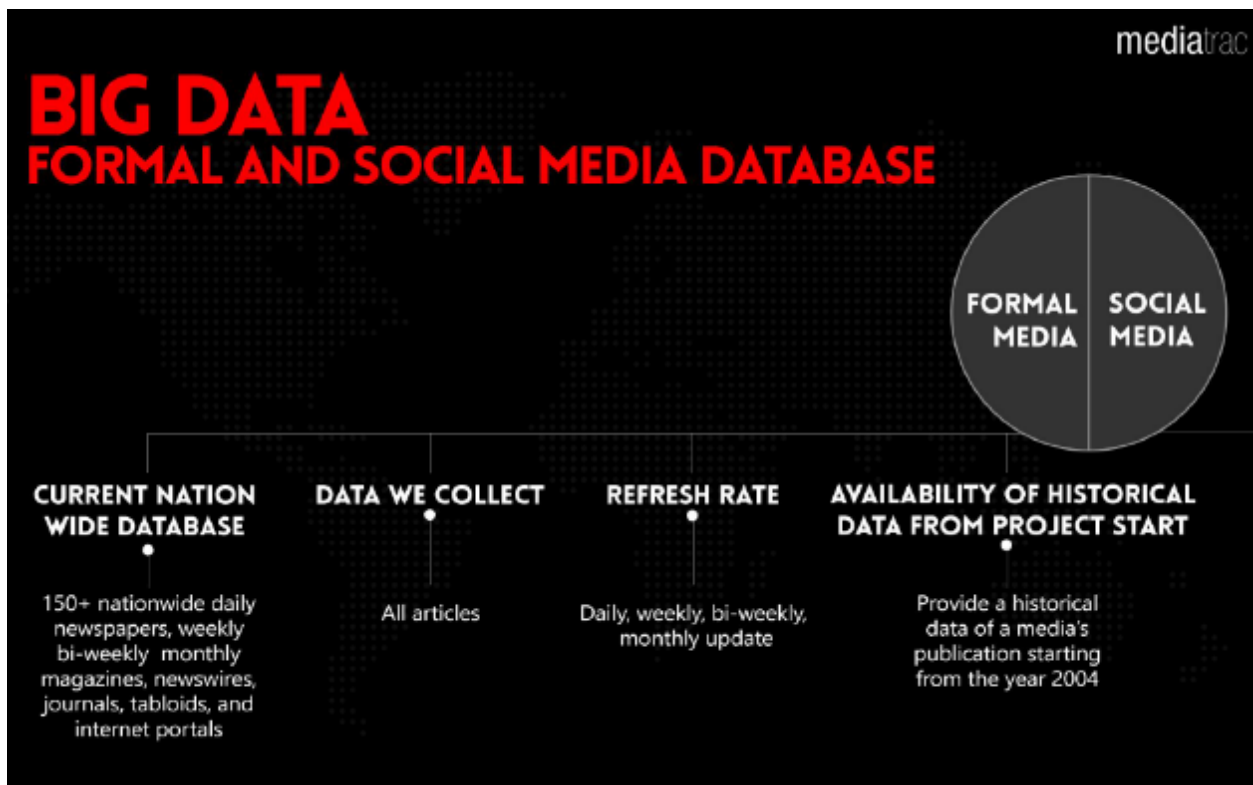
BASIC CONSUMER & HOUSEHOLD DATA
Approx. 180 million (78%) individual consumer data which includes their household information. E.g. type of housing, facility installations (electricity, phone line, TV cable, etc)

ADMINISTRATION BORDERS, ROADS & AREAS
456.257 km up-to-date administration borders & roads (polyline data) including road classes & names and 77.994 areas / up-to-date administration areas (polygon data) up to village level

POINT OF INTEREST (POI)
More than 2 Mio up-to-date nationwide POIs data covering all categories. E.g. accommodations, banking, business, commercials, communication services, educations, hangout places, health, residential, sports, transportations, etc

media**trac**

BIG DATA FORMAL AND SOCIAL MEDIA DATABASE



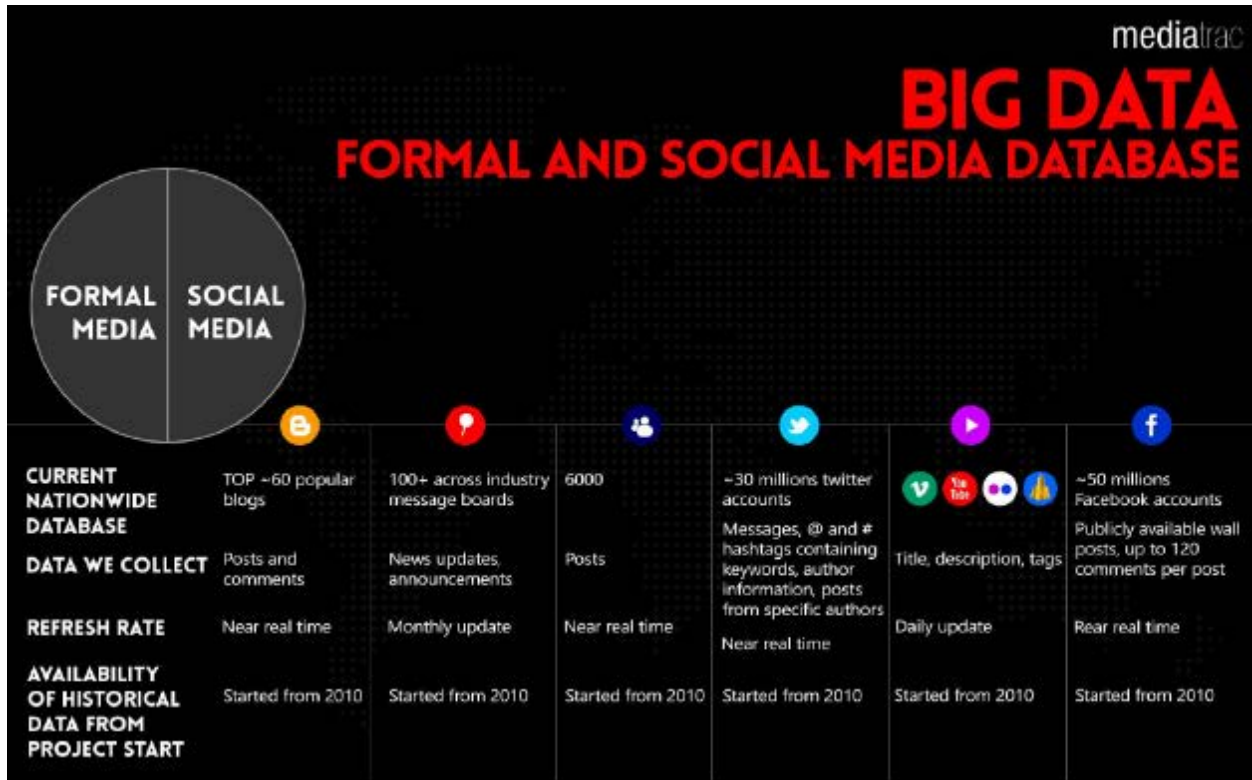
FORMAL MEDIA | **SOCIAL MEDIA**

CURRENT NATION WIDE DATABASE
150+ nationwide daily newspapers, weekly bi-weekly monthly magazines, newswires, journals, tabloids, and internet portals

DATA WE COLLECT
All articles

REFRESH RATE
Daily, weekly, bi-weekly, monthly update

AVAILABILITY OF HISTORICAL DATA FROM PROJECT START
Provide a historical data of a media's publication starting from the year 2004



Written evidence submitted by Mediatrac (BIG0005)

CHALLENGES : How to plan, manage and monitor Out of Home Inventory for 8 Brands; 6 OOH Formats; 364 cities and 5,700 sites

RESULTS : 6 Months planning -> 1 week; 62% cost reduction; Visibilities increased 37%

OOH Profile

Brand	Count
Subtotal	6000
Brand 1	1000
Brand 2	1000
Brand 3	1000
Brand 4	1000
Brand 5	1000
Brand 6	1000

Area Profile

Area	Count
Area 1	1000
Area 2	1000
Area 3	1000
Area 4	1000
Area 5	1000
Area 6	1000

CHALLENGES : What should I say on my campaign, where should I do campaign and How should I approach my constituent

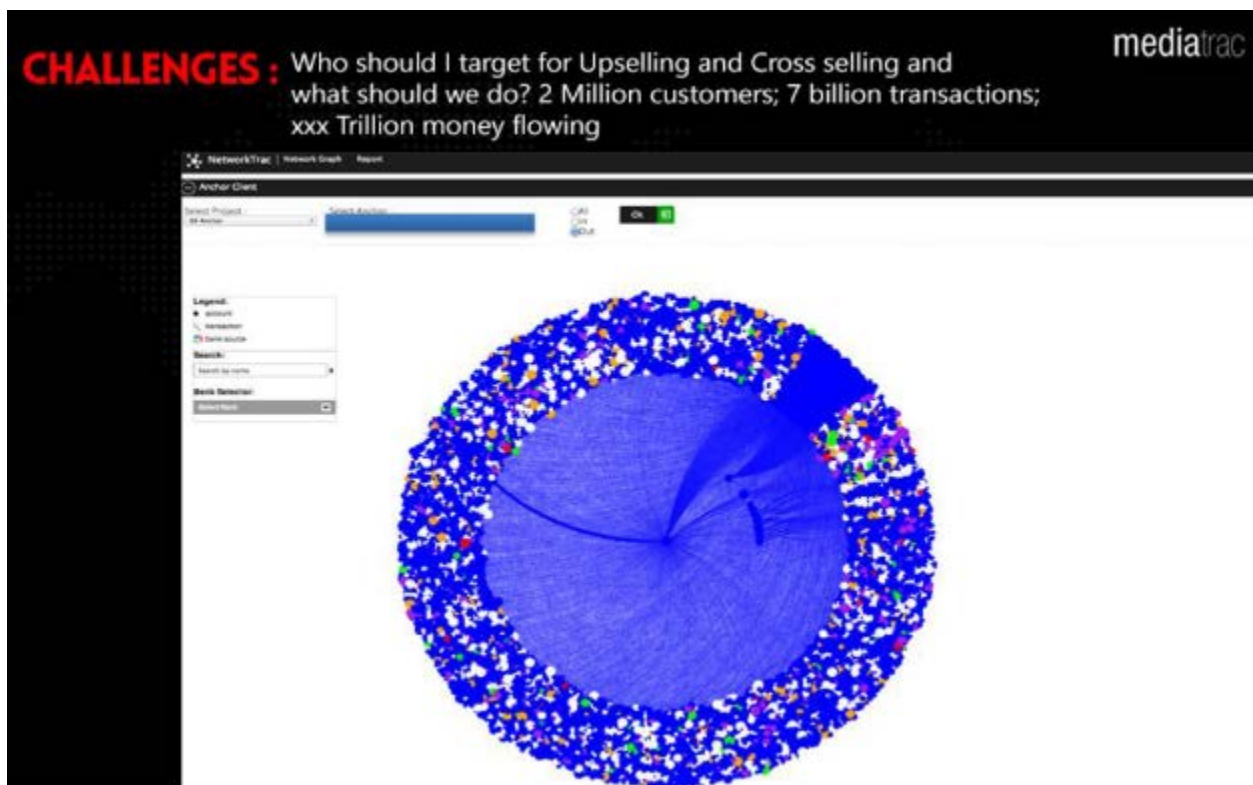
Campaign Profile

Brand	Count
Brand 1	1000
Brand 2	1000
Brand 3	1000
Brand 4	1000
Brand 5	1000
Brand 6	1000

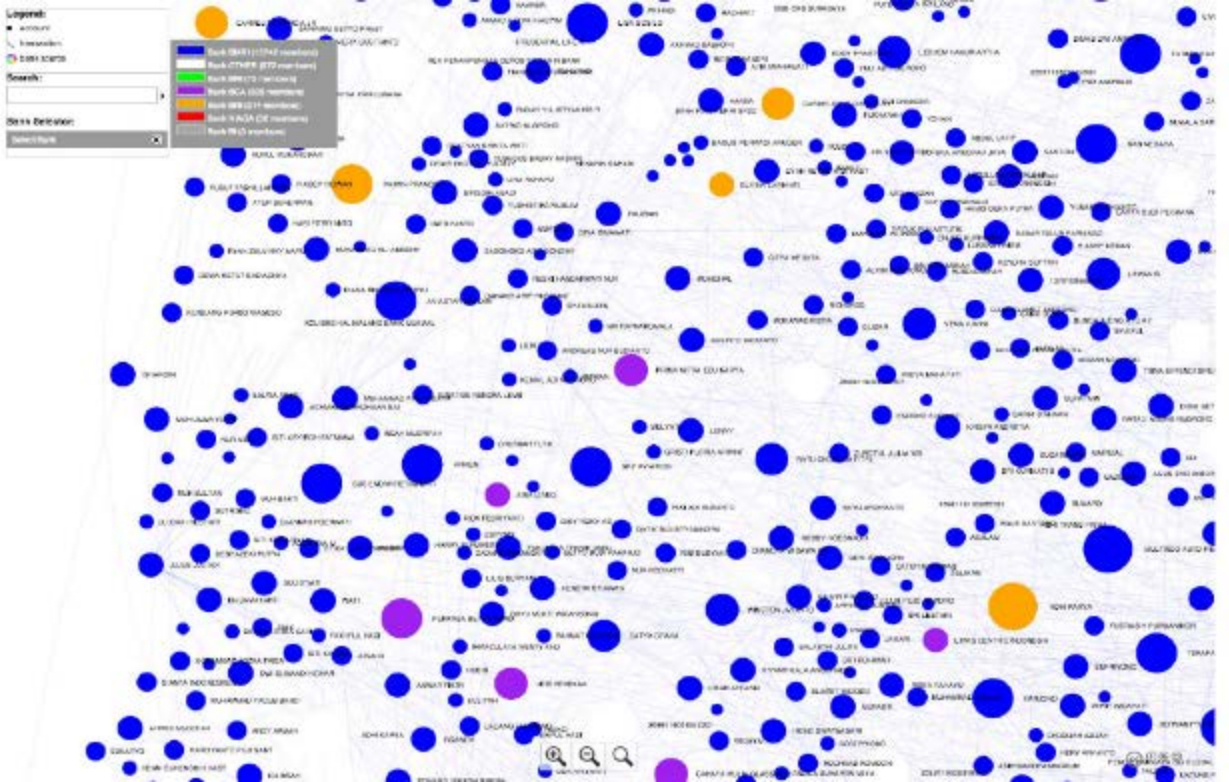
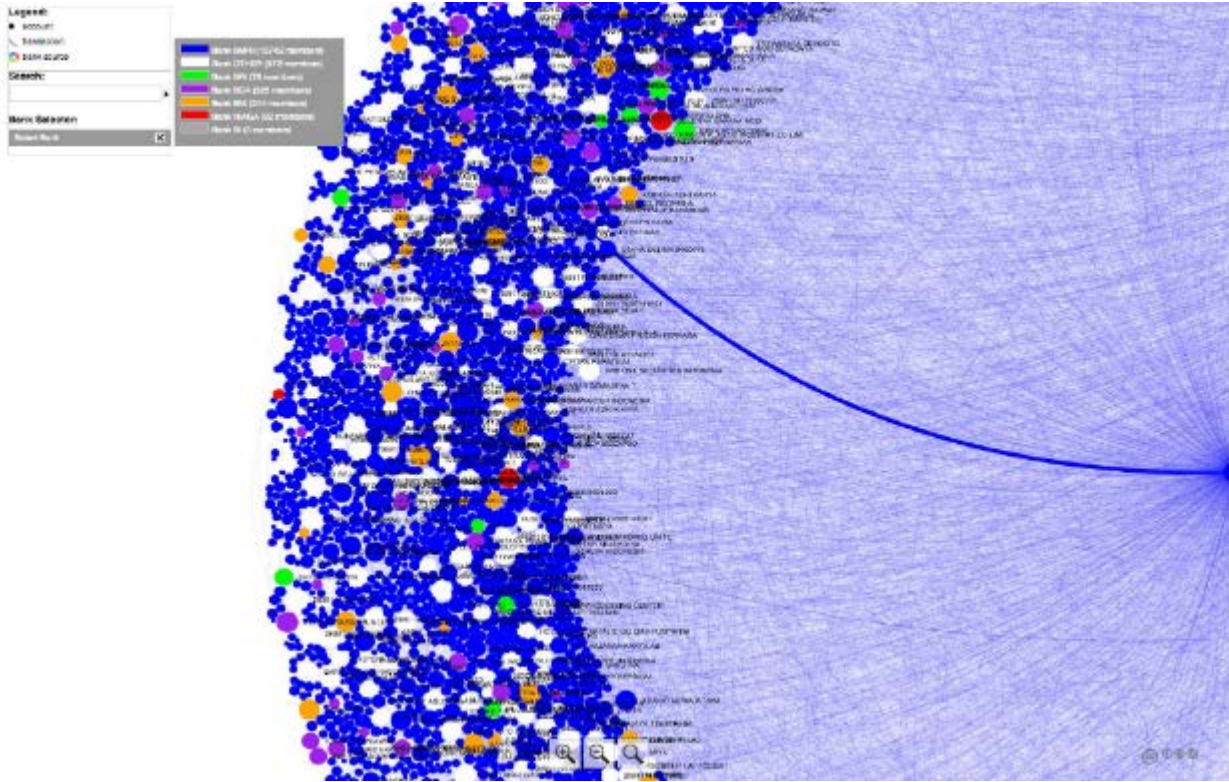
Area Profile

Area	Count
Area 1	1000
Area 2	1000
Area 3	1000
Area 4	1000
Area 5	1000
Area 6	1000

Written evidence submitted by Mediatrac (BIG0005)



Written evidence submitted by Mediatrac (BIG0005)



Written evidence submitted by Mediatrac (BIG0005)

The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.

CI-AGRICULTURE IS A KNOWLEDGE AND SHARING PLATFORM THAT PROVIDES INFORMATION TO ADDRESS PRIORITY ISSUES FACING INDONESIA'S AGRICULTURE AND FOOD SECTOR AND ESSENTIAL FOR MANAGING OUR NATURAL RESOURCES.

CI Agriculture aims to serve the people of Indonesia and the world in achieving food security and enabling farmers to improve their lives by applying precision agriculture technology, big data analytics, and industrial internet technologies to achieve high, sustainable production of food. We would like to invite all parties to contribute to this effort by sharing agriculture related data and knowledge. Get involved in this effort and subscribe for further information.

CI AGRICULTURE PLATFORM FRAMEWORK

Impact Project :
Ci-agriculture.com

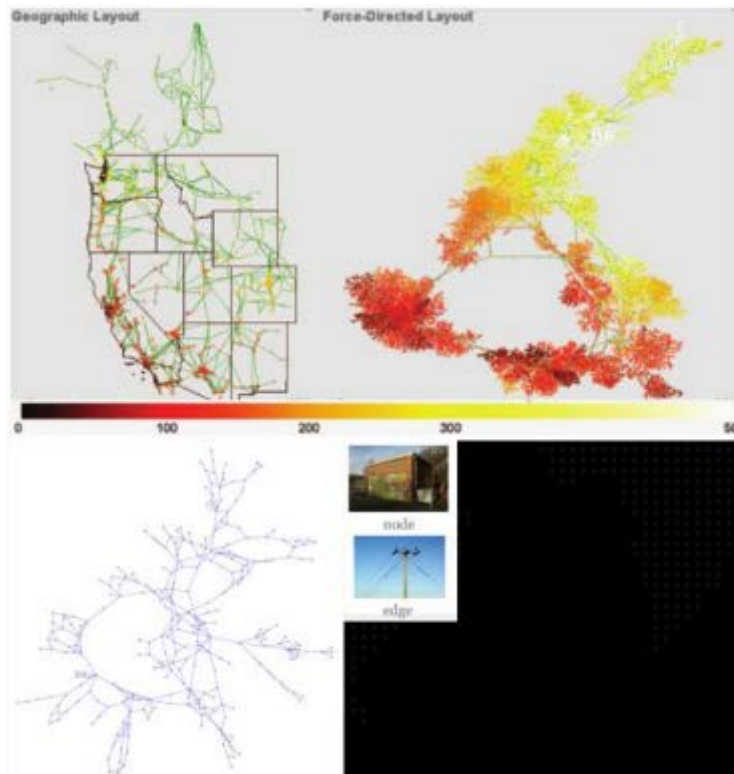
Problem to be solved :
"FUTURE FOOD SECURITY"

Applied Technologies :
Big Data
Precision Agriculture
Internet of things

Sensors for data acquisition:
Drones with 4D terrain
imaging
Soil Sensors
Sociometrics Badges sensor

Goals :
"Increase yield production
per acre"

mediatrac



Impact Project Idea :
ci-energy.com

Problem to be solved :
power distribution failures

mediatrac

OUR CLIENT



September 2015