k-medienberatung

turning insights into **action**

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15+ Years of Experience in the Film and TV Industry

Product Innovation

Film and Cinema Research

Distributors

Sales

Marketing

Clients

Project Areas

Research

Media Platforms

Operations

Cinema Operators

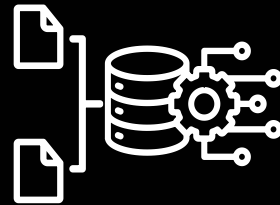Personnel Development

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Services

Consulting

Process Documentation

Process Optimization

Project Management

Software Design

User Training

Coaching

Data Management

Data Gathering

Data Administration

Data Processing

Data Validation

Analytics

Dashboards

Data Mining

Recommended Actions

Management Summaries

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Consulting

Our clients approach us with their ideas or problems. We come up with solutions on how to implement these ideas or solve these problems.

Process Documentation

We document both existing and planned processes and validate these in discussions with the stakeholders involved on all levels. This documentation helps understand and evaluate workflows more comprehensively.

Process Optimization

Based on our documentation, we optimize process flows. There is often room for optimization by way of digitalization—this can be accomplished with (partial) automations or by providing custom-made tools.

Project Management

We ensure an efficient project management. Our primary focus is on transparency and on working closely with our clients.

Software Design

Combining our experience in the film and TV industry with the technological direction of our company, we act as a liaison between developers and our clients when it comes to developing a client-specific software.

User Training

Successfully implementing new processes and systems requires that all the people involved and responsible are given the skills to carry out their end of the process in full. They need to be able to see the big picture and where they fit in. In case of questions, users need an experienced contact person they can reach out to. For that purpose, we run dedicated user training sessions and are on hand with help and advice.

Coaching

Employee's skills are constantly challenged by dynamic developments happening in the industry and, as a result, in our clients' companies as well. To that end, we offer our clients both group and personalized coaching sessions, ranging from change management to communication, to leadership and to recruiting, which allow employees to hone their skills and develop them further.

Data Management

We ensure that data can be processed and that there is a smooth and efficient flow of data.

Data Gathering

We gather relevant data in a structured way. Examples of our work in this field can be found in our Release Tracking and in our capturing of various YouTube KPIs.

Data Administration

As part of our data administration, we make sure that all information is kept up to date and accessible. Examples of this are the handling of metadata, of licenses, and managing availabilities (Avails).

Data Processing

A key factor in our data management efforts is the automated integration and transformation of data points from different sources, and which are available in a variety of formats. Our work creates a consistent data pool, which facilitates the efficient use of the data for applications or analyses that rely on it.

Examples of this are reports that distributors receive from platforms for billing purposes (POS and ROY statements), or documents that distributors send to providers to communicate availabilities (Avails).

Data Validation

We carry out comprehensive validations to ensure that our clients' data reaches the highest quality possible. Validating POS data and ROY statements as part of our reconciliation efforts is one example of our work in this field.

Analytics

We create dashboards and analyses that allow our clients to recognize trends early on and we provide them with a recommended course of action for reaching their company goals.

Dashboards

We develop new dashboards and transition existing reports into dynamic, interactive visualizations. Our client-specific dashboards on topics like performance (by title, by client, by promotion or by market), awareness development, product tracking as well as a product life cycle, among other things, provide an up-to-date overview on the existing data—at any time and at your preferred level of detail.

Data Mining

By recognizing patterns and relations in large data sets, we provide our clients with insights that will support them in making operational and strategic decisions.

Recommended Actions

Based on our analyses, we develop recommended courses of action that will make it easier for our clients to reach their company goals.

Management Summaries

To help support the decision-making process, we create concise reports that consolidate and summarize the essential trends and insights.

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