



## dCode Technologies for Media Industry: Managing Complexities; Subscribers, Advertisers and Partners

Large media organizations now include cable networks and internet properties as well as traditional and satellite radio, printed newspapers, magazines, and specialty publications. Hybrid revenue models blend advertising supported content and tiered subscription pricing with pay per view, episode, or download. In this industry, where billions of dollars are stake and partners may also be competitors, a 360° view of the customer is essential.



With dCode media organizations can strengthen their relationships with subscribers, advertisers, and business partners, market more effectively, and improve customer care. And dCode integrates seamlessly with the BI applications these companies use to profile target audiences, analyze business performance, and track customer retention.

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