THE GRAMMY'S
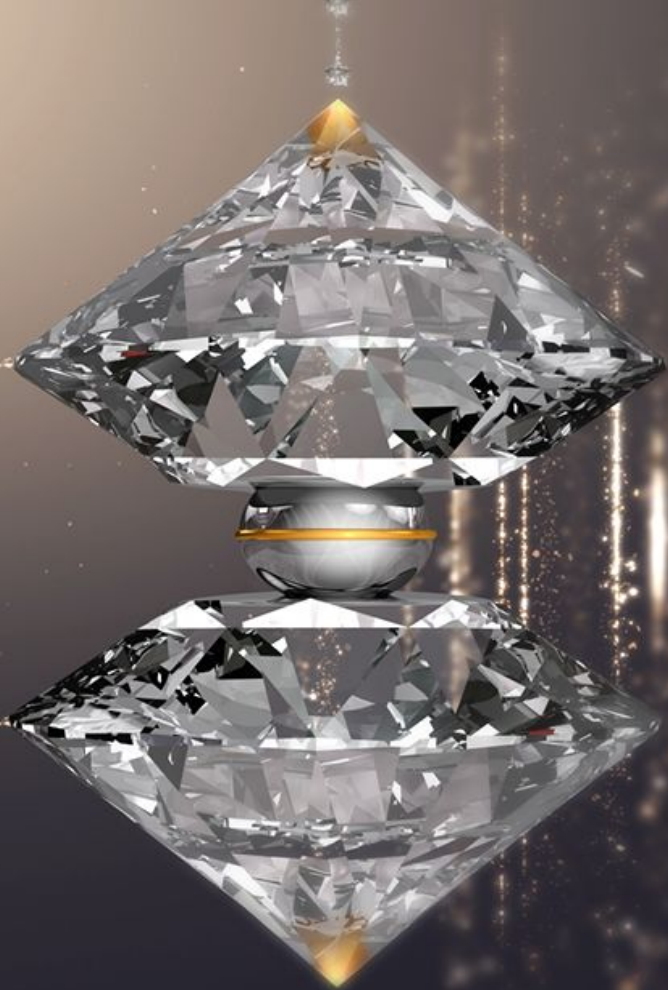
Nicole Chu, Michele Cha, & Arla Muy

The Show

▷ Trophy depicts gilded gramophone
▷ Covered by the CBS Network (1973-Present)
▷ Recording Academy members vote for nominees & winners

" *Dedicated to celebrating, honoring, and sustaining music's past, present, and Future."*
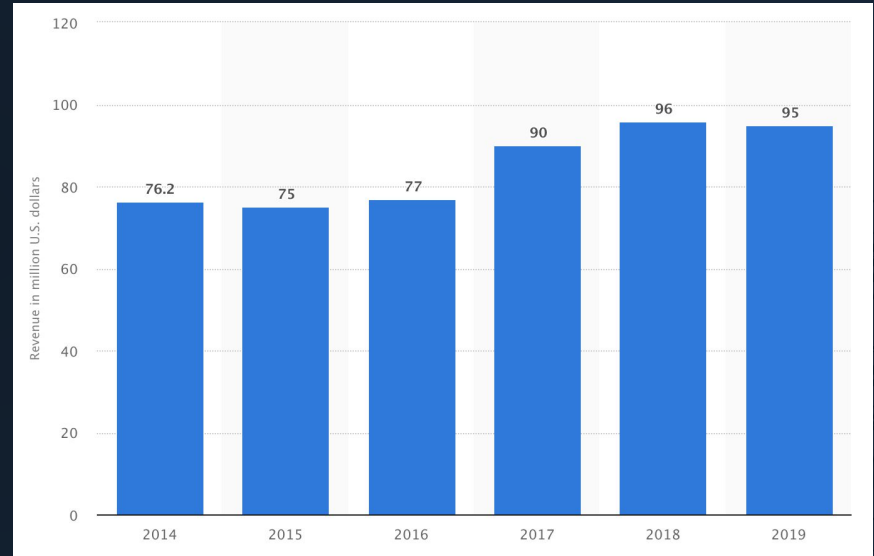
—The Recording Academy

THE RECORDING ACADEMY

Creator of the Grammy's

About

- ▷ Non-profit organization
- ▷ Roughly **700** employees
- ▷ 2019: **$95 million** in advertising revenue
  - ▸ Over $60 million going to the Recording Academy's MusiCARES charity
- ▷ Main competitor: Oscars

The Deficiency We Seek to Improve

The Deficiency

▷ Decline in viewership and viewer ratings
▷ 2018 broadcast
  ▸ **24% decrease** in viewership
▷ 2019 broadcast
  ▸ **0.51% increase** in viewership
  ▸ Ratings dropped from **5.9 to 5.6**
  ▸ Ad revenue decreased from **$96 million to $95 million**

Viewership for Grammy Awards (2005 - 2019)
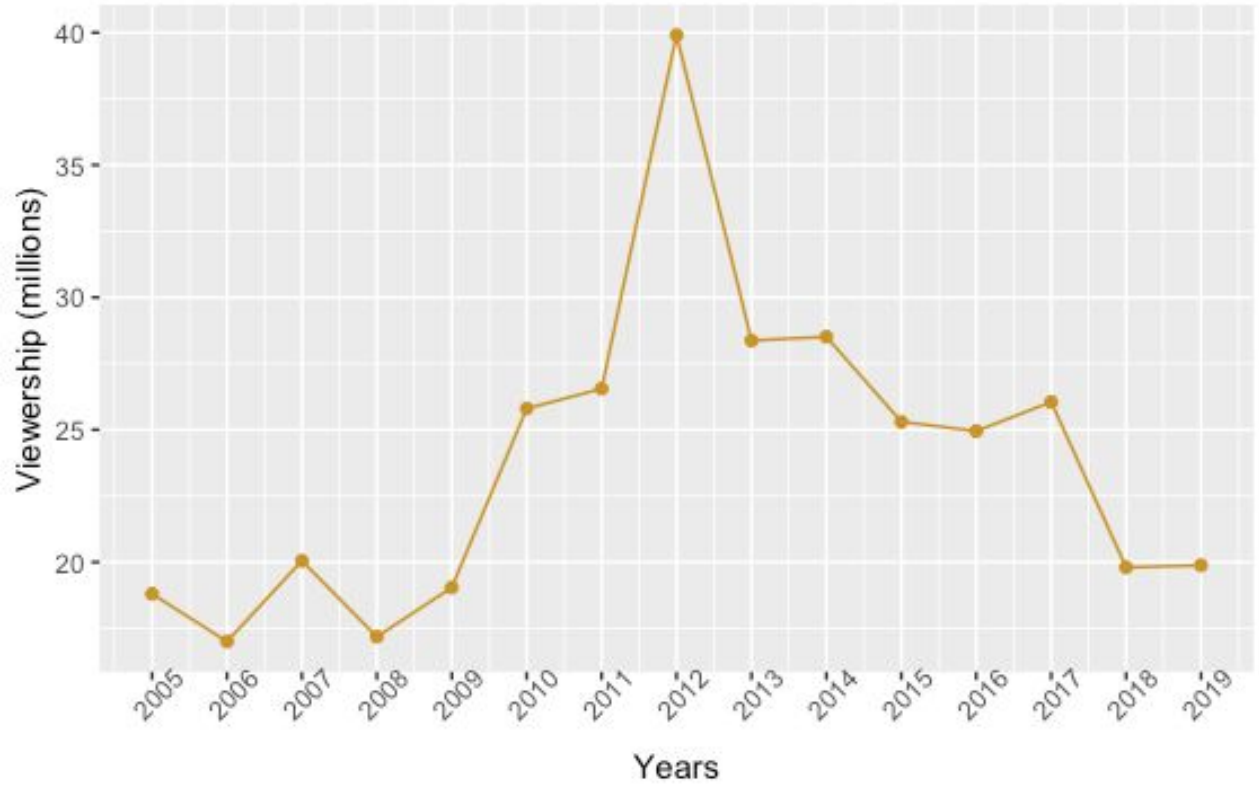
26.1 million

Viewers in 2017

19.8 million

Viewers in 2018

19.9 million

Viewers in 2019

Ratings for Grammy Awards (2005 - 2019)
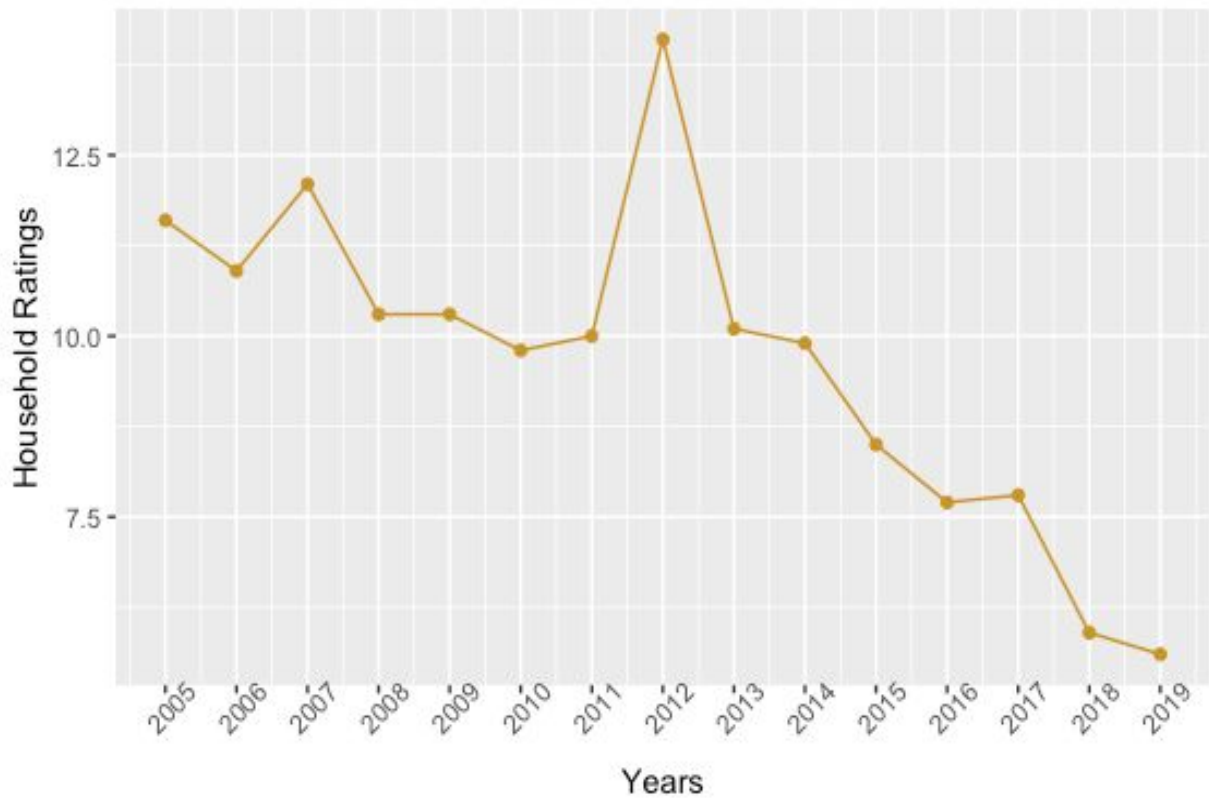
Our Proposed Solution

Our Solution

Content-Driven Solution

▷ Bring more mainstream celebrities on the show

▷ Use data analysis to determine which artists the general public wants to see

▷ Allow more performers to sing their own songs

Audience Engagement

▷ Add more interactive & social-media-oriented elements to the show

▷ "Most social awards cast of 2019"

▶ Nielsen: 26.2 million total interactions

▶ 76% higher than viewership

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The Grammy's Current Process

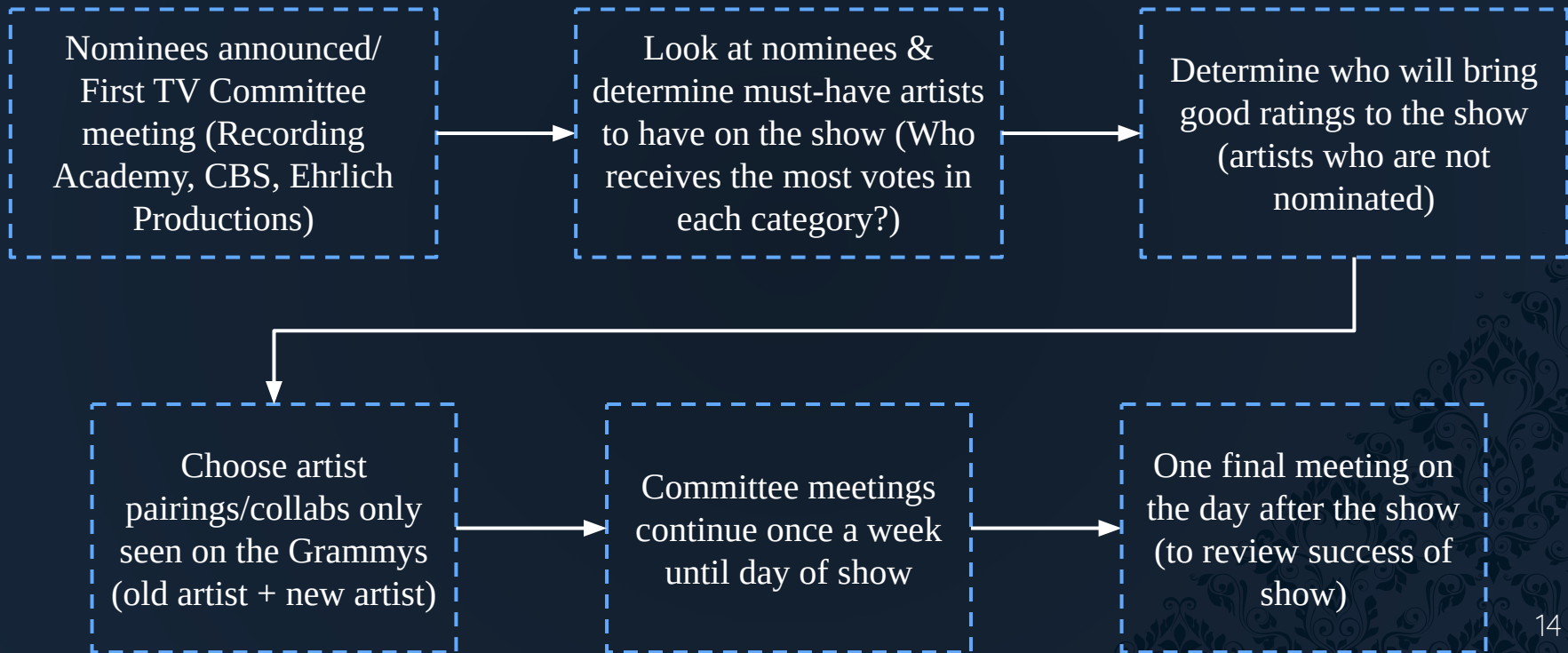Nominees announced/ First TV Committee meeting (Recording Academy, CBS, Ehrlich Productions)

→

Look at nominees & determine must-have artists to have on the show (Who receives the most votes in each category?)

→

Determine who will bring good ratings to the show (artists who are not nominated)

Choose artist pairings/collabs only seen on the Grammys (old artist + new artist)

→

Committee meetings continue once a week until day of show

→

One final meeting on the day after the show (to review success of show)

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Our Revised Process

Committee of marketing & production analysts have meetings throughout the year to analyze audience engagement & public opinion thru digital media

→

Nominees announced/ First TV Committee meeting
Collaborate w/ data committee that analyzes public opinion

→

Look at nominees & determine must-have artists to have on the show (Who receives the most votes in each category?)

→

Determine who will bring good ratings to the show (artists who are not nominated)
Utilize public opinion polls to choose top artists

Determine which non-nominated artist(s) should perform solo based on popularity with the general public

→

Choose artist pairings/collabs only seen on the Grammys (old artist + new artist)

→

Committee meetings continue once a week until day of show

→

One final meeting on the day after the show (to review success of show)

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Technological Components

Social Media

Solo Artist Choice

- ❖ Enhance public opinion in show content
- ❖ Run polls throughout the year to choose a non-nominated artist to perform a solo on the show.
- ❖ Polls available in Twitter, Instagram, Facebook , and official grammy website where it will be connected to the Post
- ❖ Encourage users to share the polls and elevate traffic into social media pages
- ❖ Data will build on throughout the year
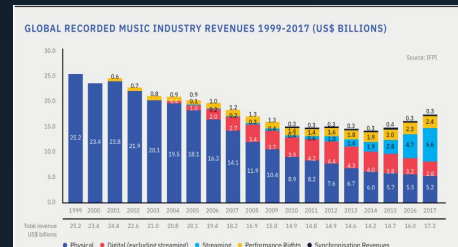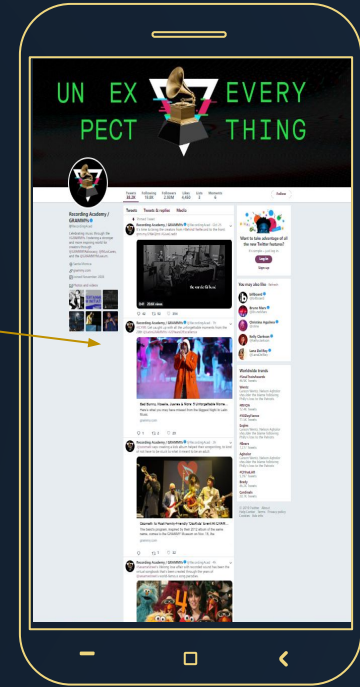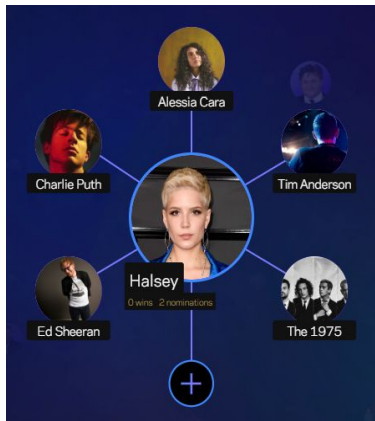
IBM Grammys

Platform

- ❖ Learn more about fashion and music
- ❖ Identifies trends in themes and emotions in song lyrics of Grammy Performers
- ❖ 14 million news articles and bios analyzed
- ❖ Grammy Award nominations in history

Web Media

- ❖ Mark when a musician enters and exits the red carpet
- ❖ Know whether an attendees eyes are closed
- ❖ Curate photos and videos to publish online and during the event no longer using third parties

IBM CLOUD OBJECT STORAGE

IBM CLOUD OBJECT STORAGE

ENRICHED PHOTO

RAW PHOTOS

ENRICHED PHOTO

ENRICHED PHOTO

BLUR DETECTION

FACIAL & VISUAL RECOGNITION

gettyimages

RAW PHOTOS

COPY OF RAW PHOTOS

RESIZED PHOTOS

PHOTO INGEST

RESTFUL API

GRAMMY RED CARPET

CENTRAL PHOTO REPOSITORY

DROP/WATCH FOLDER

WORKFLOW MANAGER

ENRICHMENT INTERFACE

REPOSITORY INTERFACE

PHOTO WORKFLOW

COLOR DOMINANCE ANALYSIS

PHOTO PICKER

RED CARPET DETECTION
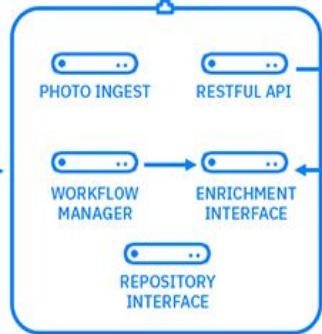
PHOTO METADATA

PHOTO METADATA

METADATA STORAGE

IBM and Our Approach

Immersive Digital Experience
- ❖ Polls Asking Hypothetical questions before commercial breaks

- ❖ Public Giveaway, Photo Contest where people can tag the Recording Academy on their social media stories and posts

Strategic Promotional Advertisement

- ❖ Currently working with Marketing Sponsors and telecast team
- ❖ Develop ad advertisement sponsored by a nominated artist based on data collected

Budgeting and Event Planning
- ❖ Solidify competitive decision making
- ❖ Identify social media trends and correlate with content type and spending
- ❖ Offers a platform where planning and budget reports can be made

Implementation Plan

5 Year Implementation Plan

Year 1	- Develop a trial committee for marketing & production analysis - Utilize social media to produce more interactive content - Bring one non-nominated artist to perform solo on the show
Year 2	- Keep utilizing committee for data analysis - Continue to engage audience with improved social media tactics to gather more data
Year 3	- Committee meetings every few months to analyze trends - Expand amount of popular non nominated artists to 2 or 3 - Reach out to big social media platforms
Year 4	- Partner with big social media companies to exchange for more data on target audience - Continue committee meetings
Year 5	- Continue committee meetings - They would analyze social media data from partnerships

The Controls

KPIs

- ▷ Viewership demographics
  - ▸ A new low among adults aged 18-49
- ▷ Social media responsiveness
  - ▸ Eventually, partner and exchange data
- ▷ Ratings
  - ▸ Allowing artists to perform their own songs

CSFs

- ▷ Data analytics
  - ▸ Incremental changes
- ▷ Use data analysis to determine which artists the general public wants to see
- ▷ Allow more performers to sing their own songs
- ▷ Effective advertising

Conclusion

Conclusion

▷ Long running, well established show for 60+ years
▷ Problem: declining viewership
▷ Solution: engage younger audience

- ▶ More mainstream artists
- ▶ Interactive activity
- ▶ Data analytics

Monetary Benefit

▷ Increased viewership => increased ad time

▷ Estimated increase in viewers every year: 0.3981 million

▷ 30 second ad costs over $2 million

▷ After 5 years, gain $3.9 million in ad revenue

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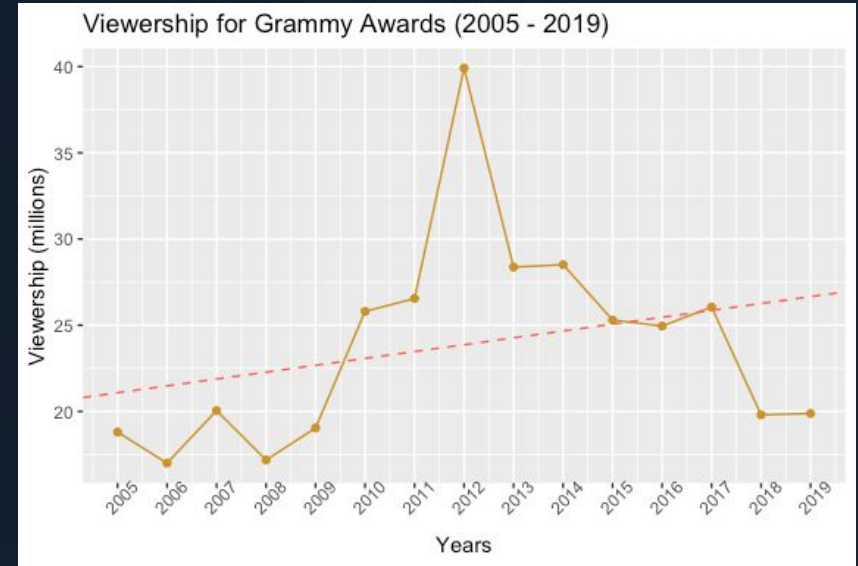
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♡

Thank you!

Does anyone have any questions?