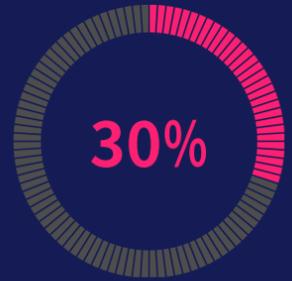


The Data Conundrum



328 TB of data created daily (Statista 2023)

c.**30%** of operating expenses due to bad data Gartner



65% of all internet traffic is video Sandvine 2023

The U.S. streams **170 billion minutes** of content each week Nielsen 2022



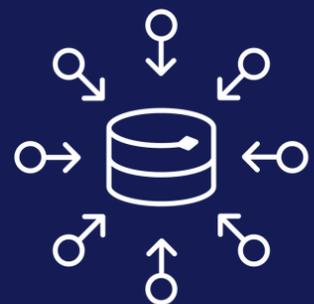
51% of user interactions on streaming services were for films > 8 years old RealGood 2023

82% of consumers browse before selecting content with **60%** using a variety of apps to inform their selection Tivo 2023



BBC produced over **12,500** hours of original content in 2022 BBC 2023

A typical broadcaster leverages metadata from at least **5 sources** MetaBroadcast



c. **30%** of ingested data is duplicate MetaBroadcast

c. **58%** of data inaccuracy caused by spelling errors MetaBroadcast



>**50%** of content records do not reflect duration MetaBroadcast

40% of organizations don't achieve their goals due to bad data



Automated processes are a necessity for data cleansing. Atlas processes over 1.8Bn records annually