PERSISTENT

Social Media Analytics for the Most Talked About Show in the World

How Persistent developed a viewer engagement analytics solution for Satyamev Jayate (The Truth Alone Prevails), helping them understand their viewers and measure the show's impact.

Background

Satyamev Jayate (English: Truth Alone Prevails) is a talk show that focuses on social issues in India with an intent to bring about social awareness and change. The show covers sensitive issues such as female feticide, child abuse, dowry deaths, discrimination against the disabled, medical malpractices and domestic violence. The show is viewed in 843 cities across India as well as 165 countries (5435 cities) worldwide. Viewers are encouraged to share their opinions, personal experiences and suggestions in various ways - including SMS, IVR, Facebook, Twitter, YouTube, web widgets, phone calls and discussion forums. In season 1, during 13 weeks the show generated +14M responses and +1.1B impressions over web across the world. This data was rich in information, including real stories from people and feedback about the show.

Amir Khan Productions' (AKP) goals for the Satyamev Jayate show were to:

- Bring a positive change to every individual watching the show
- Stimulate a public debate on sensitive issues which are usually brushed under the rug

As television is a one way form of communication, the producers didn't have any way to check if these goals were being achieved. Receiving audience feedback was the key to success for the show and as a result, viewer response data analytics became a high priority.

Amir Khan Productions (AKP) was looking for a partner who could analyze high volumes of unstructured and structured challenging data:

- **Variety:** Varied formats - text, video, audio
- **Volume:** Show created +14M responses and +1.1B impressions over web in Season 1
- **Velocity:** Data was growing rapidly at the rate of +1M responses per week

AKP and Star India partnered with Persistent to leverage their Big Data expertise and provide social media analytics for "Satyamev Jayate."

The Persistent Solution

Persistent developed a Big Data solution that enabled the show to view the analysis within 24 hours of the show's airing in order to prepare for their viewer response show which aired just 4 days later.
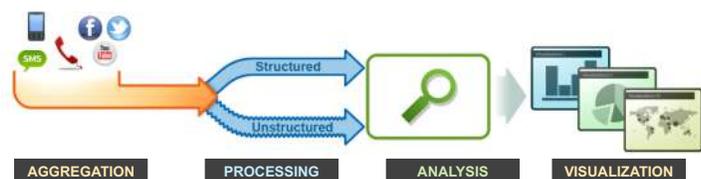

- **Aggregation** - Developed Java based connectors that aggregated data from distinct data sources such as Facebook, YouTube, Twitter, Google Analytics, web widgets, SMS and phone calls
- **Processing** - Custom developed a groundbreaking Content Filtering, Ranking and Tagging System (CFRTS)
- **Analysis** - Created and shared reports hourly, daily and weekly. Statisticians reviewed the filtered data and shared insights
- **Visualizations** - Created visualizations using Java scripts, open-source tools and various APIs that were part of internal and external dashboards. This helped AKP and Star India build inferences as well as validate hypotheses
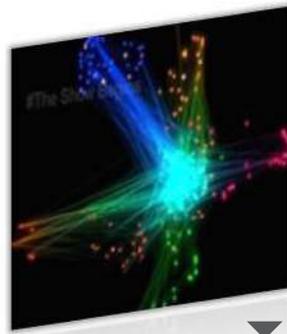
Visualization Dashboards

Audience response from all over the world
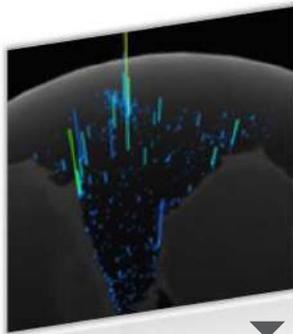
Responses on the Animated World Globe

Twitter Influencers

The Results

Persistent's viewer response analytics solution benefited various stake holders

Aamir Khan Productions (Show Producers)

- Understand the pulse of the viewers
- Gauge the appreciation for the show
- Spread the message
- Harness the truth from the viewer response data

Star India (TV Channel)

- Analyze viewership pattern
- Assess the total impact of the show on national and global level
- Understand the comments/criticism about sponsors

Satyamev Jayate Field Research Team

- 360 degree view of the social issue
- Quick insights into the public perception of the show
- Instant, accurate and handy dashboards during discussions with policy makers

> "We were looking for an analytics/insights partner who not only had the technical expertise in Big Data but also the dedication to the show. While several multinational companies in the analytics space were considered, an off-the-shelf analytics would not have worked, as the Indian social media users respond in a unique way. For example, use of "Hinglish" instead of English in responses cannot be handled by readymade tools.
>
> The bar for Persistent was set very high. They were not only expected to process a huge number of responses (+1M messages per week), but to come up with dashboards, insights, and lead stories as well. All this was expected to be done within 4 days of the episode for all 13 episodes. It was quite an achievement for Persistent."
>
> *-Gayatri Yadav,*
> *Executive Vice President, Marketing Communications, Star India Pvt Ltd*

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation. For more information, please visit: www.persistent.com

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