

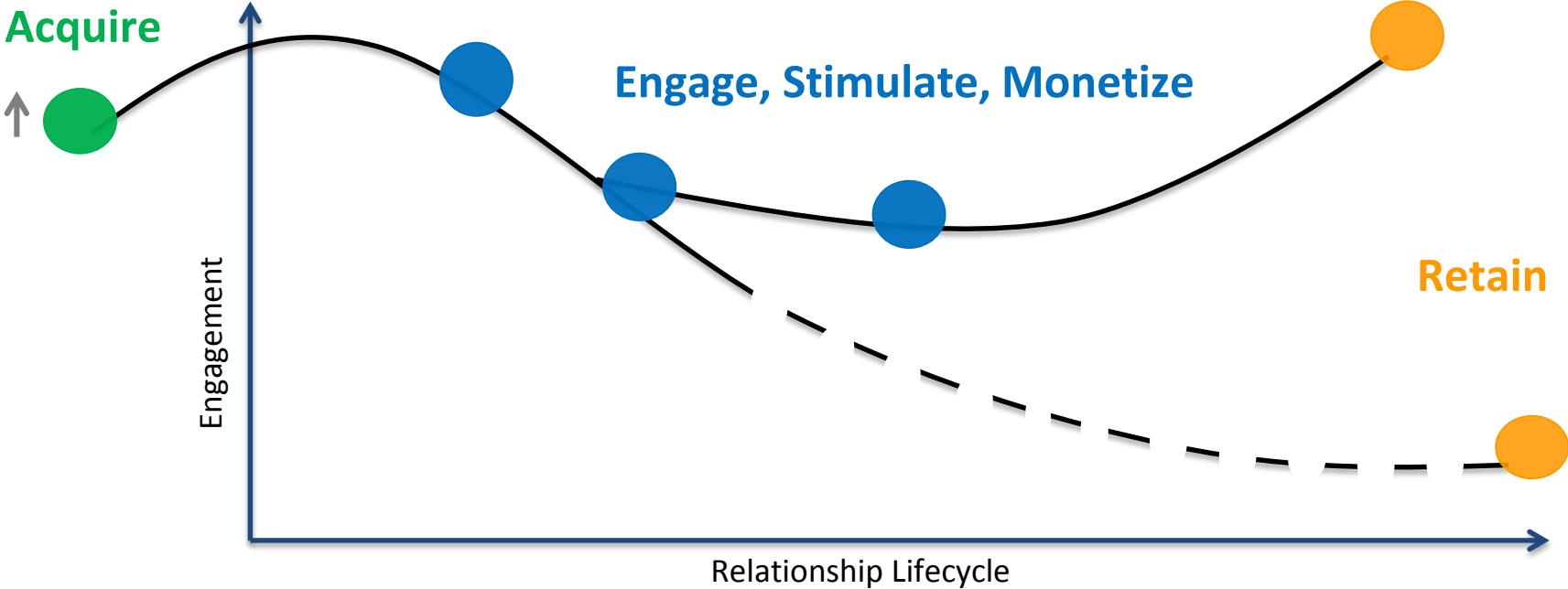
Big Data for Media

Greg Doufas

VP, Data and Audience Intelligence

The Globe and Mail

Big Data: Purpose and Foundation



- 4 Infra/Technology
- 3 Data
- 2 Talent
- 1 Value Objectives

TRANSPARENCY

Acquire



Retain



4

Infra/Technology

3

Data

2

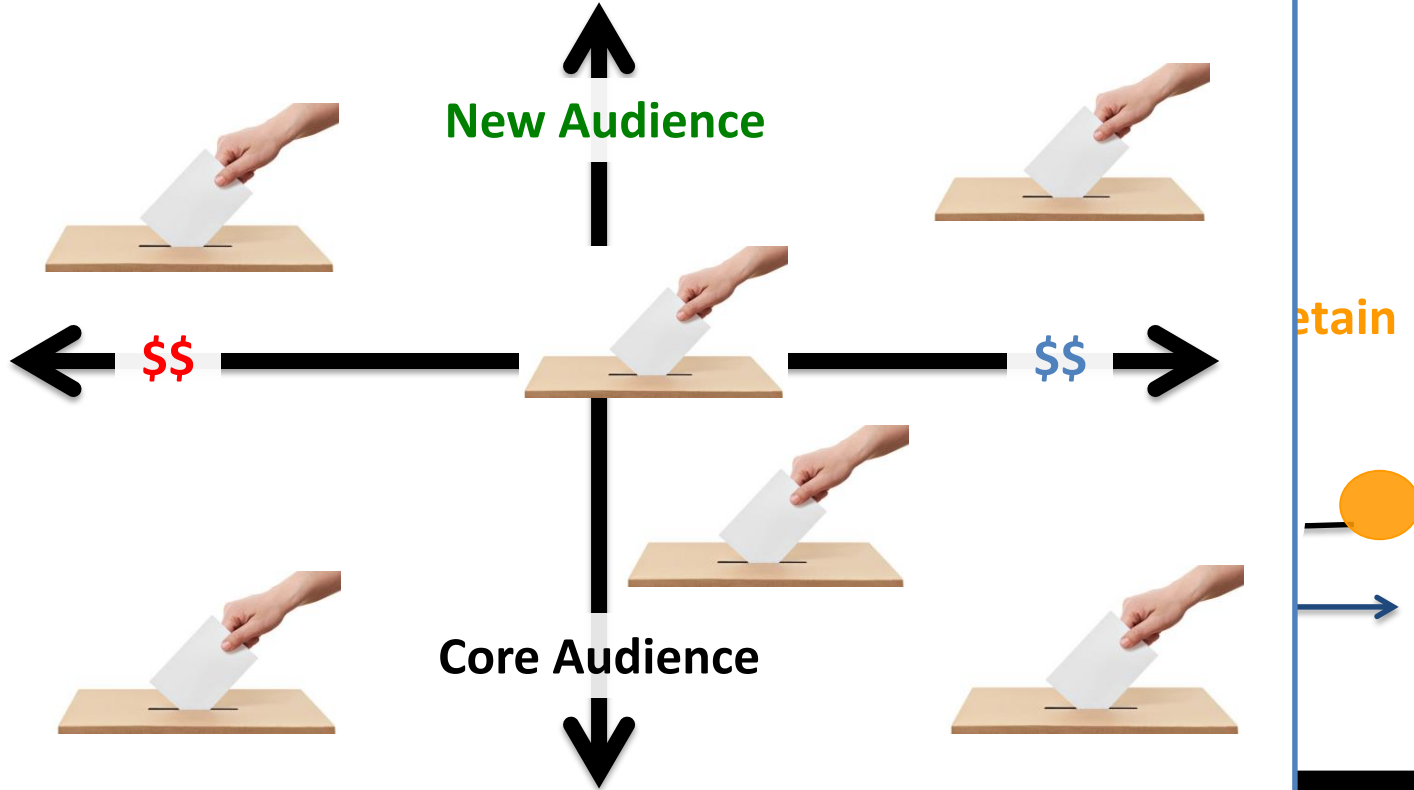
Talent

1

Value Objectives

EXPERIMENTATION

Acquire



4

Infra/Technology

Data

Talent

Value Objectives

RELATIONSHIP MANAGEMENT



4

Infra/Technology

3

Data

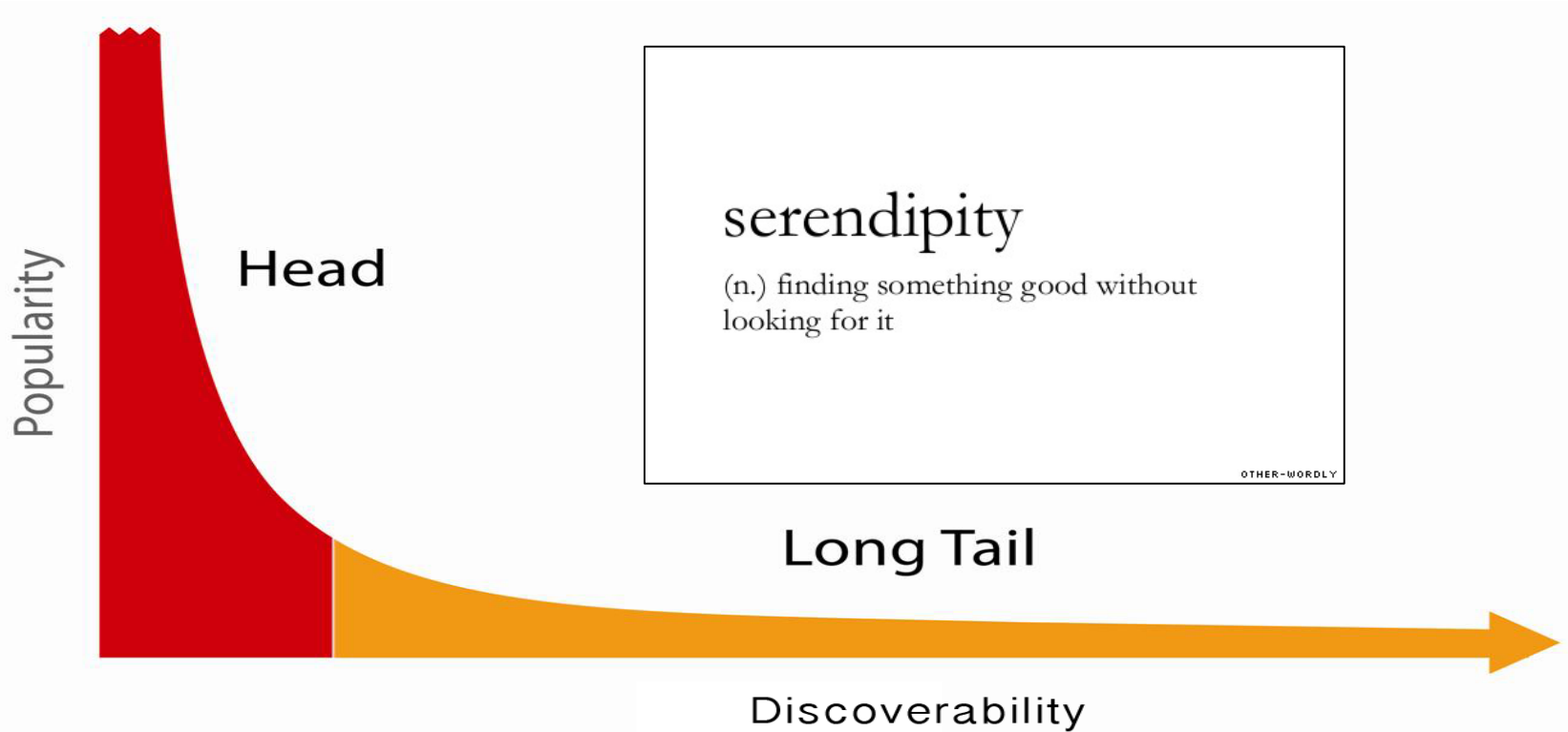
2

Talent

1

Value Objectives

INNOVATION



4

Infra/Technology

3

Data

2

Talent

1

Value Objectives



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