

FERNÁNDEZ, E.P. *Big Data: Eje estratégico de la industria audiovisual*
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The evolution of technologies and the beginning of the ubiquitous computing era in the context of the information society constantly generates enormous quantities of data of multiple and varied origins and formats that require storage and management. This phenomenon is known as Big Data, or mass data management, and its basic characteristics are volume, variety, veracity and velocity.

Big Data is being implemented through business intelligence methodologies and tools (which allow for better and more effective strategic decision-making in business) in an increasingly large and diverse number of sectors, including aeronautics, banking, medicine and the agricultural sector. Alongside them, albeit to a lesser extent, we find the audiovisual sector which, due to its participative nature, its need for and tradition of measurement and its social dimension, is also enriched by Big Data and is starting to advance towards its use.

Aware of this reality and of the emergence of new business approaches, Eva Patricia Fernández has edited *Big Data. Eje estratégico de la industria audiovisual*, which, together with contributions from various professionals, academics and specialists in digital projects, digital analytics and social media, contains and presents the opportunities afforded by applying mass data systems in the audiovisual sector. Fernández received her doctorate in Information Sciences at the Universidad Complutense de Madrid and has a master's in Business Intelligence and Big Data, and in Business Management and Administration. Professionally, she teaches at different universities and at the same time runs Creta Producciones, a company specialised in the production of transmedia digital content.

The book addresses the issue from the general to the specific and is divided into two chapters. The first chapter provides an overall introduction to Big Data, presenting its definition, characteristics, phases of the data management process flow, and its impact on different companies and sectors, highlighting the conversion of data into valuable information through the application of business intelligence strategies and solutions.

Moreover, it also shows the transformations its use has meant for business models and for the agents that form a company's value chains, as well as for the creation of new professional profiles, including the data analyst, the data scientist and data strategist. The chapter closes by exploring its incipient use in the audiovisual field, whose greatest exponent is Netflix, which has become a model of success in the sector in management, explanation, and decision-making based on Big Data.

Big Data analysis is introduced in the media as a tool for getting to know the audience, allowing companies, among other things, to create personalised content, generate new strategies and actions for promotion and make predictions. Based on this outline, the second chapter delves into the possibilities of Big Data in the media, and especially in its relationship with Social Big Data; that is, the use of data extracted from the participation of users on social media, since this has become one of the key ways for getting to know audiences and user communities. The chapter presents different case studies and strategies that have been implemented in the sector and are linked with storytelling (Storytellers Ltd), the management and integration of data in real time on television (*Big Brother*, *The Big Picture* and *Utopia*), the impact of Twitter on different film premieres, and the use of digital analytics on a specific website (marca.com). It also presents some software tools linked to Big Data processes on social media.

The book concludes by presenting different Big Data trends and possible actions for integrating Big Data and media activity within social media, showing that the use of mass data in this sector is still being developed and implemented. Companies should reach an optimum level of technological maturity in order to consolidate and use Big Data as a resource for taking more competitive, efficient and profitable decisions that favour the company's growth. Lastly, some reflections are presented on privacy risks for users' and service providers' information.

Big Data. Eje estratégico de la industria audiovisual manages to establish a solid base for introducing Big Data and its application in the audiovisual field in a clear and functional way

that is suited to the area of business in question. It moves away from complex technicalities that hinder reading or limit it to a public with technical knowledge, as is the case with most publications available on the subject. As a side note, given its introductory nature, it would have been interesting to define and clarify each of the key concepts addressed from the beginning since, at times, readers that are unfamiliar with the topic could confuse some terms as synonyms, such as Big Data and web analytics. Nevertheless, this is a basic reference work that is relevant for all types of media professionals, academics and students that wish to learn about the Big Data phenomenon and acquire key knowledge which can be expanded and complemented at a later stage.