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WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
October 02nd 2013: Big Data on the Big Screen

The movie industry is at a crossroads. Record box office numbers are coming in with each summer blockbuster and the major Hollywood movie studios are posting stock market highs, but attendance is uncontrollably dropping as movie theaters lose audiences to television and on-demand streaming. Online services are seeing success using Big Data as a means to better understand their users. How can Big Data be used to help a movie reach an audience or change the way content is consumed? Can it also change the way the movies are made? If so, to what extent, if any, do we want technology impacting the

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