What’s Your Dataset?

• Digital sales
  • 2 major studios, 14+ countries, 2006-present
  • Movie and TV purchases and rentals (by content, date, country, price, customer, zip)
• Piracy (BitTorrent, eDonkey)
  • Movie and TV demand (by content, date, country)
• Etc. (DVD sales, box office, social media…)

Carnegie Mellon University
Initiative for Digital Entertainment Analytics
What we’ve done?

• Impact of Megaupload shutdown on Digital sales

• Impact of Digital availability on piracy

• Impact of Digital price/promotion on demand
What we’d like to do?

• Anomaly Detection
• Prediction (Sales + Piracy + Social Media)
• Visualization