



## TV Guide Programs its Financial and Operational Data with Revelwood and TM1

### Overview

Country: United States  
Industry: Media

### Customer Profile

TV Guide and TV Guide Online, divisions of Gemstar-TV Guide International, Inc., deliver television guidance and home entertainment products and services to consumers worldwide.

### Champions

Jonathan Kahan, Director of Finance, TV Guide Online  
Allen Schatz, Director of Financial Reporting and Planning, TV Guide

### Challenge

Dramatic changes in the media industry prompted a substantial investment in strengthening the TV Guide brand. Gauging the success of these endeavors required real-time visibility into financial and operational information.

### Solution

TV Guide selected IBM Cognos TM1, a multi-dimensional application, for its data gathering and integration capabilities, real-time response and Excel integration. TV Guide chose IBM Cognos partner, Revelwood, for their expertise with TM1 to perform the implementation.

### Benefits

- A more timely and dynamic view of financial and operational data
- Automatic data gathering and aggregation from disparate systems, permitting ad hoc queries and 'what-if' analysis on real-time information
- Ability for 40 users in eight operating groups to enter planning data directly into TM1
- BPM applications up and running in just eight weeks
- Ability to devote more time to analytics, providing management with more accurate information

*"Without Revelwood and TM1 there is no way we could have developed our suite of analytical reports in such a short time. It's easy to use, we get immediate results and it makes our team look good. If you want to boost company morale, don't have a picnic, get TM1."*

*Jonathan Kahan  
Director of Finance, TV Guide Online*

Gemstar-TV Guide International, Inc. (NASDAQ: GMST) is a leading media, entertainment and technology company that develops, licenses, markets and distributes technologies, products and services targeted at the television guidance and entertainment needs of consumers worldwide under the renowned TV Guide® name. The new *TV Guide* magazine, delivered in a fun, modern and engaging weekly package, is completely dedicated to television entertainment and program recommendations. TVGuide.com is a leading online destination for TV and movie guidance featuring comprehensive TV listings, insightful, original content and a thriving online community which attracts approximately 3 million unique users each month.

### Innovation Broadcasts a Need for Data Gathering and Analysis Efficiencies

Beginning in early 2005, TV Guide began investing millions of dollars to redesign the *TV Guide* magazine. Like most others in the industry, the company was struggling with dramatic changes in the advertising market and consumer preferences. As the flagship of the Gemstar-TV Guide organization, returning the magazine to its former strength was imperative. Additionally, TVGuide.com presented a great opportunity to take advantage of the growing online advertising market.

It soon became apparent that TV Guide needed a more timely and dynamic view of their financial and operational data to gauge the success of their new endeavors. It was determined that the businesses required a solution that would provide a better understanding of the magazine's circulation and subscriber base, as well as the online advertising business—in real time.

Prior to the TM1 implementation, the Finance team struggled with multiple disparate models and spreadsheets involving thousands of calculations, often interdependent on one another and prone to error. Gathering forecast data was manual and time-intensive. The organization needed a system that could instantly and automatically aggregate this data in a centralized repository. Furthermore, the system required an interface that was user-friendly to everyone in the organization, especially non-financial staff.

While the manual system worked, getting to the key decision points was difficult. "If corporate gave me an hour to answer a question, it would often take 55 minutes just to get the information and then we would have only five minutes to analyze the data before we had to send it off," said Allen Schatz, Director, Financial Reporting & Planning, TV Guide. "The system didn't leave us much time to help management make important decisions."

### TV Guide Channels a Dynamic BPM Solution with Revelwood and Cognos TM1

After evaluating several leading BPM suites and platforms, including Hyperion and OutlookSoft, TV Guide turned to Revelwood to implement IBM Cognos TM1, a multi-dimensional application, for its data gathering and integration capabilities, real-time response, flexibility and Excel integration.

"I had used TM1 at three previous organizations over the past eight years," said Jonathan Kahan, Director of Finance, TV Guide Online, who was involved in the selection process. "Through the evaluation process, I was very curious to see what the other products had to offer. The other software packages didn't even come close to matching the power of TM1. I had great experiences with Revelwood and IBM Cognos in the past, and that made the final decision a slam dunk."

Working closely with Revelwood, TV Guide implemented TM1 to replace their spreadsheet system with a dynamic BPM solution for budgeting, forecasting and reporting. With the help of Revelwood's BPM Suite, a pre-built and entirely adaptable structure built on best practices with additional BPM functionality, TM1 was active at TV Guide in just eight weeks. Now, more than 40 users in eight operating groups have the ability to enter planning data directly into TM1. TM1 automatically picks up data from their other systems, permitting ad hoc queries as well as 'what-if' analysis on real-time information.

*"In our case, we were installing, configuring and budgeting all at the same time because the first pass of the budget was due. We couldn't have done it without Revelwood and their expertise. It went extremely well."*

Allen Schatz  
Director of Financial Reporting and Planning, TV Guide

TM1 helps Schatz and the rest of the planning team to devote more time to analytics, which enables them to provide management with more accurate information. When asked for a specific report from corporate today, Schatz is able to go into TM1, select the appropriate dimensions (centers, companies, periods, accounts, etc.) and analyze the results. "The ability to do things on-the-fly with TM1 makes the planning and reporting process easier," says Schatz. "Now when we only have an hour to get an answer it takes me only five minutes to get the data."

### TV Guide Turns On Operational Analytics

In addition to using TM1 as the organization's core financial planning system, TV Guide has also created analytics applications to manage advertising sales data for TVGuide.com, circulation and subscription trends for *TV Guide* magazine, as well as staffing requirements for the entire Publishing group.

Using TM1, Kahan pulls together vast amounts of data from TVGuide.com's current ad serving system and from their web traffic reporting system, WebTrends. This allows him to easily analyze specific data such as revenue by advertiser, section of the site and ad type. "Before TM1, we were just looking at one lump sum, two weeks after month end. Now we can analyze the data immediately after month end and proactively alter sales and operating strategies," said Kahan.

The Circulation Marketing team utilizes TM1 to look at large amounts of granular data to analyze circulation and subscription trends. They can see how many orders per week were received by channel of sale and the price paid. Additionally, they can analyze copies mailed per week and revenue earned in about 10% of the time that it took prior to implementing TM1.

The entire Publishing group staff roster is also maintained in TM1 and allows for calculations for planning of headcount, salaries, taxes, benefits, bonuses and 401K. These are significant costs for TV Guide and having the link between this detail and the financials allows a change to be quickly run through the P&L and analyzed. As a planning tool, scenarios can be developed for staffing plans and results are available instantly.

*"What used to take hours can now be done in just minutes with TM1," said Kahan. "TM1 is easier to use and more robust than any other system I've ever worked with. We used to struggle with gathering all the data from a variety of systems and then aggregating them into weekly, monthly, quarterly and annual totals. With TM1, the data collection is essentially automatic, allowing us to be more analytical, proactive and productive."*

### About Revelwood

Revelwood offers products, implementation services, training and support that bring ease, speed and flexibility to enterprise budgeting, planning, reporting, consolidation and analysis—all on a single, common platform, IBM Cognos TM1. Additional information on Revelwood can be obtained by visiting [www.revelwood.com](http://www.revelwood.com) or calling (201) 984-3030.

### About IBM Cognos TM1

IBM Cognos TM1 software provides a real-time approach to consolidating, viewing and editing enormous volumes of multi-dimensional data. Using a patented, 64-bit, in-memory OLAP server, IBM Cognos TM1 has received some of the industry's highest ratings for helping organizations drive better business decisions, with faster implementation times and lower IT costs.

### Contact Information

Start linking your corporate strategy to operational activities and results today with Revelwood's BPM solutions to ensure your organization's long-term success.

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