Publicis Media China co-launches Publicis Media Intelligent Insights (PMI^2) with Institute of Computing Tecnology, a member of Chinese Academy of Sciences

Provides data scraping, emotional modeling and data pulling from 40 million data points crawled daily

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Publicis Media entered a strategic partnership with the Institute of Computing Technology (ICT), a key member of the Chinese Academy of Sciences, this week in Beijing. A state-of-the-art Big Data product, Publicis Media Intelligence & Insights (PMI^2), was launched at the event. Ms. Bertilla Teo, Publicis Media Greater China CEO, Mr. Cheng Xueqi, Deputy Director of ICT and Mr. Zhang Bo, Chairman of Golaxy Yunlue, attended the launch event with media partners, brand marketers and various industry representatives.

Referred to as the "Fame Hall" of the Chinese computing & information technology industry, ICT is a highly respected research organization, successfully incubating Lenovo, Loongson, Sugon, as well as Golaxy, the technical partner for Publicis Media and associative of ICT. The partnership provides Publicis Media with three technical advantages exclusive to the agency network:

- **Data scraping:** Using technology previously only available from search engines; Publicis Media is able to harness ICT's rich experience on building search engines and its meaningful audience context data, enhancing Publicis Media DMP performance.
- **Emotional modeling**: With ICT's emotional modeling, subjective metrics analysis is enabled, providing a game changer for technology advancement.
- **Data exchange**: Leveraging ICT's huge wealth of data whilst ensuring data privacy is respected, Publicis Media, and ultimately all clients, will be able to build consumer end-to-end data exchanges and activate data via PMP (Private Market Place).

"The media industry is in a phase of transformation. At the global level, Publicis Media has been leading the new wave of industry change, investing in data and technology, with acquisitions to include those of Sapient and RUN globally," said Bertilla Teo, CEO of Publicis Media Greater China. "In China, we have launched technology solutions such as AOD (Audience on Demand), a programmatic buy tool, and Publicis Media DMP (Data Management Platform), to help our clients take advantage of technology advancements. Today, with the launch of PMI^2, Publicis Media will be the first agency to streamline big data into programmatic buying." Teo adds that the organization has been actively identifying strategic partners to strengthen Publicis Media's core solutions, with ICT a perfect match for the agency.

Asked of the value of the partnership, Mr. Cheng Xueqi, Deputy Director of ICT and Secretary General of China Computer Federation (CCF) Taskforce on Big Data said, "We capture 1 million pages, offering dynamic load increase, in terms of holistic internet coverage; scrape behavior engagement data at scale, covering main comments, comments writers, response and comment volume, broadcast paths and universal audience profile titles. Moreover, 40 million data points are crawled daily, with holistic data updated every five minutes. At its heart, I would summarize the real value of our partnership with Publicis Media in three words: **coverage**, **speed** and **scale.** "

According to Mr. David Chen, Managing Director for Data, Technology & Innovation, Publicis Media, PMI[2] provides a holistic view of **Intelligent Insights**, hence the name PMI[2], providing marketers more access to high quality, single-source data. David commented in high confidence that with the intelligent algorithm, the agency can deliver 95% accuracy overall, 80% data classification, and 75% recall rate.

"The key product areas have been built around better understanding of the market, consumers and audiences and, finally, communications in developing the digital communication offering. Our partnership with ICT will help the industry drive Big Data into the fast lane in China." Teo concluded.

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About Publicis Media

Publicis Media is one of the four solutions hubs of Publicis Groupe, alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is powered by its four global brands, Starcom, Zenith, Mediavest | Spark and Blue 449, and supported by its digital-first, data-driven Global Practices which together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 13,500 employees worldwide.

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About Golaxy

Golaxy, founded by ICT as a High-Tec Enterprise in 2010, is a leading big data technology and solutions domestic service provider. The company owns series of big data products and solutions such as mature big data technical platform, big data mining and service, cloud security etc. It focuses on some big data applications in government, finance, marketing, livelihood and security applications, and it devoted itself to satisfying different customer requirements including massive data collection, storage, calculation and mining, analysis and service, cloud safety etc. Golaxy began with Internet information mining, hot public opinion analysis and so on , has developed distributed storage RCFile , big data engine BDE, safety virtualization

products Manito and other products, and formed "big data platform", "big data service", "big data security" and "systems integration" as the core of four business units. The company introduced 150 million RMB as strategic investment, and completed shareholding reform, opened a new era of commercial operation for Golaxy in 2015. With scientific and technological innovation as core driving force, the company's core technical team is built by 32 people consisting of masters and doctors from the Research Center of Web Data Science & Engineering of institute of Computing Technology Chinese Academy of Sciences, and the R&D staff account for more than 70%.