**Analytics to Enable Consumer-Focused Approach to Broadcasting**

Broadcasters competing in an increasingly direct-to-consumer world will need to know more about how consumers are experiencing their programming, predicted Brick Ecksten, CEO of Qligent. During a Fireside Chat at TV2025: Monetizing the Future, Ecksten said as they build their business in OTT and ATSC 3.0, however, TV executives will join Netflix and other DTC giants in keeping close tabs on how well their content is performing as the consumer engages with it.

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[*https://tvnewscheck.com/article/top-news/255001/analytics-to-enable-consumer-focused-approach-to-broadcasting/?utm\_source=Listrak&utm\_medium=Email&utm\_term=Analytics+to+enable+consumer-focused+approach+to+broadcasting&utm\_campaign=Nexstar+Merges+Broadcast%2c+Digital+Operations*](https://tvnewscheck.com/article/top-news/255001/analytics-to-enable-consumer-focused-approach-to-broadcasting/?utm_source=Listrak&utm_medium=Email&utm_term=Analytics+to+enable+consumer-focused+approach+to+broadcasting&utm_campaign=Nexstar+Merges+Broadcast%2c+Digital+Operations)

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