GAME, ENTERTAINMENT, AND MEDIA ANALYTICS (ONLINE) (MPGA)

Graduate Degree Program
College: Information Studies

ABSTRACT
The College of Information Studies offers a fully online Master of Professional Studies in Game, Entertainment, and Media Analytics (GEM Analytics). With the continuing global growth in the Game, Entertainment, and virtual/augmented reality and immersive experiences industries, entertainment providers increasingly depend on data analytics to maintain a competitive edge while continuing to improve the customer experience. The GEM Analytics MPS degree will train students to apply analytics and data science methods in support of traditional media (such as newspapers, books, magazines, and traditional TV), professional sports, as well as newer products and service offerings such as Virtual reality, OTT (over-the-top) video (e.g., Netflix, Hulu, Apple TV+, Disney +, etc.), Internet access, video games, e-sports, virtual and augmented reality, immersive experience, and Internet advertising. Graduates will be positioned to support customer profiling, personalization, optimization of content delivery across multiple channels, elongating customer lifetime value, maximizing channel revenues, as well as influencing the creation and development of content in alignment with other business drivers. In addition, students will learn about the sociotechnical facets of entertainment provision to enable them to influence consideration of data privacy, ethical design, and national security concerns in product and service design and deployment.

FINANCIAL ASSISTANCE
For more information on merit-based aid, please visit the Financial Aid section of the College of Information Studies website (http://ischool.umd.edu/).