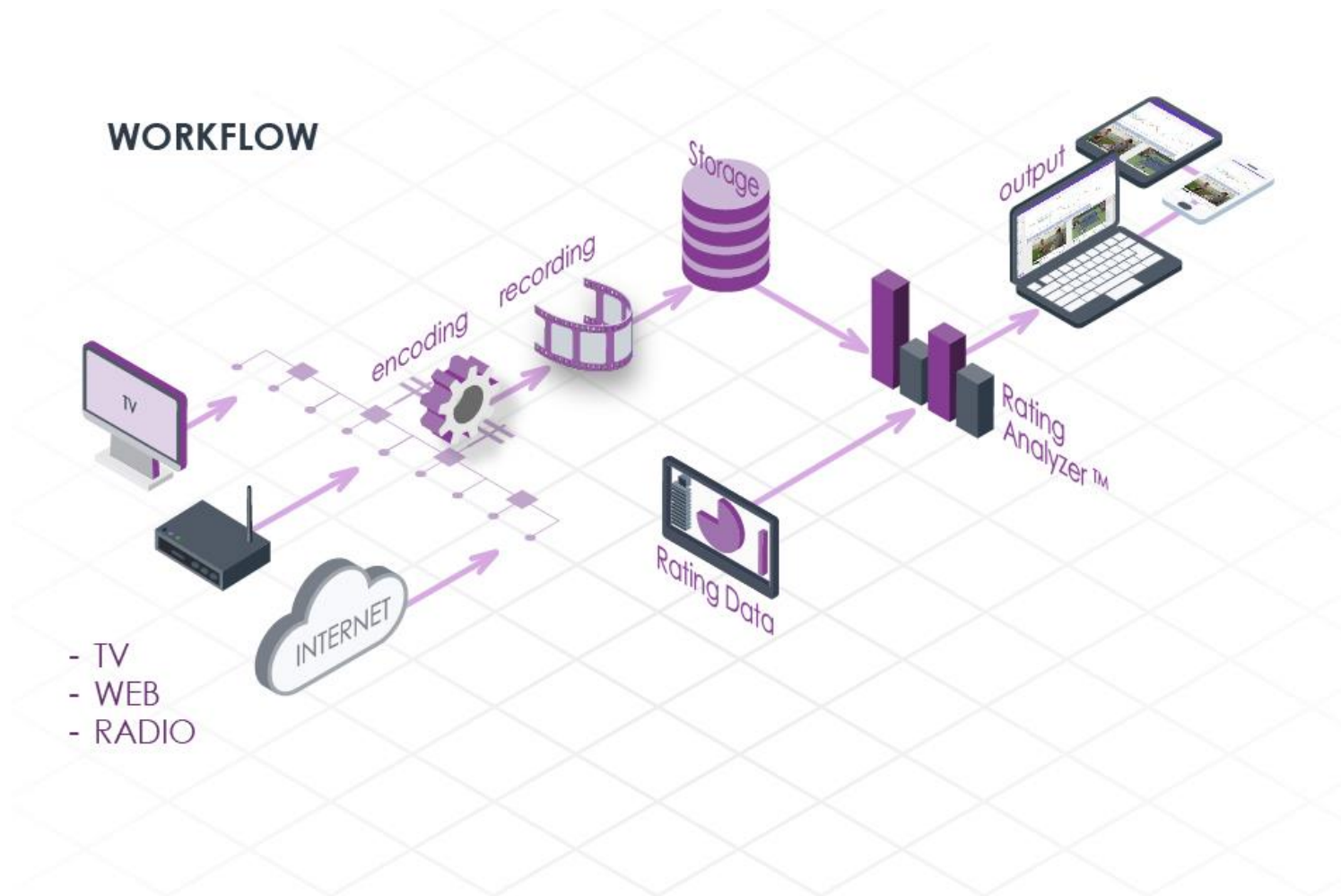


RATING ANALYZER COMPETITIVE ANALYSIS OF AUDIENCE MEASUREMENT

RECORD TV, INTERNET AND RADIO
DISPLAY GRAPH OF AUDIENCE PER CHANNEL
SIDE-BY-SIDE WITH THE **VIDEO** RECORDINGS

WORKFLOW

The workflow is based on two sources of data. One is the digital recording system, that records all the TV channel of all competitors 24/7. The second source consists of (daily) audience measurement files that are being ingested into the system. The two sources are presented to the user synchronized, a rating graph side-by-side with a TV program display.





DATA CAPTURE

ANY RATING FORMAT

Rating Analyzer™ accepts any format of rating data. Additional formats can be added by Actus upon request. These data files are usually being received on a daily basis.

HOT FOLDERS

The workflow can be automated with a possibility to drop the rating files in hot folders.

SCALABILITY

One can add more TV channels to the system whenever required.

USER INTERFACE

INTERACTIVE ANALYSIS

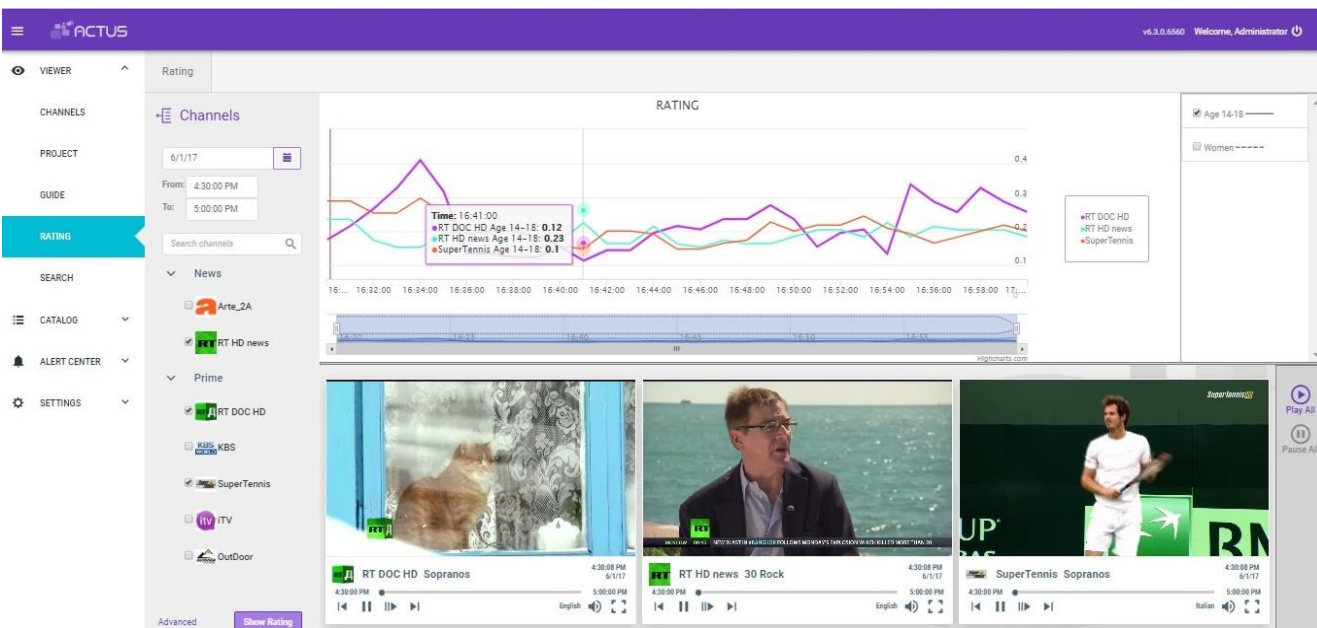
The User may click on any point on the graph, for an in-depth information window, and for aligning the displayed video players.

DEMOGRAPHICS

The rating data imported to the system can contain any number of demographic data (age, regions, gender, etc). The demographic data will also be presented on the rating graph.

COMPARE MULTIPLE CHANNELS

Rating Analyzer™ allows the program managers and researchers to compare any number of competing channels, displayed side by side, together with their respective ratings at any given moment.



COMPARE MULTIPLE CHANNELS



ZOOM

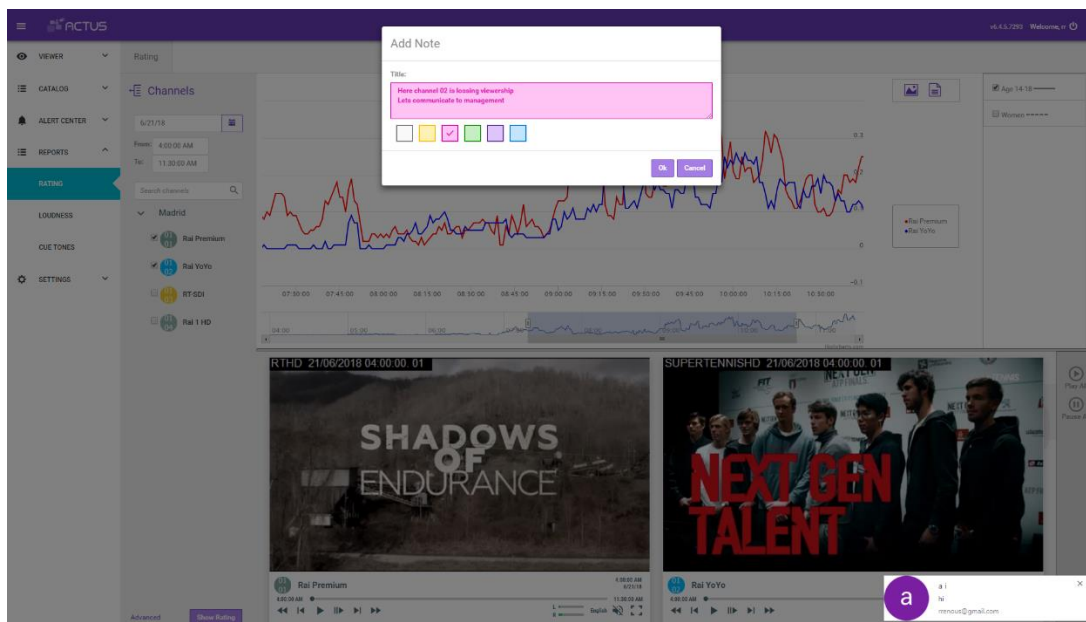
Ability to zoom-in a segment in the graph up to a level of one reading per second

COMPARING CHANNELS

Possibility to compare between channels, between different time periods, in any combination

ANNOTATIONS

Reports for management may include graphs with annotations explaining specific events. The graph is easily exportable as pdf.



RATING ANALYZER™

Adding annotations and comments which are attached to specific events (timecode)

WEB APPLICATION

All work is executed without any client software installed, and it can be done from any connected workstation (including Tablets and smartphones) inside the organization or from a remote location.

BENEFITS

UNDERSTANDING TRENDS

Multiple screens can be synchronized to the same time or can be set to different dates/times. This is excellent for understanding general viewers' / specific demographics' viewing trends.

INCREASE VIEWERSHIP

This approach is using visualization tools to actually understand viewers' behavior, minute by minute, across entire shows, commercial breaks and promos. The end result is a far more accurate analysis of the content, which in turn allows research teams to give much more informative and accurate recommendations, leading to better program planning, ad placement, and even more viewers watching the shows, thus having a positive effect on revenues.

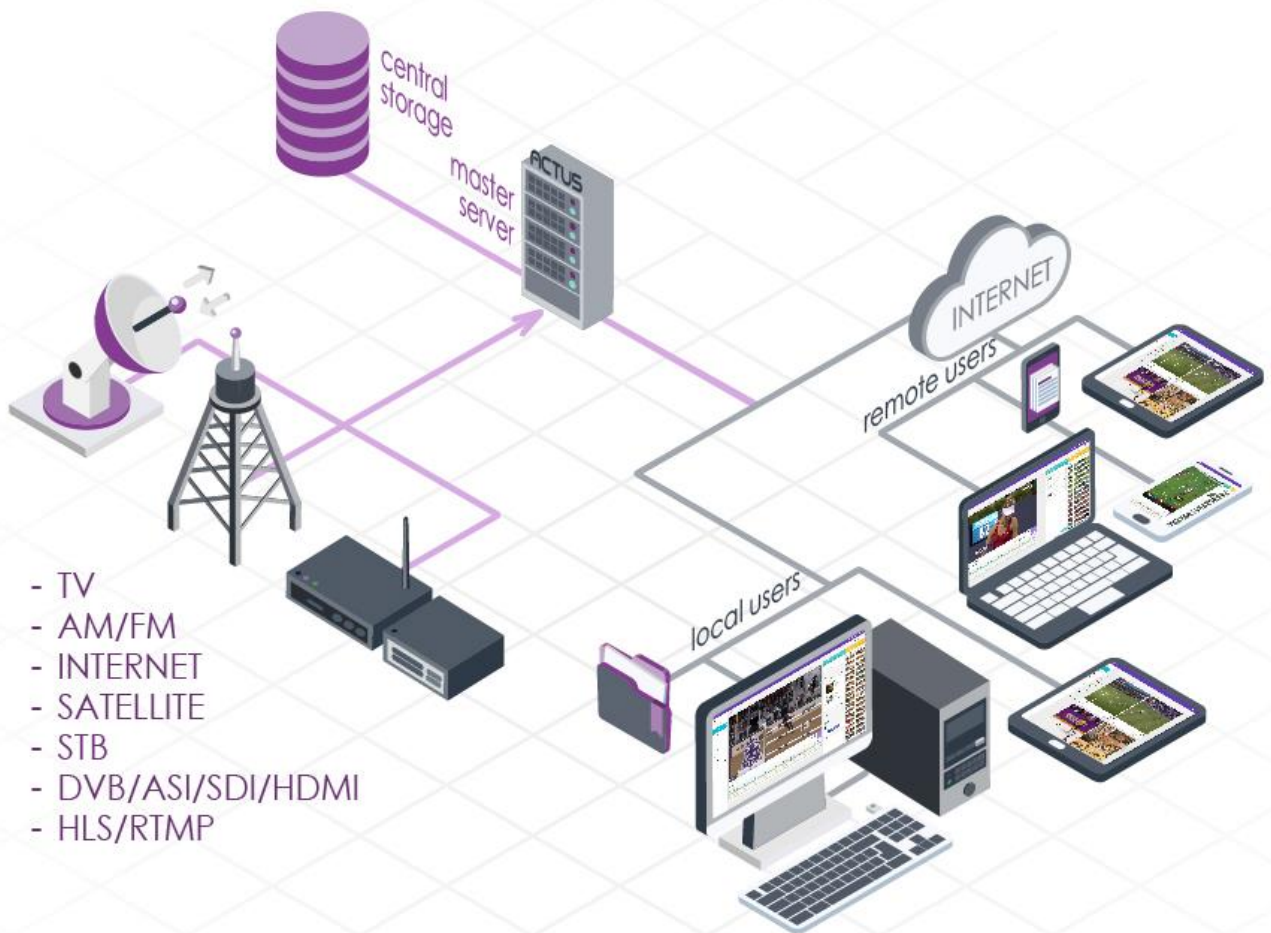
LONG TERM ARCHIVE

Every ratings file, from any format (Nielsen, TNS, Kantar, Rentrack, etc.) that is imported into the system is automatically converted to Actus internal format and saved for long-term use. This helps the research department to work on data from multiple sources, going back in time as much as required.

SHARE WITH KEY PEOPLE

The Rating Analyzer is an excellent presentation tool – being a web-based technology means your research team can share their insights and analysis with your customers, content crew, marketing team, editors and high-level management. It now becomes possible to send to senior executives a recording of a broadcasted event, to understand the resulting effect on the rating.

ARCHITECTURE





AVAILABLE FEATURES TABLE

	Feature	Rating Analyzer™
Inputs	Digital Inputs (ASI, IP, DVB, SDI, etc.)	✓
	Analog inputs	✓
	Inputs supported	Please refer to Actus-View data sheet
Rating Data	Input formats supported	Nielsen, TNS, Gallup, Kantar, IBOPE, BARC, GFK
	Any other format	Option
Data Sizing	Number of demographic groups	Unlimited
	Retention Period (days)	Unlimited
	Max. channels recorded	Unlimited
	Max. channels displayed	Unlimited (but <8 recommended)
	Layout Manager	✓
General	Web enabled	✓
	Zoom on any time period	✓
	Labeling of channels	✓