

# Hard Data Made Easy

Accurate television viewing information is the key to pricing air time, scheduling programs, and targeting advertising. In short, service and content providers' income depends on knowing what television viewers are really watching.

The AdsVantage targeted rating system provides much more accurate, reliable and detailed data than today's most popular ratings organization, through sampling tens of thousands of users' behaviors, all on the existing hardware installed by TV service providers today. Rather than purchasing outsourced reports, service providers can generate reports internally using zapping data they are already collecting.

*No more guesses or random samples:  
Really know what viewers are watching*

Service providers can view charts, tables and graphs of data through a variety of configurable rating different reports. Users can configure the data views, providing highly accurate insight into the viewing habits of viewers by demographic or psychographic profile, program type, channel, viewing time, and a wide range of other factors.

## *The AdsVantage difference*

- 5,000-20,000 STBs sample size
- Extremely accurate and granular level data: 10 times more accurate than existing methodologies
- Viewers behave as usual; leverages existing data and habits
- No hardware changes: pure software solution

## *Benefits: knowing your viewers' habits*

Accurate viewing data directly affects the Service Provider's bottom line, proving information that directly enables:

- Advertising air time pricing for maximal income
- Advertising targeted to demographic and psychographic characteristics of viewers
- Cost-effective content scheduling
- Content planning to maximize viewership by advertising revenue value and target audience
- Increased leverage in negotiation with content suppliers





## *The AdsVantage System*

AdsVantage is a fully-automated targeted rating system which leverages existing infrastructure and data sources to create detailed reports of user behavior.

The AdsVantage server aggregates the information that service providers are already collecting, including user data, data generated from surfing data collection systems, and program schedules. Using a sophisticated algorithm, the software provides extremely accurate demographic and psychographic data regarding viewers and viewing habits. The system provides targeted rating and usage information for demographic or psychographic profiles.

AdsVantage provides detailed reports that are easy to configure, manage, and interpret.

### *Main system reports*

- Profiles distribution
- Profiles distribution trends
- Total viewership
- Channel rating
- Channel rating distribution
- Program rating
- Program rating analysis
- Program rating distribution
- Channel viewership flow
- Profile viewership flow

### *About AdsVantage*

AdsVantage develops, markets and supports TV personalization software that provides accurate TV audience TV targeted rating measurements system based on identifying demographic and psychographic TV viewing habits. AdsVantage's solutions are designed to allow TV service providers to increase service revenues, improve customer retention and minimize capital and operating expenses. AdsVantage provides solutions for cable, satellite and IPTV service providers. AdsVantage is privately owned.

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