

person**all**
audience is personal



omnimeasurement

audiovisual audience measurement
all platforms, devices, locations

a future-proof state-of-the-art system

from a specialised designer and builder
of data systems for audience measurement
for more than three decades,
achieving multiple world firsts

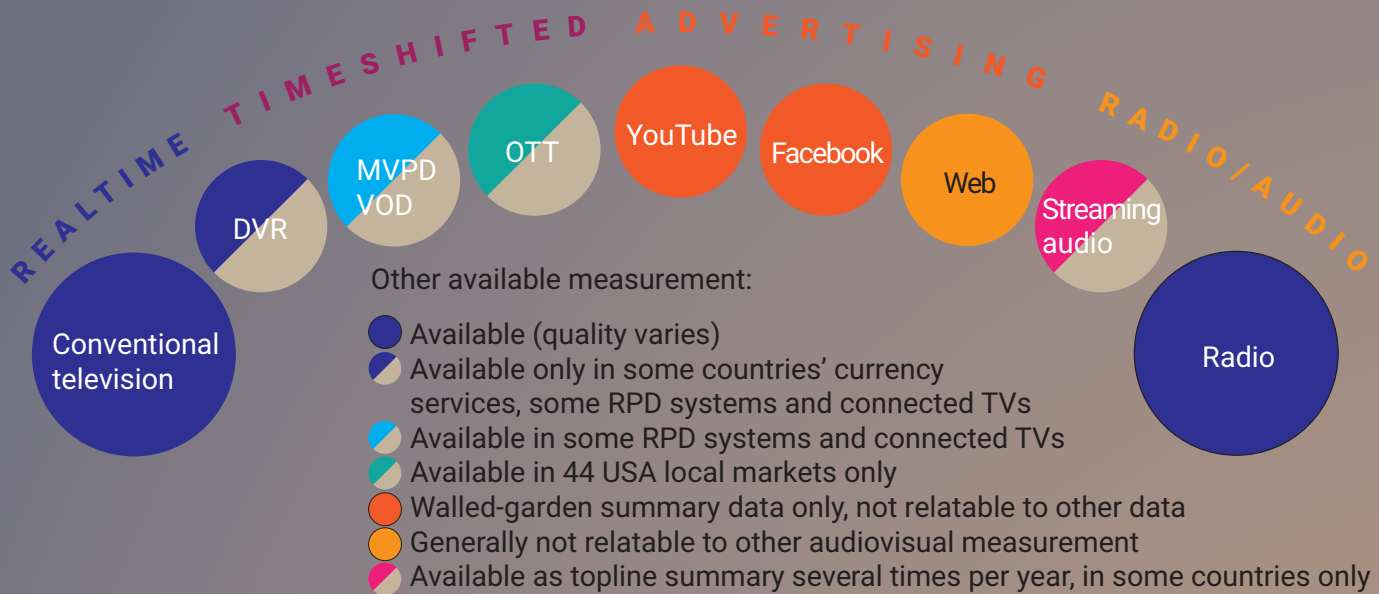
available on turnkey adapt-deploy-operate terms worldwide

immmetrica

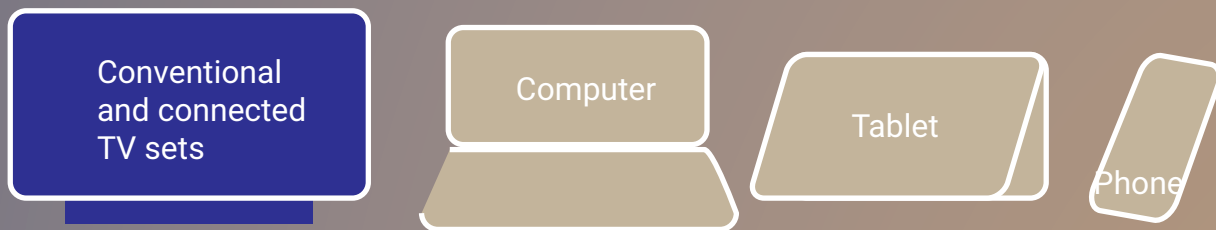
audience measurement **in focus**

Immetrica personall is comprehensive. It uses acoustic audio ACR deployed on smartphones to measure **all** audiovisual platforms **single-source**.

Immetrica personall exclusive measurement in grey, other measurement in colour



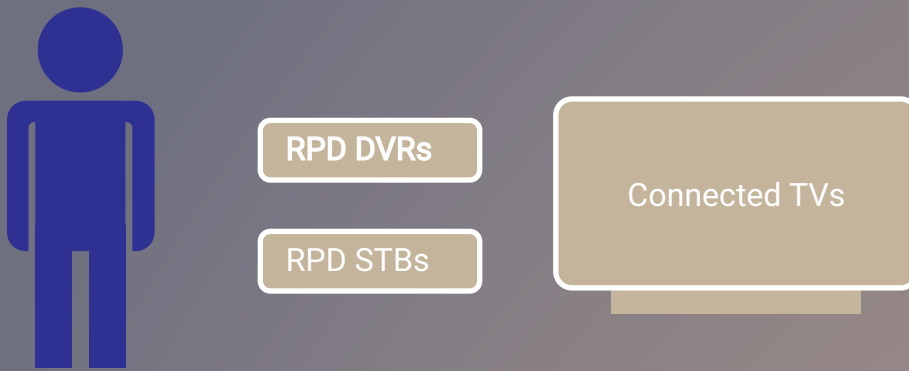
Immetrica personall measures personal screens, unavailable in most countries.



Other available measurement:

- Linear TV available (quality varies); DVR, MVPD VOD and OTT sometimes available as shown above
- TV/video programming in 44 USA local markets only, if PPM near audio source

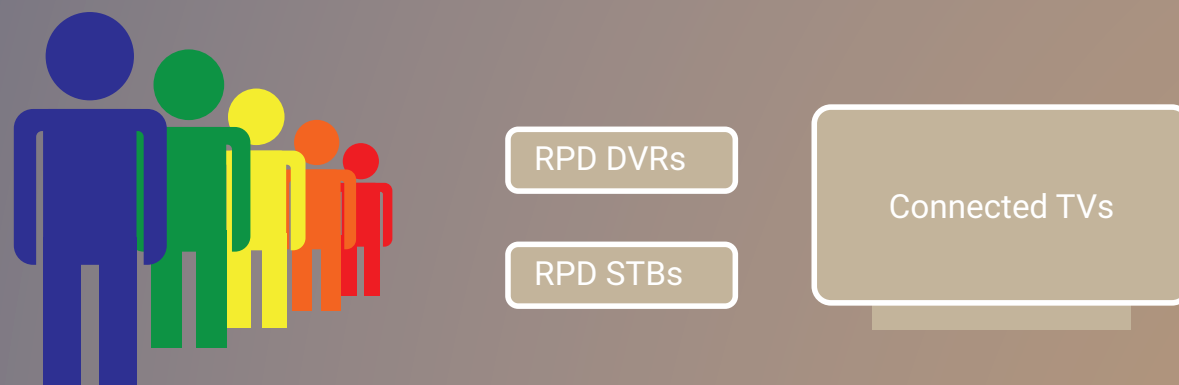
Immetrica personall measures personal viewing. RPD and connected TVs do not.



- Immetrica personall and people-meters: persons (the target audience)
- RPD and connected TVs: devices; can be aggregated to households with much effort

Immetrica personall offers demographics. RPD and connected TVs have address only.

Connected TVs have only IP address, which vaguely indicates residence address



- Immetrica personall and people-meters: demographics
- RPD and connected TVs: residence address or area only

Immetrica personall...

- is truly passive
- does not require watermarking
- does not have PPM's cooperation problems
- has one of the best ACR implementations
- can be stood up in a few months
- is affordable



How much partial non-compliance with personal check-in, confirmation and check-out of viewing does your currency provider have?



What is the count of PPMs that panelists take with them outside the home? What is the count of PPMs that panelists carry with them inside the home?

Watermarking usually requires costly encoding equipment in the playout path, and channel operators resist it. It has also been known to have reliability problems. We don't require it. We offer an optional inexpensive, easily deployed advanced watermarking technology for platform identification.

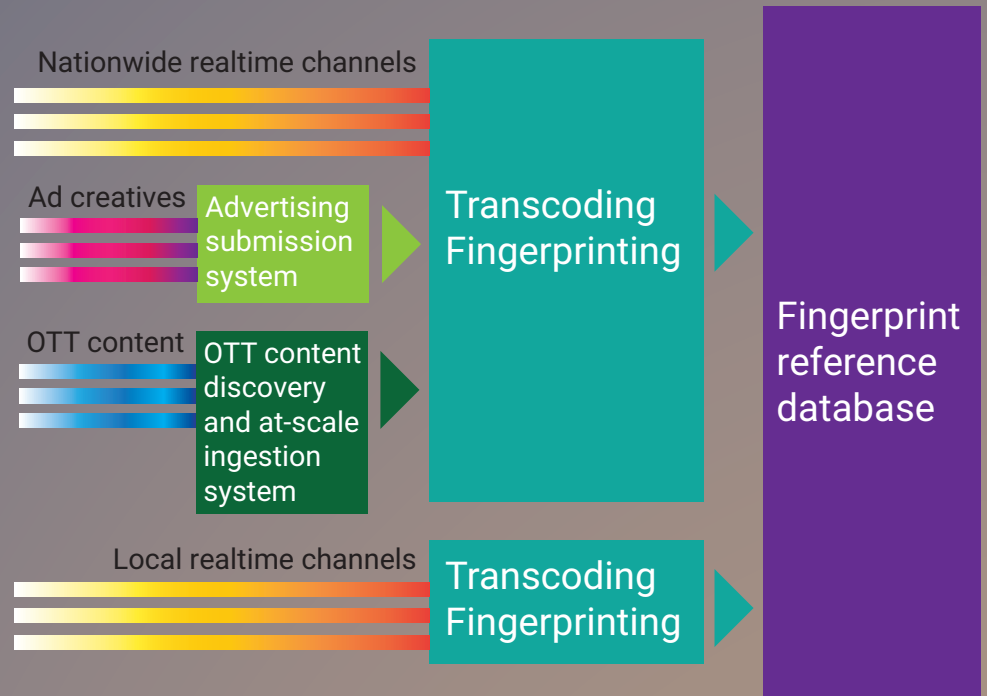
Fast and inexpensive are not usually terms used to describe new measurement deployments. They are with us.

Unreliable ACR even from some of the large providers has given the approach a poor reputation. We use the patented technology of **ACRCloud**, winner of the MIREX competition two years in a row, provider to around 100 leading music rights associations and consumer electronics vendors, and shown to improve on Gracenote's recognition by almost 50%.

ACRCloud



Immetrica personall reliably ingests reference content



Immetrica personall quickly ingests entire libraries of OTT services (10k+ h/month)

Immetrica personall works with best-in-class content discovery provider Utelly to discover new content released overnight and ingest it before its peak viewing starts in the same day's primetime



Immetrica personall is privacy-compliant and compatible with either Immetrica or a third-party as data controller; it does not send audio outside the mobile device

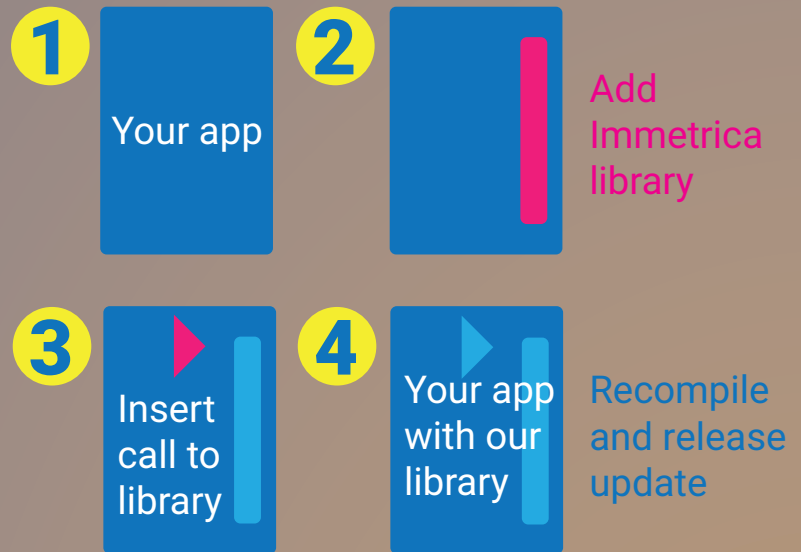
GDPR
CCPA

Immetrica personall offers either an app or a code library that easily integrates into an existing app

The **personall** library...

- is highly survivable
- works in phone sleep
- is autolaunching
- uses little data plan
- uses little battery

**1-2%
ongoing
battery
expenditure**



The **Immetrica personall** system is highly secure by design

- Monetise your conventional and new-tech audiences**
 TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source
- Sell with richer demographics, consumer data**
 Brand usage, purchasing intent available through special surveying
- Better evidence for content and production decisions**
 Where to invest and where to release, OTT vs terrestrial vs pay-TV channels
- Surveys**
 Survey the panel for added demographic and consumer data
- Instant Insight**
 Instant surveys sent to panelists who watch designated adverts or programmes
- Advert playout verification**
 Viewers in the room net of addressable overlays; prove your delivery
- Antipiracy**
 In the USA, content is routinely shown outside licensed windows, inadvertently;
 In some other countries, smaller pay-TV operators carry channels illegally, deliberately.
 In both cases, stop the unlicensed use of your content
- Predictive content pretesting**
 Using an advanced biometric technology by MindProber Labs

broadcasters **channels**

- **Measure campaigns cross-platform with deduplicated reach**
TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source
- **Target MVPD, CTV, AVOD personally and demographically**
Device- or household-level inventory without individual viewer or demo identification
- **Advert playout verification**
Viewers in the room net of addressable overlays; prove your delivery
- **Verify advert playout net of fraud**
Fraud on AVOD, undetectable by SIVT, is a growing chunk of your spend
- **Verify advert playout net of addressable overlays**
Addressable overlays prevent delivery of your message on connected TVs.
- **Channel-originated linear adverts distinguishable**
from addressable, affiliate-originated or locally inserted spots
- **Instant Insight**
Instant surveys sent to panelists who watch designated adverts
- **Predictive advert creative pretesting**
Using an advanced biometric technology by MindProber Labs
- **Campaign analytical services**
Multiple KPIs including brand lift, consumer journey in broadcast, ROI, by eCGlobal

advertisers

agencies

programmatically addressable

- Make your inventory personally and demographically targetable**
 Device- or household-level inventory without individual viewer or demo identification
- Sell all your individual viewing**
 VPVH (viewers per viewing household) is 1.2 in the USA. Claim it!
- Sell sports and new schedules with near-realtime ratings**
 with near-realtime data in programmatic markets, normally fed by past data
- Advert payout verification**
 Viewers in the room net of addressable overlays; prove your delivery
- Verify advert payout net of fraud**
 Fraud on AVOD, undetectable by SIVT, is probably a growing chunk of your spend
- No RPD representativeness problems**
 such as concentration of return path in upper tiers
- Lower costs**
 than most RPD implementations

- **Make your inventory personally and demographically targetable**
Device- or household-level inventory without individual viewer or demo identification
- **Sell barter (insertion) minutes with all your individual viewing**
VPVH (viewers per viewing household) is 1.2 in the USA. Claim it!
- **True individual viewing, with demographics**
Not the device-level or household-level data of RPD
- **See your subscribers' use of your competition: terrestrial and OTT**
Act to retain them while you can. Once they unsubscribe, it's very difficult to get them back
- **Better evidence for content and production decisions**
Where to invest and where to release
- **Advert playout verification**
Viewers in the room net of addressable overlays; prove your delivery
- **Verify advert playout net of addressable overlays**
Addressable overlays prevent delivery of your message on connected TVs
- **Instant Insight**
Instant surveys sent to panelists who watch designated content

cable **DBS** **AVOD**



- **Comprehensive OTT measurement across providers and devices**
Know how your competition is faring
- **Rapid library intake, discovery and intake of additions**
in time for the viewing peak starting the same day
- **Understand your service's use by actual individuals**
not often-shared profiles. Align your marketing with your viewers
- **Advert playout verification**
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■ **Basis for ancillary-use royalties/residuals**

Negotiate revenue for all distribution of your work

■ **Negotiate with studios/OTTs**

in full knowledge of your content's importance to them

■ **The solution for primarily OTT content**

The currency ratings services usually cannot see your viewing



- **Report your service level across all platforms**
and demographics. Meet your public service requirements
- **Guide investment decisions in distribution platforms**
Direct scarce capital to where it can do the most good
- **Secure advertising or grants for new-tech services**
Being public and nonprofit doesn't mean being noncommercial
- **Monetise your conventional and new-tech audiences**
TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source
- **Sell with richer demographics, consumer data**
Brand usage, purchasing intent available through special surveying
- **Advert payout verification**
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public **broadcasters**

- **Affordable state-of-the-art passive measurement for radio**
Shed the recall-based methods that undercount everyone and privilege bigger players
- **Includes Internet-delivered stations and podcasts**
Radio is no longer only linear or terrestrial
- **Demo targeting lets radio be added to TV and Internet buys**
“Make it easy for people to give you their money”

radio **internet** **audio**

developing economies

- **Jump from recall-based measurement to the state of the art**
Shed the recall-based methods that undercount everyone and privilege bigger players
- **Measure fast-growing viewing on mobile devices**
driven by cheap mobile broadband and low penetration of TV sets and pay-TV
- **Designed for maximum price sensitivity**
Our costs are not zero, but they are sensitive to your needs

personall  [®]
audience is personal



immetrica

immetrica

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