Measure

audiovisual media use and advertising across all devices, platforms and locations, including those invisible to current measurement, single-source, with deduplicated reach.

35 years

immetrica

audience measurement **in focus**

Make your census RPD or connected TV addressable advertising individually and demographically targetable by correlation with the Immetrica panel

Know what your competitors are doing with the only comprehensive OTT service measurement

Add single-source, deduplicated-reach measurement of radio, Internet linear audio, podcasts and Web display advertising

personall

audience is personal ®

TV

DVR

VOD

OTT

Web

In-app

Social media

Radio

Internet Audio

Conventional TVs · Connected TVs · Mobile phones · Tablets · Computers · Streaming devices · Smart speakers · Radio receivers

personall

Email:
Senha:
Estabelecimento padrão:
Não compre meu nome e/ou dados?
Blank a sua face?

LOGIN

Powered by
immetrica

Probably the most reliable and affordable system of its kind.
http://immetrica.com/personall

personall○ use cases

broadcasters|channels
- Monetize your conventional and new-tech audiences
- Sell with richer demographics, consumer data
- Better evidence for content and production decisions

advertisers|agencies
- Cross-platform with deduplicated reach
- Target MVPD, CTV, AVOD personally and demographically
- Verify ad playout net of fraud and addressable overlays

programmatic|addressable
- Your inventory personally and demographically targetable
- Report independently verified ad viewing net of fraud
- Sell sports and new schedules with near-realtime ratings

cable|DBS|AVOD
- Make your inventory personally and demographically targetable
- See your subscribers' use of your competition: terrestrial and OTT
- Get better evidence for content acquisition and production decisions

OTT
- Comprehensive OTT service measurement across providers and devices
- Rapid library intake, discovery and intake of additions, in time for same-day viewing peak
- Understand your service's use by actual individuals, not often-shared profiles

content owners|creators
- Basis for ancillary-use royalties/residuals
- Negotiate with studios/OTTs in full knowledge of your content's importance to them

public broadcasters
- Report your service level across all platforms and demographics
- Guide investment decisions in distribution platforms
- Secure advertising or grants for new-tech services

radio|internet audio
- Affordable state-of-the-art passive measurement for radio
- Includes Internet-delivered stations and podcasts
- Demographic targeting permits radio to be added to TV/Internet buys

developing economies
- Jump from recall-based measurement to the state of the art
- Measure fast-growing viewing on mobile devices
- Designed for maximum price sensitivity

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