

# [re]reports

**affordable**  
**last-mile**

**reporting-as-a-service**

## **The reports you want**

automatically  
periodically  
error-free

It just works, so you don't have to

# immetrica

reporting **in focus**

# [re]reports

reporting-as-a-service based on  
open and proprietary technologies

For analysts and managers who  
compose reports manually  
because their databases  
and analytics software  
don't give them what they need  
and they cannot automate this work  
because of complexity  
or budget constraints.

So they plod on. Manually. Laboriously.  
Doing the work of machines.  
Not doing their main work.

But now **there's a better way.**

immetrica

YOU  
HAVE  
THIS



Source merging  
Aggregation  
Reorganisation  
Breakouts  
Tracking over time  
Charts  
Data validation  
Multiple views  
Context  
Accuracy  
No manual work



YOU  
WANT  
THIS

We deliver.

**[re]reports**

**NOT**  
MACHINE-  
DESIGNED

# **YOUR REPORTS DESIGNED BY YOU**

Automatic  
Periodic  
Multiversions  
Labour-free  
Error-free

**Insights how you want them.**

**immetrica**



# MAKING REPORTS MANUALLY =



# DAYS OR WEEKS PER MONTH

in which analysts  
are not analysing,  
managers are not  
managing

# Set them free.

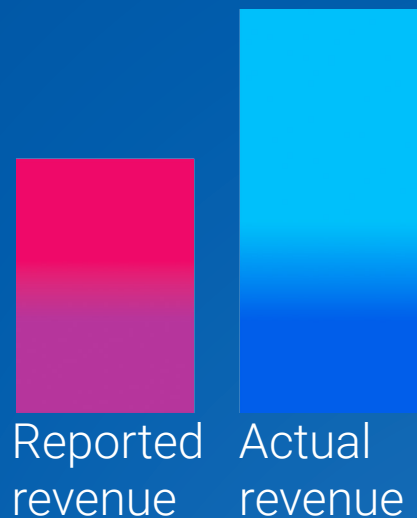
**[re]reports**

# HUMAN FACTOR ERROR

Human beings  
make mistakes  
when forced to do  
tedious work  
that requires attention

# IS SERIOUS

Actual recent example:  
an experienced manager  
underreported revenue  
from product line 1 by 37%  
and from product line 2 by 7%.  
He presented this to shareholders.



## We are error-free.

**immetrica**

# PLENTY OF DATA

Product data

Customer data

Sales data

Performance data

Market data

Competitive data

# NOT ENOUGH INSIGHTS

## We reveal insights.

**[re]reports**

WE  
CAN  
HELP  
WITH  
THE  
INPUT

Organize your data sources  
Correct errors in databases  
Clean up exports  
Arrange periodic export

AND  
THE  
OUTPUT

PDF files  
Excel files  
Website pages  
Delimited text files  
(CSV, TDL)  
Input into databases

PowerPoint  
and PDF presentations with variable text  
and graphics (conditional publishing)

Just tell us what you need.

**immetrica**

SECURITY  
CAN NO LONGER  
BE AN  
AFTERTHOUGHT

Encrypted comms

Secure servers

NAT

Firewalls

Nonstandard ports

Minimal open ports

IAM

IT IS IN  
EVERYTHING  
WE DO

Be safe.

**[re]reports**

**ACCOUNTING-  
AND BUDGET-  
FRIENDLY**

**ALL YOUR CAPEX  
CAN BE OPEX**

With a minimal commitment

**And no-brainer rates.**

**immetrica**



**NO MORE  
MANUAL WORK,  
DELAYS,  
PIVOT TABLES**

**REPORTS  
DAILY,  
WEEKLY,  
MONTHLY**

**They just show up.**

**[re]reports**

# OUR OFFER IS UNIQUE

## [re]reports

## Business intelligence software (Tableau, PowerBI, etc.)

## Other RaaS services

Complete reports	✓	X	✓
Solves problems upstream	✓	X	some
No need for added staff	✓	X	✓
Modification at no extra cost	✓	staff salary	X
Multiversioning (similar reports with different parameters)	✓	X	some
Visualisation and reporting in addition to specified	✓	X	some
Capex	0 to low	staff salary or contractor	high
Opex	low	staff salary	high
Management time before production start	minimal	moderate	high

immetrica

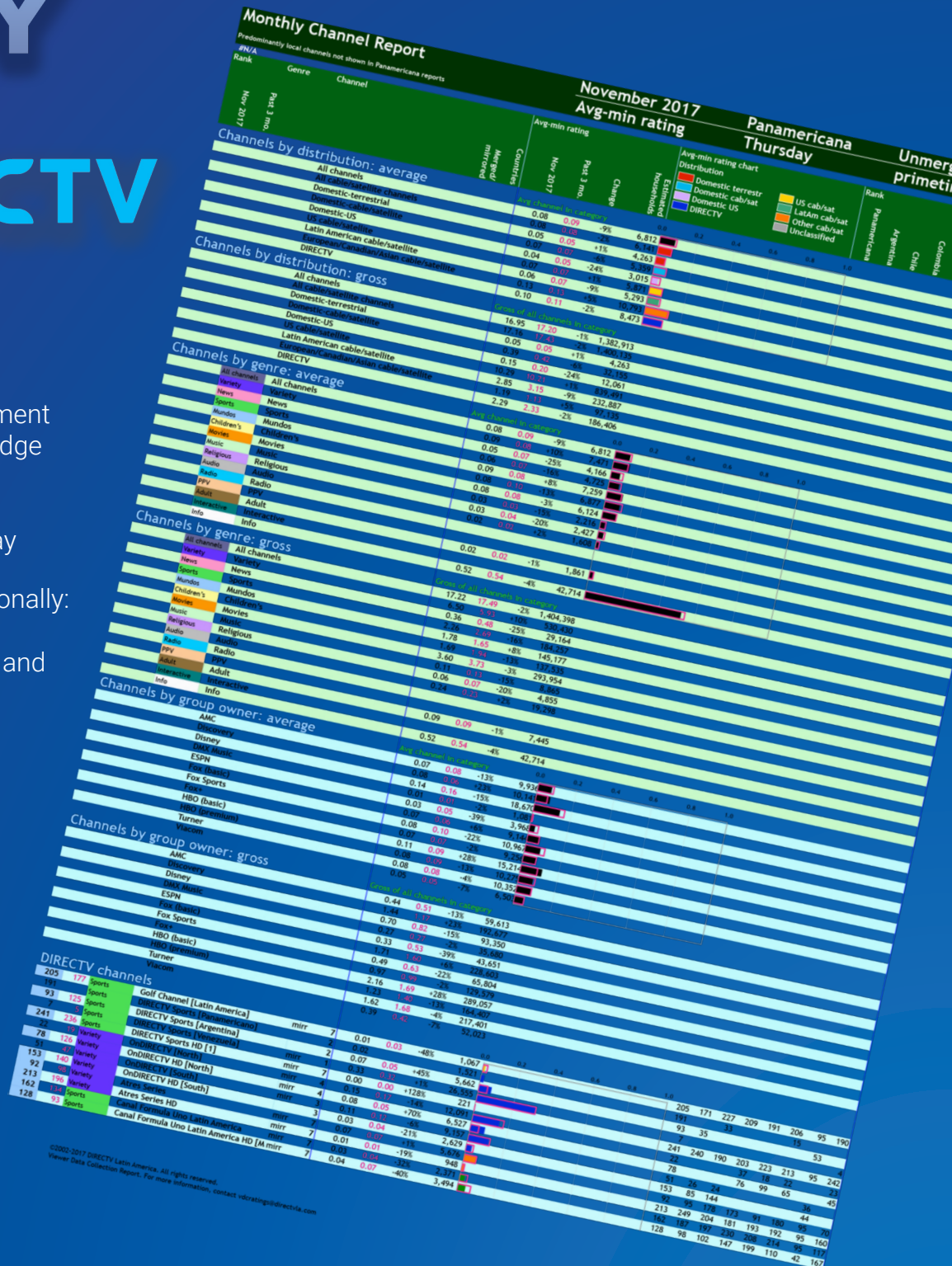
# CASE STUDY

## DIRECTV

Channel reports  
Program reports  
Source: Immetrica-built  
RPD audience measurement  
system via Group TechEdge  
analytics software  
600+ reports monthly  
All published in single day

Per country and panregionally:  
Average AA rating,  
share, cumulative rating and  
gross impressions by:

- distribution means
- channel genre
- group owner
- channel across feeds
- channel individual feed



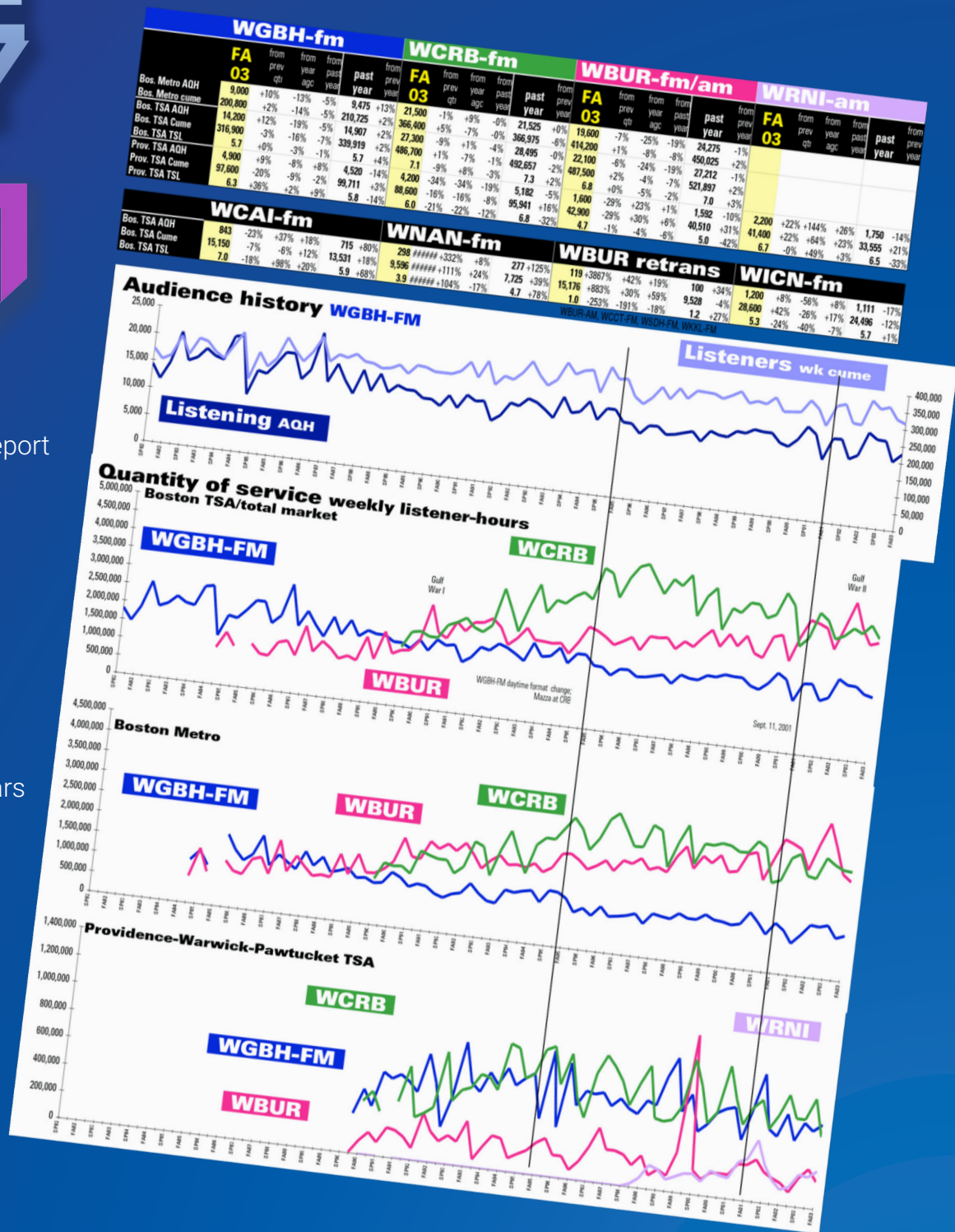


# CASE STUDY



Quarterly Radio Ratings Report  
Source: Arbitron (now Nielsen Audio)  
through Immetrica-built analytics software

For WGBH-FM Boston,  
repeating stations  
and closest competitors:  
Performance in the most  
recent reporting period  
Tracking charts across years



# CASE STUDY



Daily Metered Grids  
Source: Nielsen Metered-Market Service via TRAC database

Immetrica produced quantitative analysis and published it and an automated summary on TRAC's client website

PUBTV ONLINE – Metered Grids

07

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## Metered Grids

Nielsen Media Research has released the following notices:  
The Preliminary and Quarter hour data of Wednesday, July 12, 2006 for Providence and Richmond have been delayed until 12:00 pm ETZ, due to below minimum intabs. We apologize for this inconvenience.

**Daily Grids**

Detailed daily grids containing rating, share and show information.

[Change the date below to view that day's highlights.](#)

Tue 07/11/2006

Full System

[Colorized Title List](#)

**Other Metered Tools**

[GRP Analysis](#)  
A customizable report that summarizes all ratings throughout a certain time period.

[Weekly Grids](#)  
Obtain archive schedule including rating/share of any PBS station in a convenient grid format.

[Monthly Grids](#) N-W  
Obtain a four week average archive schedule including rating, share and more, for any Metered PBS station, in a convenient grid format.

[Station Comparison Report](#)  
Customize your own list of stations and compare those stations on a side by side grid format report.

[Title & Schedule Ranking Report](#)

### Primetime Highlights: Tuesday, 11 July,

**Primary-station primetime average: 1.5**  
equal to that of on the corresponding Tuesday a year ago  
up 7% from 1.4 of Tuesdays in the past year  
up 7% from 1.4 of Tuesdays in the past quarter

**Comment:**  
Nova's Einstein's Dream was packaged together with another advanced science show, The String's The Thing (on string theory), for a 2.8 primetime rating amid heavy publicity in October 2003 and 2.0 in December 2004. The first of these programs, which by itself earned 2.9 and 2.0 in those two outings, has maintained its value quite well and now, playing alone, earned 1.8. The quarter-hours rose in the usual Nova manner, 1.5, 1.7, 2.0. Then, Wide Angle's season premiere, 18 with a Bullet, on El Salvador's life, earned a 1.2 rating higher than last season's 1.0 average, equal to year's season premiere, and higher than the previous season opener. Wide Angle's ratings are lower than those of Frontline, which occupies the rest of the year, however. The 27 stations that delayed it until the third hour earned a higher (1.3) rating than the 25 that did not (1.2). On the last quarter-hours rose slightly from 1.2 to 1.3 before falling to 0.9 in the third quarter-hour. A P.O.V. on Belgian cartoon hero Tintin earned 0.4 on 27 stations in the third hour. Station-originated programs, a majority of which aired in the second hour, delaying Wide Angle, averaged 1.5.

**Feed programs on primary stations (by time of feed):**  
8:00p Nova #3012: Einstein's Dream, 1.8 (season avg 1.7), 48 plays  
9:00p Wide Angle #501: 18 with a Bullet, 1.2 (season avg 0.9), 52 plays  
10:00p P.O.V. #1903: Tintin and I, 0.4 (season avg 0.7), 15 plays

**Other widely carried programs (by rating):**  
Wild Things, 1.8, 6 plays

<p><b>Top plays:</b></p> <p>#1 KOPB, Portland 8:00p Nova (3012) Einstein's Dream 5.7 / 11 (63)</p> <p>#2 KOPB, Portland 9:00p Wide Angle (501) 18 with a Bullet 4.5 / 8 (50)</p> <p>#3 KOPB, Portland 10:00p Cascadia: The Hidden Fire 4.1 / 8 (45)</p>	<p><b>Top GRP stations:</b></p> <p>#1 KOPB, Portland: Average Programs: 8:00p Nova (3012) Einstein's Dream 5.7 / 11 (63)</p> <p>Wide Angle (501) 18 with a Bullet 4.5 / 8 (50), 10:00p Cascadia: The Hidden Fire 4.1 / 8 (45)</p> <p>#2 KVIE, Sacramento: Average Programs: 8:00p Nova (3012)</p>
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[http://luminophore.context/www.pubtv.net/metered\\_grids/](http://luminophore.context/www.pubtv.net/metered_grids/)

[re]reports

# CASE STUDY



UNIVISION

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
	Custom Range	Dates	Avg Level	Originator	Daypart	Program	# of Telecasts	Live+SD P2+ Est. Median Age	Duration	Telecast Start Time	Telecast End Time	Day Of Week	HH:MM	P2+	P18-49	M18-49	F18-49	P18-34	M18-34	F18-34	P2-11	P12-17
1	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	PRIMER IMPACTO	1	50.1	60	4:59 PM	5:59 PM	..W...	504	1,222	390	101	290	148	41	107	165	53
2	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	DESPIERTA AMERICA	1	47.2	180	8:00 AM	11:00 AM	..W...	359	454	168	39	130	44	9	35	50	23
3	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	NOTICIERO UNIVISION-E DIG	1	49.8	30	12:00 PM	12:30 PM	..W...	423	507	195	57	138	72	11	61	48	12
4	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	GORDO Y LA PLACA	1	50.2	60	3:59 PM	4:59 PM	..W...	687	931	295	72	222	116	29	87	127	41
5	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	NOTICIERO UNIVISION	1	49.0	30	6:30 PM	7:00 PM	..W...	1,089	1,516	527	244	283	190	72	118	138	54
6	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	NOT UNIV ED NOCTURNA	1	52.8	25	11:35 PM	12:00 AM	..W...	659	856	297	106	191	85	30	55	42	24
7	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	CONTACTO DEPORTIVO	1	49.5	46	12:00 AM	12:46 AM	..W...	288	329	137	52	85	42	14	28	20	11
8	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	TEL	Total Day	NUOVO DIA	1	53.8	150	8:00 AM	10:30	..W...	222	252	85	28	57	33	7	25	13	2
9	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	TEL	Total Day	AL ROJO VIVO	1	56.8	62	3:58 PM	5:00 PM	..W...	653	884	217	93	124	83	35	48	43	20
10	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	TEL	Total Day	AL ROJO VIVO	1	56.8	62	3:58 PM	5:00 PM	..W...	653	884	217	93	124	83	35	48	43	20

AL PUNTO SUN													Week: 40 6/24/19																				
SUNDAY	P18-49	M18-49	F18-49	Males	Females	P2-17	P18-34	P35-49	P50+	Avg Age	Share	PUT																					
<b>This Week:</b>	<b>218</b>	<b>131</b>	<b>87</b>	<b>60%</b>	<b>40%</b>	<b>39</b>	<b>92</b>	<b>126</b>	<b>319</b>	<b>52</b>	<b>10.16</b>	<b>2076</b>																					
<b>Last Week:</b>	190	95	95	50%	50%	28	37	153	341	57	8.88	2109																					
% Diff	15%	38%	-8%	20%	-20%	39%	149%	-18%	-6%	-7%	14%	-2%																					
Variance	28	36	-8	10	-10	11	55	-27	-22	-4	1.28	-33																					
<b>Last 4 Weeks:</b>	190	87	103	46%	54%	63	56	134	316	54	8.57	2184																					
% Diff	15%	51%	-16%	31%	-26%	-38%	64%	-6%	1%	-3%	18%	-5%																					
Variance	28	44	-16	14	-14	-24	36	-8	3	-2	1.58	-108																					
<b>Season to Date:</b>	185	89	96	48%	52%	61	58	127	307	53	7.31	2529																					
% Diff	18%	47%	-9%	25%	-23%	-36%	59%	-1%	4%	-1%	39%	-18%																					
Variance	33	42	-9	12	-12	-22	34	-1	12	-1	2.85	-453																					
<b>Prior STD:</b>	243	111	132	46%	54%	65	80	163	315	50	7.84	3097																					
% Diff	-10%	18%	-34%	32%	-27%	-40%	15%	-23%	1%	4%	30%	-33%																					
Variance	-25	20	-45	14	-14	-26	12	-37	4	2	2.32	-1021																					
% Diff to STD	-24%	-20%	-27%	5%	-4%	-6%	-28%	-22%	-3%	5%	-7%	-18%																					
Variance to STD	-58	-22	-36	0	0	-4	-22	-36	-8	3	-1	-568																					
<b>SWLY:</b>	113	45	68	40%	60%	40	19	94	174	52	3.25	3435																					
% Diff	93%	191%	28%	61%	-34%	-3%	384%	34%	83%	1%	212%	-40%																					
Variance	105	86	19	20	-20	-1	73	32	145	1	6.90	-1359																					
<b>ESTIMATES:</b>	Quarter:	190	This Week vs Quarter:	15%																													
<b>STD:</b>	195	STD Vs STD Est.:	-6%																														

Weekly Program Performance

Source: Nielsen Npower

Automatic summary statements to guide analysts

immetrica

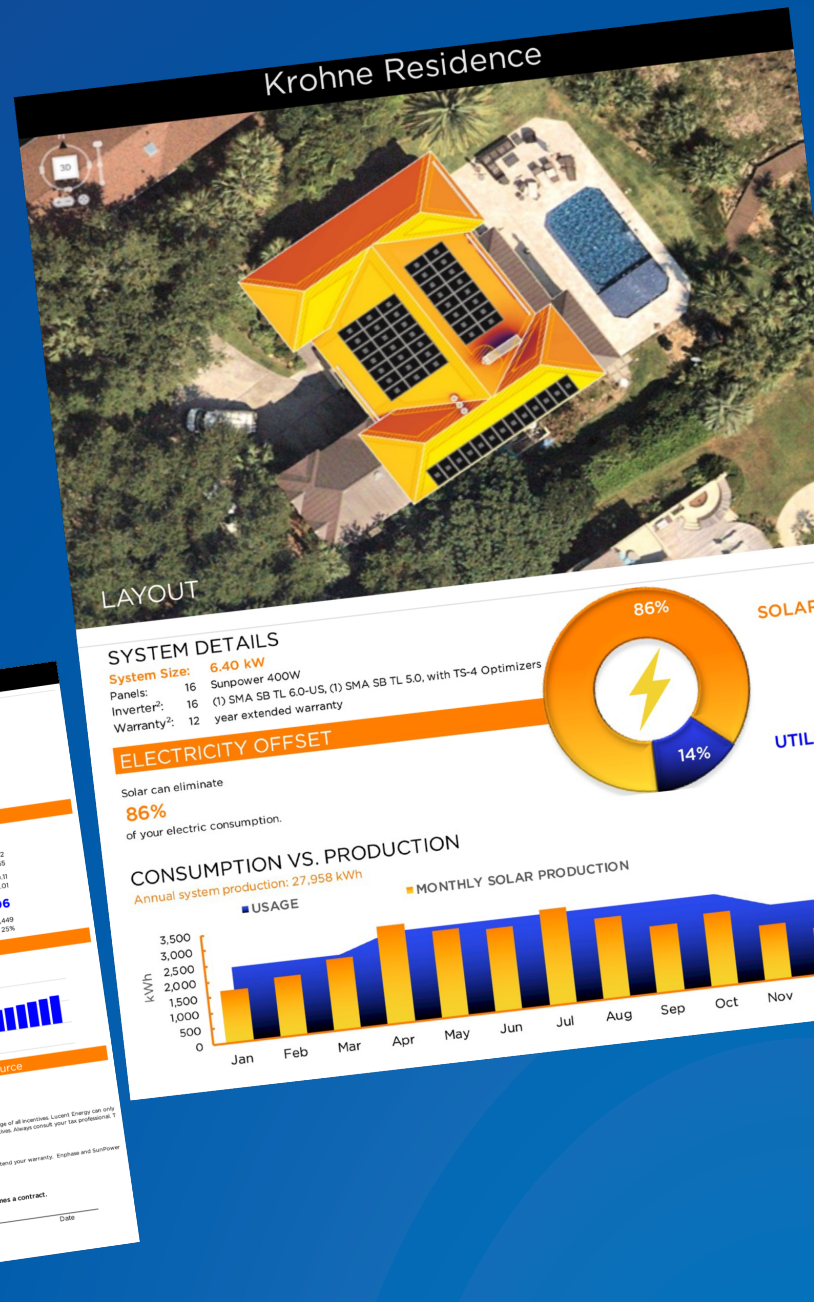


# CASE STUDY

## Solar panel vendor/installer

Custom sales proposals for conventional solar panels and Tesla SolarRoof

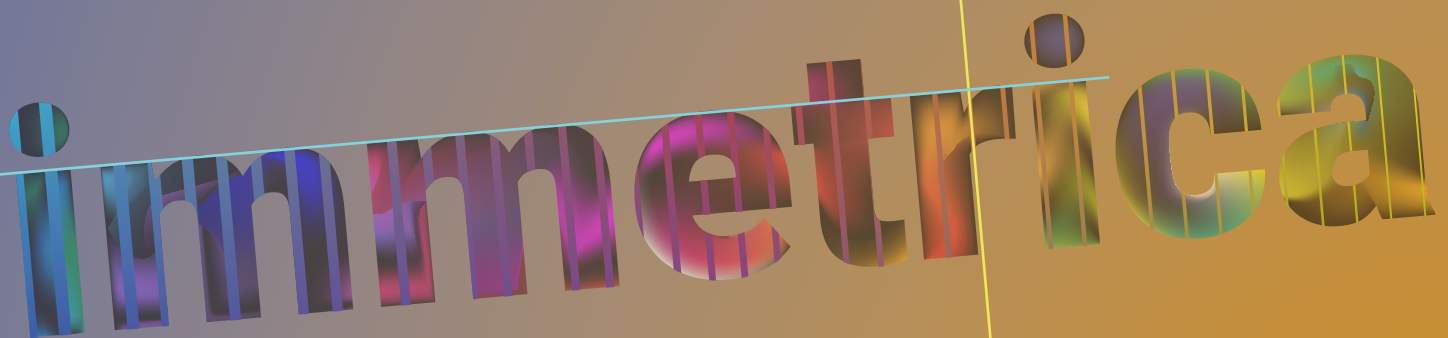
Immetrica's conditional-publishing technology automatically produces a complete proposal in PowerPoint and PDF with proposal-specific financials, charts and graphics





# [re]reports

It just works.



# immetrica

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