

[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
Reorganization
Breakouts
Tracking over time
Charts
Data validation
Multiple views
Context
Accuracy
No manual work



YOU WANT THIS

We deliver.

[re]reports

NOT
MACHINE-
DESIGNED

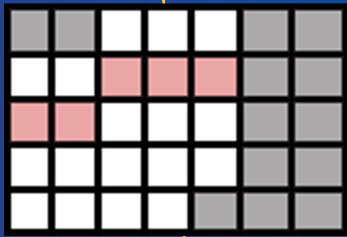
**YOUR
REPORTS
DESIGNED BY
YOU**

Automatic
Periodic
Multiversions
Labor-free
Error-free

Insights how you want them.

immetrica

MAKING REPORTS MANUALLY =



DAYS OR WEEKS PER MONTH

in which analysts
are not analyzing,
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	✓	✗	✓
Solves problems upstream	✓	✗	some
No need for added staff	✓	✗	✓
Modification at no extra cost	✓	staff salary	✗
Multiversioning (similar reports with different parameters)	✓	✗	some
Visualization and reporting in addition to specified	✓	✗	some
Capex	0 to low	staff salary or contractor	high
Opex	low	staff salary	high
Management time before production start	minimal	moderate	high

immetrica

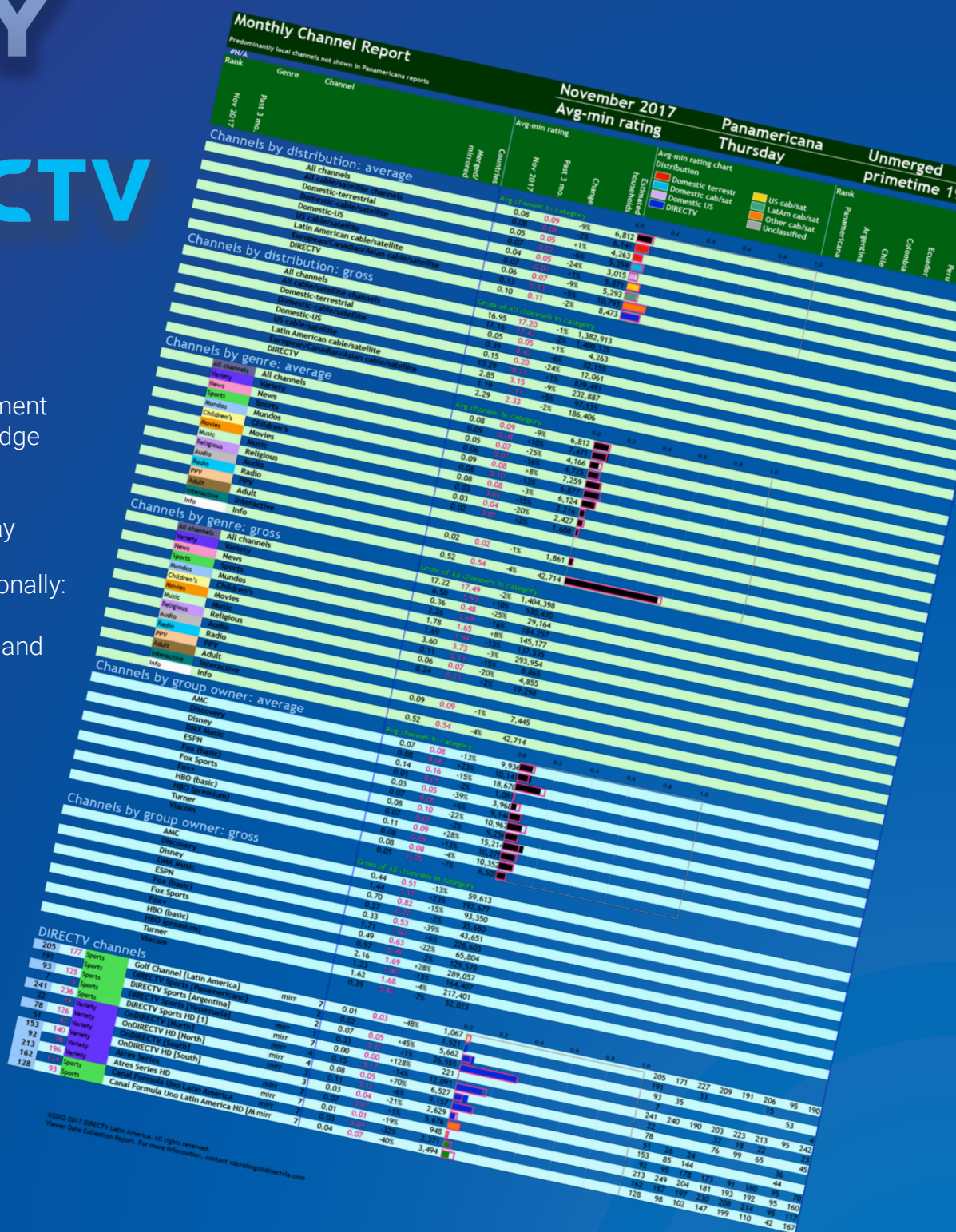
CASE STUDY

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

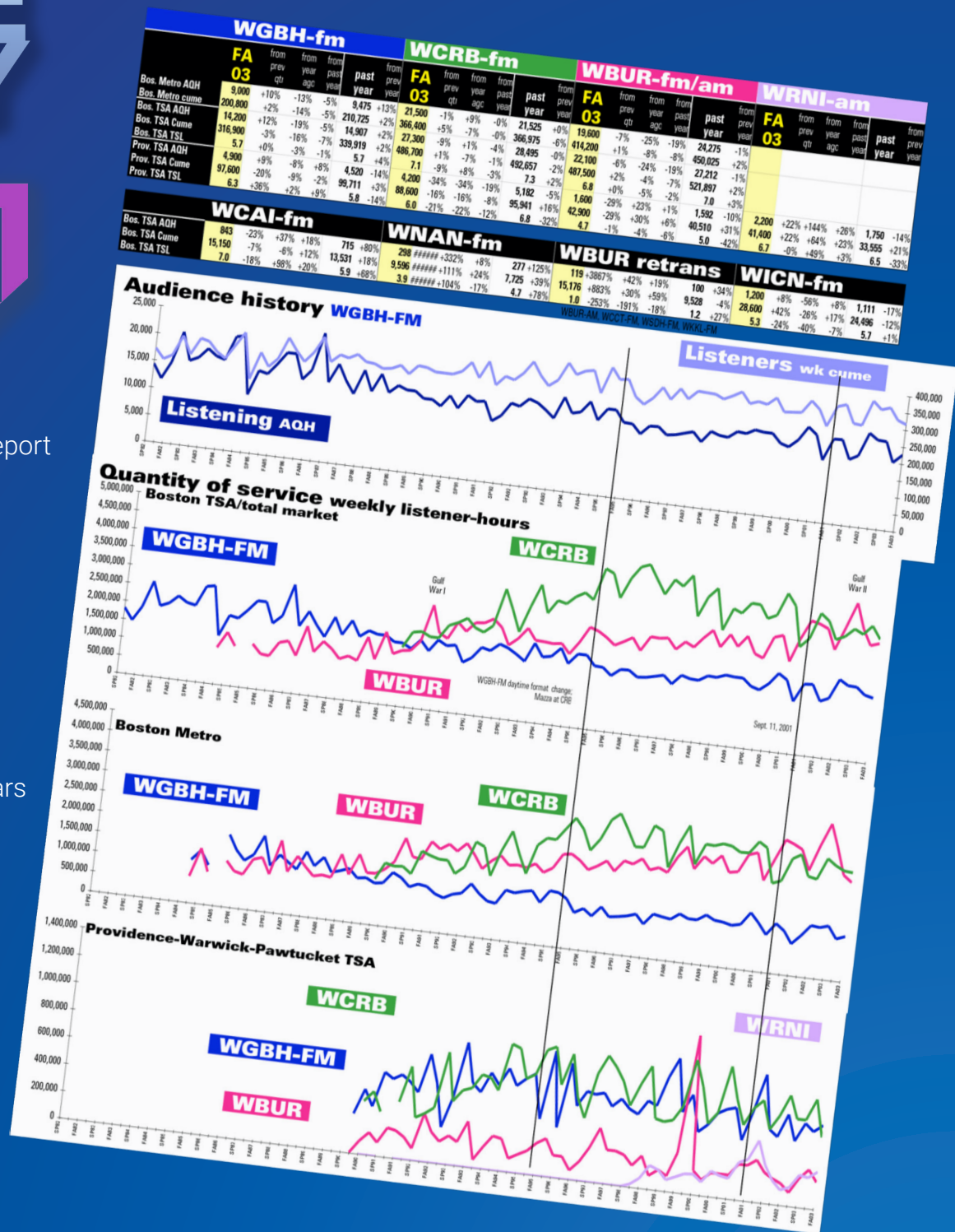


CASE STUDY



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



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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

07/13/2006

[Carriage Analysis](#)
[Metered Grids](#)
[Sweep Analysis](#)
[News & Forums](#)

[Cable Analysis](#)
[Metered Reports](#)
[Sweep Reports](#)
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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, 2006

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 premiere 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, 2.1. Then, Wide Angle's season premiere, 18 with a Bullet, on El Salvadoran life, earned a 1.2 rating higher than last season's 1.0 average, equal to last year's season premiere, and higher than the previous season openers. Wide Angle's ratings are lower than those of Frontline, which occupies this slot 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 latter, the quarter-hours rose slightly from 1.2 to 1.3 before falling to 0.9 in the last quarter-hour. A P.O.V. on Belgian cartoon hero Tintin earned 0.4 on 15 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 [R]
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>Top plays:</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>Top GRP stations:</p> <p>#1 KOPB, Portland: Average 4.8. Programs: 8:00p Nova (3012) Einstein's Dream 5.7 / 11 (63), 9:00p 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 2.0. Programs: 8:00p Nova (3012)</p>
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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	NHLD	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...	904	1,222	390	101	290	148	41	107	155	53
2	CW 40 - 06/24/2019 - 06/30/2019	WEDNESDAY	Days of Week	UNE	Total Day	DESIERTA 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	198	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	30	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	804	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	804	217	93	124	83	35	48	43	20
AL PUNTO SUN																						
Week: 40 6/24/19																						
	P18-49	M18-49	F18-49	Males	Females	P2-17	P18-34	P35-49	P50+	Avg Age	Share	PUT										
	218	131	87	60%	40%	39	92	126	319	52	10.16	2076										
	190	95	95	50%	50%	28	37	153	341	57	8.88	2109										
	15%	38%	-8%	20%	-38%	39%	149%	-18%	-6%	-7%	14%	-2%										
	28	36	-8	10	-10	11	55	-27	-22	-4	1.28	-33										
	190	87	103	46%	54%	63	56	134	316	54	8.57	2184										
	15%	51%	-16%	31%	-38%	38%	64%	-6%	1%	-3%	18%	-5%										
	28	44	-16	14	-14	-24	36	-8	3	-2	1.58	-108										
	185	89	96	48%	52%	61	58	127	307	53	7.31	2529										
	18%	47%	-9%	25%	-33%	36%	59%	-1%	4%	-1%	39%	-18%										
	33	42	-9	12	-12	-22	34	-1	12	-1	2.85	-453										
	243	111	132	46%	54%	65	80	163	315	50	7.84	3097										
	-10%	18%	-34%	32%	-37%	40%	15%	-23%	1%	4%	30%	-33%										
	-25	20	-45	14	-14	-26	12	-37	4	2	2.32	-1021										
	-34%	-20%	-27%	5%	-4%	-6%	-28%	-22%	-3%	5%	-7%	-18%										
	-58	-22	-36	0	-4	-22	-36	-8	3	-1	-1	-568										
	113	45	68	40%	60%	40	19	94	174	52	3.25	3435										
	93%	191%	28%	51%	-34%	-3%	384%	34%	83%	1%	212%	-40%										
	105	86	19	20	-20	-1	73	32	145	1	6.90	-1359										
	Quarter:	190	This Week vs Quarter:	15%																		
	STD:	196	STD Vs STD Est.:	-6%																		

Weekly Program Performance
Source: Nielsen Npower
Automatic summary statements to guide analysts

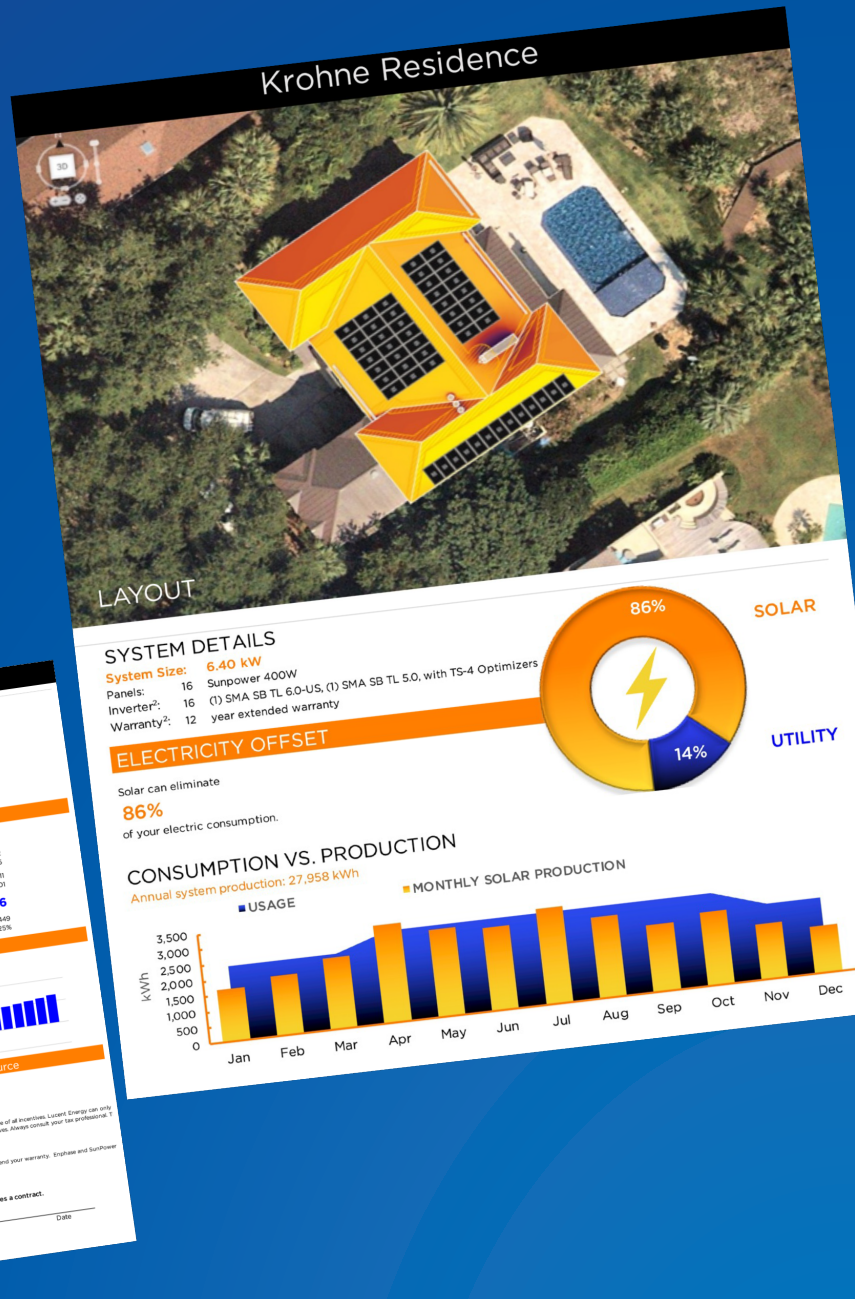
immetrica

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



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[re]reports

It just works.

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Boris Levitan
boris@immetrica.com
+1 857 891 4000

Irina Dzyubinsky
irina@immetrica.com
+1 716 310 7624

immetrica.com/rereports

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