



VO's TV Audience Measurement Solution

Enables smart business decisions and optimized monetization

Data Sheet



VO's Audience measurement collects, measures and analyzes Live TV viewership across any device, channel and program.

Optimize channel lineup, commercial packages and promotions by leveraging detailed viewing data

Share viewing insights and statistics with advertisers for improved monetization opportunities

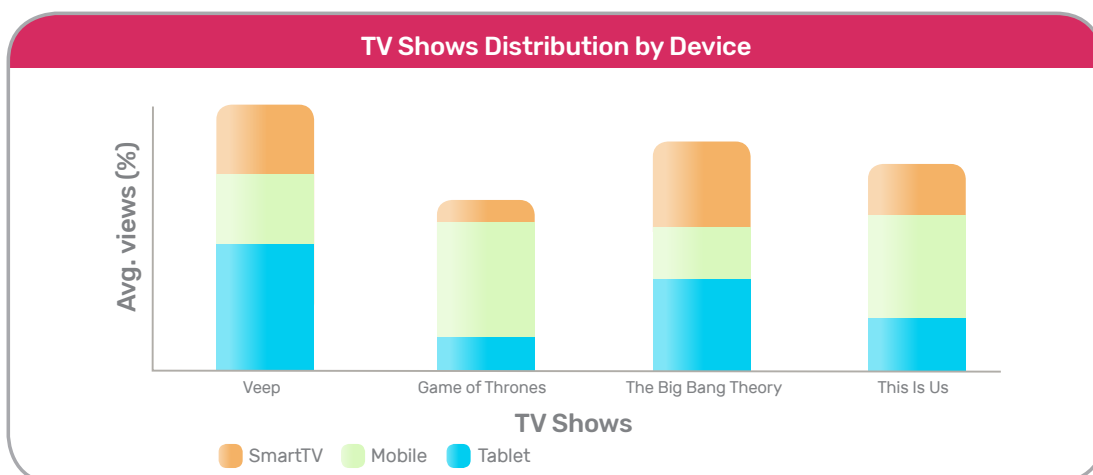
Enhance negotiations with content owners, based on data that pinpoints what viewers are watching

Comprehensive analysis of channels and programs viewership

The solution enables operators to identify high and low performing content, by analyzing viewer numbers, view durations and viewing frequency; per channel and per program levels. The insights can reveal how people consume linear content by channels, genres, devices, time of day and more – enabling smart and timely decisions.

Deep-dive into TV series viewing habits

- Obtain a wide-angle view of TV series with the ability to drill-down into various aspects, such as genre and time slots
- Discover the 'stickiness' of the season or series, and identify which episodes signify user loyalty and the likelihood of the viewer continuing throughout the entire season
- Easily identify if viewers are watching the programs when originally broadcast, or viewing reruns
- Ascertain the devices on which viewers are consuming the shows



It's smarter, it's safer. It's VO.

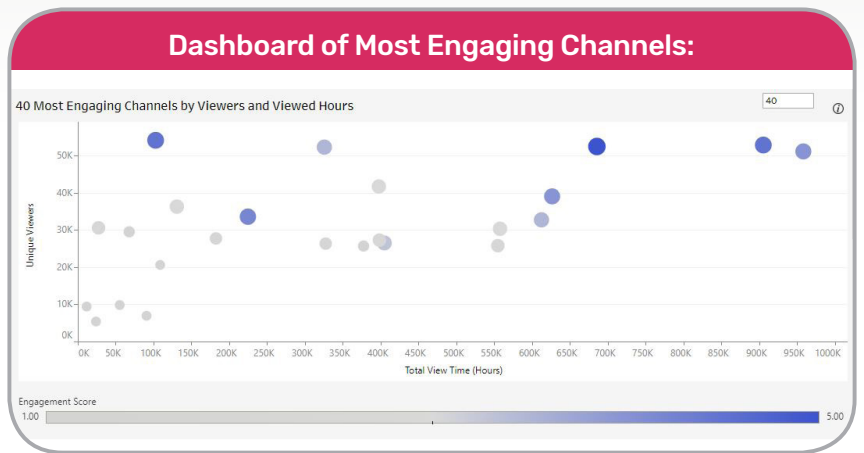


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Business decisions based on actionable insights

VO's Audience Measurement utilizes advanced dimensional analysis to improve scheduling and ad placement, by highlighting:

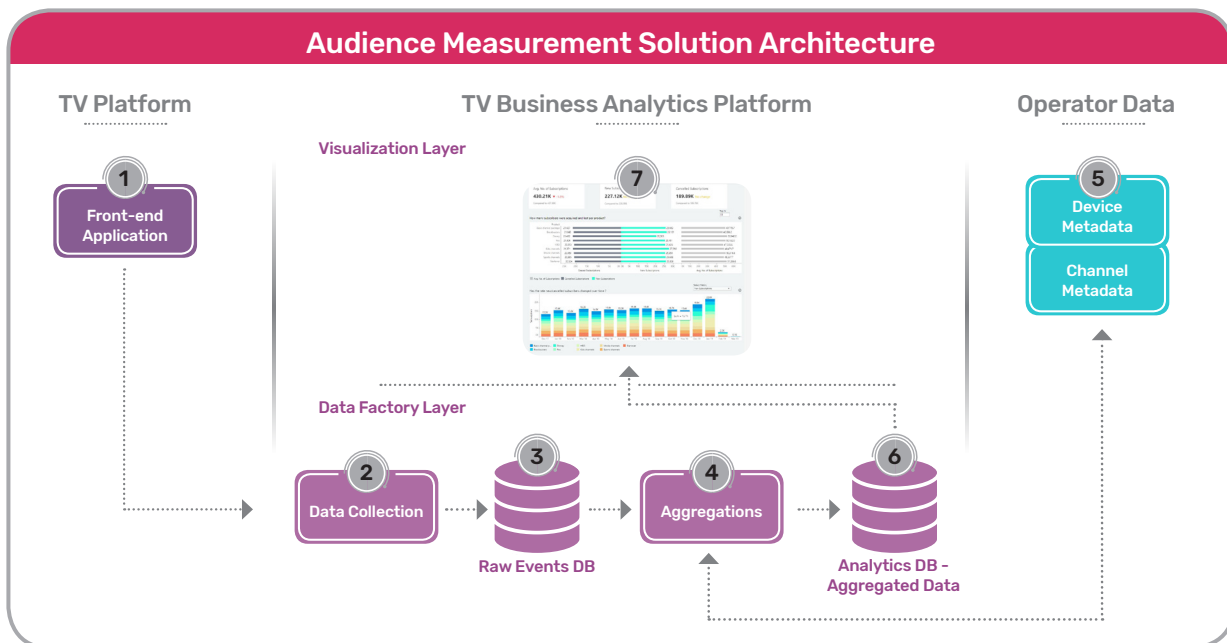
- The most and least engaging Live channels, and the channels watched for the longest time and on which devices - these insights help advertisers discover the optimal ad inventory
- Variance in viewing patterns of different viewers for same content (linear, timeshift, recording) and which patterns are the most prominent
- Smarter content development leveraging insights of the content's relevance, based on categories such as actors, genres and hidden opportunities for niche content



Implementation and Deployment

The solution is delivered with a data collection SDK for easy implementation in all device types. The Data Collection Agent (DCA) enables efficient cross-device collection of audience measurement data from all types of platforms, including STBs, mobile and web browsers.

It can be deployed easily, with no complex integrations required, either as part of VO's TV Platform which includes VO's TV Business Analytics solutions; or with other VO solutions such as its Content Protection. In addition to the Live audience measurement, VO's TV Business Analytics also offers extensive VOD consumption measurement.



To comply with GDPR requirements, the data collected is anonymized and aggregated before analysis and inclusion in reports.

See how easily you can create marvelous TV experiences with VO's fully-hosted, fully managed TVaaS.
Read more: <https://www.viaccess-orca.com/tv-as-a-service>

About Viaccess-Orca

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions for a personalized TV experience. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization.

With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators shape a smarter and safer TV and OTT experience. Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries, reaching more than 27 million subscribers.