

# TV measurement has not fundamentally changed for 35 years... **until now.**



Rentrak's TV Essentials helps television buyers and sellers make smarter transactions by giving them a deeper understanding of the true value of the viewing audience. Providing unparalleled intelligence for understanding television viewership at a level that has never before been possible, this unique service measures from a database of more than 19 million set-top boxes in all 210 DMAs. Using the TV Essentials system, agencies, advertisers and television networks alike are granted access to exclusive, census-like measurement of television viewing that offers a level of granularity and stability absent from traditional television measurement services.

## Benefits to **Networks**

- **Census Currency** – Measuring more than 220 networks and all 210 markets, TV Essentials has the industry's most TV tune-in data, allowing projections from the zip code to the market to the national level.
- **Stability** – More reliable and predictable data means more accountability for users and less time and resources spent on make-goods.
- **Granularity** – The only fully-integrated system of detailed satellite, telco and cable TV viewing data commercially available. Weighted and projected to the U.S. TV households to allow networks to develop better strategies for targeting, planning, buying and selling television.
- **Advanced Demographics** – Overlay and data integration capabilities allow clients to make more effective TV buys using advanced targeting and behavioral information.

## Benefits to **Agencies/Advertisers**

- **Reliable Ratings** – Unmatched sample size for stable, reliable data and ratings from local markets all the way up to the national level.
- **Advanced Targeting** – Granularity provides detailed data on audience demographics, psychographics, behaviors, purchase preferences and sub-geographies.
- **Viewer Engagement** – Reporting engagement metrics on programs as well as at the exact commercial occurrence level.
- **Long Tail Media** – Providing clients with access to information from hundreds of networks – more than twice as much as is available elsewhere.

## And now... **Integrated Syndicated Databases**

- **Data from the best in brand data providers:** Epsilon, Simmons, MRI and R.L. Polk
- **Movie** and **automotive purchase data** as well as **political segmentations** are integrated with Rentrak's actual viewer behavior information creating unique audience insights
- **Soon to come:** retail, financial services/insurance, CPG, airlines, hotels, travel, telecommunications and restaurant overlay information

# TV Essentials® Facts

Product	<ul style="list-style-type: none"> <li>• Launched in 2009</li> </ul>
Platform	<ul style="list-style-type: none"> <li>• 100% web-based</li> </ul>
Database Size	<ul style="list-style-type: none"> <li>• More than 19 million set-top boxes representing 8 million households</li> <li>• Nationally projected to the television viewing universe and equipped to handle data from more than 114.7 million television households in the US</li> </ul>
DVR Viewing	<ul style="list-style-type: none"> <li>• Same-day, +1, +3, +7, and +15 for near-complete capture of time-shifted viewing</li> </ul> <p><b>Future:</b> Demographic data for a complete picture of time-shifted viewing</p>
Demographics	<ul style="list-style-type: none"> <li>• An in-depth look at a wide variety of demographic and behavioral targets</li> </ul> <p><b>Future:</b> Demographic and select behavioral data in third party systems</p>
Commercial Ratings	<ul style="list-style-type: none"> <li>• The only audience measurement service with exact commercial ratings</li> </ul> <p><b>Future:</b> Demographic targeting on exact commercial ratings</p>
Markets	<ul style="list-style-type: none"> <li>• National ratings representing all 210 markets</li> </ul> <p><b>Future:</b> Market-level data for every DMA</p>
Advanced Targeting	<ul style="list-style-type: none"> <li>• Integration of Epsilon, MRI, R.L. Polk and Simmons data</li> <li>• Political &amp; automotive information overlays</li> </ul> <p><b>Future:</b> Integration of CPG, travel, movie, and financial data across a select report set in TV Essentials</p>
Demographic Data Sources	<ul style="list-style-type: none"> <li>• U.S. Census</li> <li>• Devonshire</li> </ul>
Network Coverage	<ul style="list-style-type: none"> <li>• Unsurpassed depth of more than 230 networks measured</li> </ul> <p><b>Future:</b> Additional networks added regularly</p>