



TiVo Video and Linear Schedule Metadata Powers the Advertising Marketplace

Driven by more than 25 years of industry experience and innovation, TiVo Video and Linear Schedule Metadata provides accurate, comprehensive program coverage for millions of TV shows, movies and sporting events across TV, VOD and OTT.

Set a New Standard for Accurate and Timely Reporting

TiVo's schedule data is updated daily to reflect changes you can rely on



- Captures linear schedules from over 36,000 broadcasters and stations across the U.S.
- Drives efficiency with access to what has aired historically, currently or ahead of the 14-day schedule
- Provides stability and accuracy in reporting with program IDs that are unique and persistent

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TiVo Metadata Delivers:



A comprehensive catalog with millions of linear and original streaming programs across North America.



24/7 client service support from a dedicated team of experts.



Expansive Program ID coverage for original and licensed content across, but not limited to, the leading streaming applications.

ESPN+ Apple TV Hulu
Amazon Prime Netflix Disney+
MAX Paramount+ Peacock

Why TiVo Metadata for the Advertising Marketplace?

	TiVo Metadata
Independent and unbiased data provider (not a measurement company)	✓
Dedicated staff of experts to support the rigors of data collection and accuracy	✓
Comprehensive channel coverage with real-time schedule updates	✓
Standardized and consistent data elements across linear and non-linear programming	✓
Adaptable to support the rapid change within the digital advertising ecosystem	✓

Learn how TiVo Metadata can power the impact of your potential.

https://go.tivo.com/TV_Viewership_Data