TiVo vMVPD TV Schedule Metadata: Evolving Traditional TV Schedule Reporting for Today's Viewer

Scheduled television is not just about traditional linear anymore. TiVo's vMVPD TV Schedule Data extends our trusted traditional Linear TV Schedule product into the digital era — delivering comprehensive, localized data, helping you to stay ahead in a fragmented TV landscape.

KEY BENEFITS

- **Comprehensive Coverage:** Get access to complete scheduled TV lineups for the leading vMVPD services.

- **Localized Details:** Schedules are customized by region, including local broadcast channels and market-specific lineup names with postal code.

- **Daily Updates:** Reporting includes 14-day forward schedules with daily post-air updates.

- **Seamless Integration:** Delivers the same program specific metadata taxonomy as traditional linear TV making it efficient to adopt and expand.

- **Built for the Advertising Ecosystem:** Supports a wide range of use cases including planning, targeting, and measurement across platforms.

WHAT'S INCLUDED

- TV schedules for YouTube TV, Hulu + Live TV, Sling TV, DirecTV Stream, Philo, and Fubo.

- Expansive library of channels, lineups, and program-specific metadata such as genre, series, episode, and more.

- Localized lineups with postal codes for market-level accuracy.

- TV schedule extensions to support Live OTT and FAST channels coming soon.

SAMPLE DATA AVAILABLE

Get first-hand experience with access to sample data for evaluation.

GET STARTED TODAY 〉

Contact us to learn more about TiVo's full suite of TV Schedule and Video Metadata products.

CONTACT INFORMATION:

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ABOUT TIVO

TiVo, a part of Xperi, is a leading entertainment technology company, powering innovation across Linear TV, Pay TV, and Connected TV ecosystems. We are dedicated to maximising engagement and bringing content closer to viewers, whether at home on TV, or in the car.