

Audiences Exposed & Unexposed to TV Ads

Get direct access to audiences.



Data & Advertising

It's never been easier to access and analyze audiences that are exposed and unexposed to your TV advertising and that of your competitors

- Access audience data with TiVo's self-service API
- Join linear TV audience data — from live and time-shifted viewing — to data from other media channels at the anonymized, household-level
- Gain rich detail on audience exposure by TV program, network, daypart and geography

Data at Your Fingertips With TiVo's Self-Service API

Export household-level audience data in a standard and simple format directly into your environment to customize audiences and metrics including:

- Reach and frequency
- Multi-touch attribution
- Market mix modeling
- Conversion
- Planning
- Retargeting
- Activation

Passive, National TV Viewership Data Including Millions of Households

- **Representative**

- o Households from all 210 DMAs and demographic compositions
- o Cross-section of Tier 1, 2 and 3 MVPDs
- o Comprehensive household data from all TVs in the home

- **Granular**

- o Anonymized, household-level reporting
- o Spot level ad occurrence for each campaign

- **Comprehensive**

- o Metadata for spot-level reporting including:
 - Network and Program Name
 - Seconds of the ad viewed
 - Live vs. Time-Shifted (Live+7 days)
 - DMA, Zip Code and Time Zone of the Household ID

All of the above is also available for your competitors' TV ads.

Contact TiVo today to learn more. Free data samples are also available for your evaluation.

For more information: business.tivo.com

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