



TIVO®

PRODUCT DETAILS

Analytics

As the entertainment landscape evolves, TV networks and service providers face new challenges in understanding their audiences and customers. Tivo's analytics solutions combine the power of big data and cloud processing to uncover patterns in behavior and deliver predictive, actionable insights and business intelligence that can help maximize inventory and services revenue, and increase operational efficiency.

AUDIENCE-OPTIMIZED MEDIA PLANS

Our analytics solutions enable advanced campaign management and media planning applications that can help maximize the value of inventory, improve operational efficiency and increase reach and ratings. Data-agnostic, the analytics engine is able to process raw data from millions of set-top boxes (STBs) and consumer panels, as well as third-party consumer data sources to better predict and target segmented audiences. Applications include:



Audience Management Platform (AMP)

AMP helps inventory owners sell custom audiences that are scalable, relevant and can improve advertiser performance. It enables the utilization of viewership data to better evaluate, differentiate and extract value across inventory while more efficiently reaching specialized audience segments.



Promo Optimizer

With Promo Optimizer, TV networks and programmers have an opportunity to increase ratings and viewership through audience-driven promotions. It maximizes inventory value across media plans while facilitating the process of identifying and reaching new, lapsed, intermittent and prospective viewers.



ACTIONABLE BUSINESS INTELLIGENCE

Analytics solutions from TiVo provide insight into the habits and preferences of end users, so service providers can advance operational efficiency, improve the customer experience, drive profitability, support carriage and bundling decisions, and help mitigate churn. Leveraging a data warehouse uniquely designed to handle TV viewership data, reference data and clickstream events, the analytics engine is able to process raw data from millions of STBs, panels and third-party sources, as well as program, billing and CRM data to further support business goals. For actionable business intelligence, TiVo offers the Operator Insights application.



Operator Insights

Operator Insights enables service providers to unlock the value of their return-path data (RPD). A simple, actionable business intelligence application, Operator Insights transforms raw data into meaningful and useful viewership and usage data that can be explored and analyzed to support marketing, programming and operational initiatives.

IMPLEMENTATION

TiVo customizes each analytics deployment to meet unique customer requirements. Our data scientists assist with integration into existing systems and workflows, and provide configuration and workflow training that can help maximize ROI.

TiVo's analytics solutions are provided as Software as a Service (SaaS) applications that deliver security and operational reliability as well as requisite computing and data processing to drive performance.