

TiVo's TV Viewership Data



The ultimate entertainment experience.



Setting a new standard with quality data, to deliver quality results.

TiVo's set-top box data easily integrates into your data ecosystem, giving you everything you need to accomplish your most ambitious initiatives – from improving media plans, to powering machine learning and artificial intelligence applications.

We anonymize return-path data from TiVo and non-TiVo set-top boxes to create a robust, privacy-compliant database of TV viewership. Our database is built on TiVo metadata IDs, enabling the easy transferability between media platforms.



The TiVo Data Difference

Reliable	Consistent dataset of 3.1 million active households, updated daily.
Representative	National coverage of all 210+ DMAs.
Deterministic	Authoritative 90% match via Experian or LiveRamp safe-haven.
Definitive	Click-stream tuning events - including live and DVR viewing - rather than IP-based matching.
Accessible	Built on the systems you already use, like AWS.
Versatile	Household-level data ready to be formed into big ideas.

Advanced TV data you can trust.

