

# ITVR Fact Sheet

## The Industry's Most Innovative Multi-Country TV Audience Analytics Platform

### Overview

A web-based, multi-country TV audience analytics platform combining TAM data with cross-market identification and global research, ITVR services program-level data in over 70 markets across the Americas, Europe, Asia Pacific and Africa from Kantar, Nielsen, BARB, Ibope, Numeris, OzTam, Barlovento, MMS, Eurodata and other local data providers. Our subscription-driven service adds value to your audience data investment by delivering enhanced meta-data analysis to optimize your research, marketing, business development and sales operations.

### Highlights

**CUSTOMIZABLE**  
A turnkey research solution featuring over 20 active reporting templates with easy-to-use criteria selection and customizable features like Product, Channel and Demographic Groups for simplified and standardized reporting throughout the system.

**USER FRIENDLY**  
Designed with an intuitive interface and easy-to-use features like Smart Text prompting, multiple-level filters, automatic refresh and data identification Progress Dashboard, ITVR reports are viewed in HTML and exportable to Excel®.

**STANDARDIZATION**  
Transforms raw TAM data into useable information. A program classification system ensures standardized analysis of data from multiple sources for multi-country research from a single platform instead of various local market systems.

**IDENTIFICATION**  
Subscription includes extensive market translation services and research support, with behind-the-scenes identification and tagging of millions of foreign-language telecasts to the product database which includes meta-data coding.

**ANALYSIS**  
Optimizes research efforts with automatic calculations, including program rankings, percentage changes over lead-in/out, time slot benchmarks, distributor breakdowns and instant graphs.

**PORTABLE**  
ITVR is a web-based application accessible from anywhere in the world. With just an internet connection and a web-browser, you can view Program Rankings, Time Period Competition and Distributor performance within minutes.

**AFFORDABLE**  
Competitively priced, ITVR combines software and program identification into a single service. With a fully hosted product database, free support, upgrades and maintenance, no installation or infrastructure investment is required.

### System Features

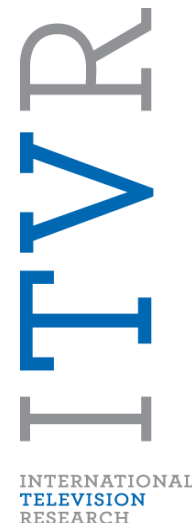
- Web-Based
- Standardized Program Analysis
- Multiple Data Sources Standardized
- Rankings by Channel, Genre, Distributor
- Telecast Ratings and Program Averages
- Distributor and Production coding
- Customizable Groups
- Time Slot Performance and Trending
- Automatic calculations vs. benchmarks
- Episode Tracking and Run Status coding
- Global Format performance
- Top Genres by Market
- Runs Tracking on Licenses
- Search by local broadcast title
- Customizable graphs and channel schedules
- Advertising revenue analysis
- View in HTML, Export to Excel®

### About Us

The preferred choice among entertainment industry elite, MediaLogiq Systems is a world-class, innovative software company with agile applications for rights management and audience analytics. Powered by cutting-edge technology and informed by decades of industry expertise, we specialize in providing cloud-based, scalable services for acquisitions, distribution, licensing, program tracking, marketing and contract administration to maximize your return on investment.

Our portfolio of web-based applications includes ITVR, a multi-country, TV audience analytics platform combining audience measurement data with cross-market program identification and research, as well as MediaRights, an enterprise rights management software handling program catalogs, rights-in, availabilities, licensing, conflict-checking, payment terms, financial reporting, invoicing and materials servicing.

MediaLogiq boasts a 25-year heritage of delivering robust and intuitive software to the media industry's most successful organizations, including 20th Century Fox, A+E Networks, BBC Worldwide, Blue Ant Entertainment, Bomanbridge, CBS Studios, CMJ Distribution, Disney, DR Sales, Electus, Endemol Shine, GRB, Jim Henson Company, MGM, NBCUniversal, Netflix, UFC, Universal Music Group, and Warner Bros.



### Solution Includes



Hosting



Training



Tech Support



Maintenance



Upgrades



The Intelligence Behind Rights Management & Audience