

VIDEO

UNLOCK TV CHANNEL USAGE DATA WITH SAT.TV

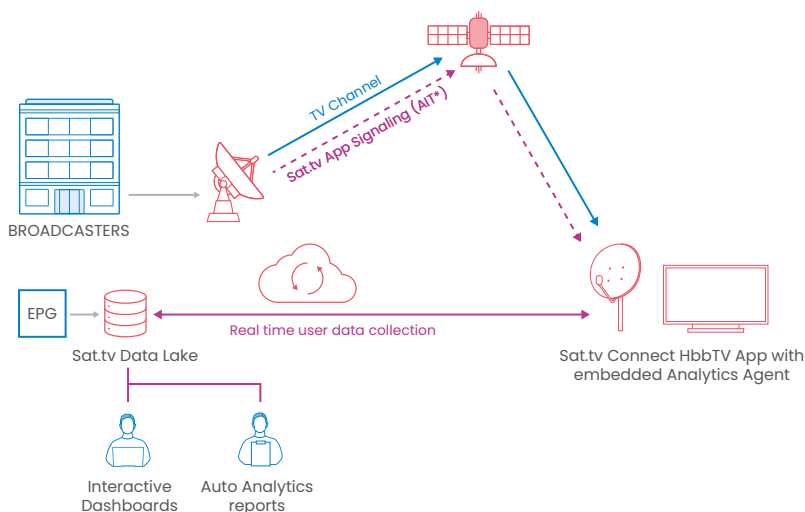
BROADCASTERS NEED MORE THAN RATINGS, THEY NEED ACTIONABLE INSIGHTS

Sat.tv Analytics takes the Sat.tv Connect Electronic Programme Guide to the next level with real-time, measurable TV channel usage insights, directly from compatible connected TV devices.

HOW DOES IT WORK?

An embedded Analytics Agent, built into compatible TV devices, automatically captures channel usage data whenever the interactive Sat.tv Connect application is launched. When a TV channel includes an AIT* signal, it triggers the HbbTV** application on the viewer's device, ensuring seamless activation.

Usage data is collected and processed in real-time, generating automatic reports and interactive dashboards for broadcasters to explore and analyse viewer behaviour.



* AIT: the AIT (Application Information Table) informs the receiver about the presence of an HbbTV application. It is a simple signalization table carried in the DVB Transport Stream and requires less than 2 kbps of bandwidth.

** HbbTV (Hybrid broadcast broadband TV) is a global initiative aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set top boxes and multiscreen devices

KEY BENEFITS

- Channel usage indicators
- Viewer engagement metrics
- Performance statistics
- Fully GDPR compliant

FROM DATA TO DECISIONS

- Understand real-time channel consumption
- Optimise your programming strategy
- Strengthen your advertising sales proposition
- Increase the value of your ad inventory

FLEXIBLE ANALYTICS

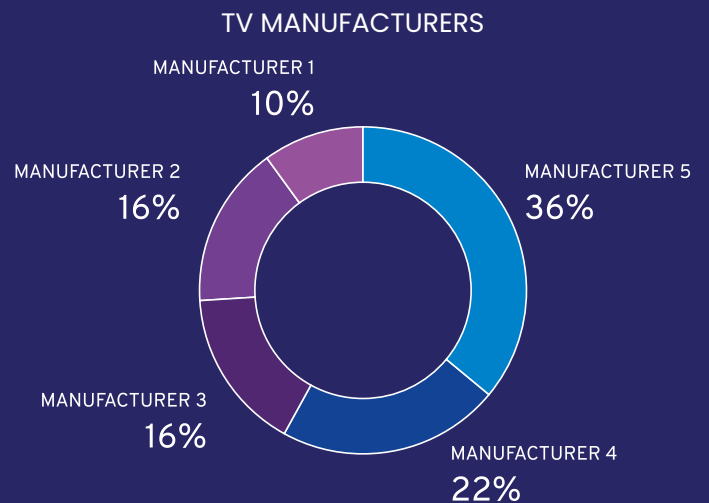
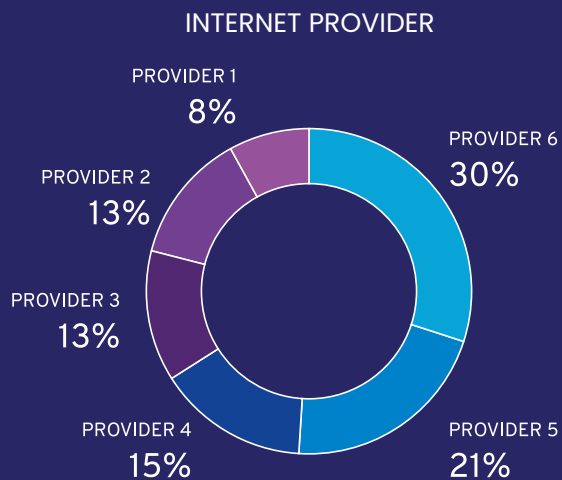
- **Interactive Dashboards**
Access standard dashboards featuring key performance indicators and advanced filtering capabilities.
- **Quarterly Advanced Market Insights Report**
Receive a consolidated quarterly report combining platform analytics with third-party market research and industry insights.
- **Optional Tailor-Made Dashboards**
Add customised dashboards designed for your specific business priorities and reporting requirements.

THE TV AUDIENCE MEASUREMENT SOLUTION FOR CHANNELS BROADCASTED VIA EUTELSAT SATELLITES ENABLES TO:

- **Estimate the number of unique viewers** exposed to one or multiple TV channels, along with their **viewing time**.
- **Track audience trends on a daily basis**, with breakdowns by **country** and **distribution network** (DTH / redistribution).

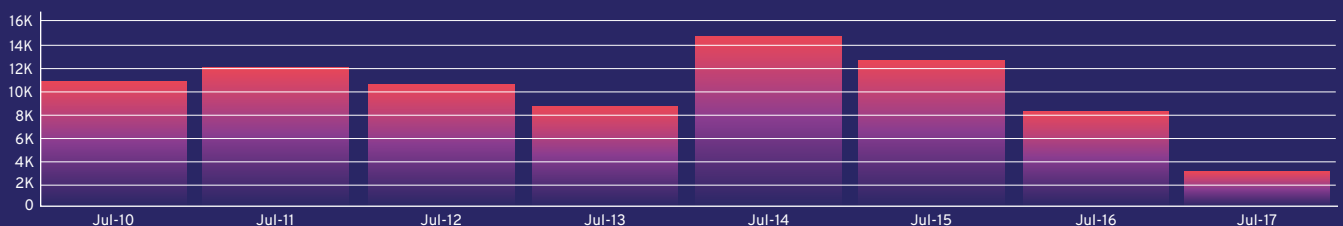


- **Access technical insights** such as the **Internet connection type**, **TV manufacturer**.



- **Monitor the audience performance** of a TV channel or a specific broadcast event on a **daily** or **weekly** basis.

Unique accesses by day



For further information, please contact us
www.eutelsat.com/enquiries

