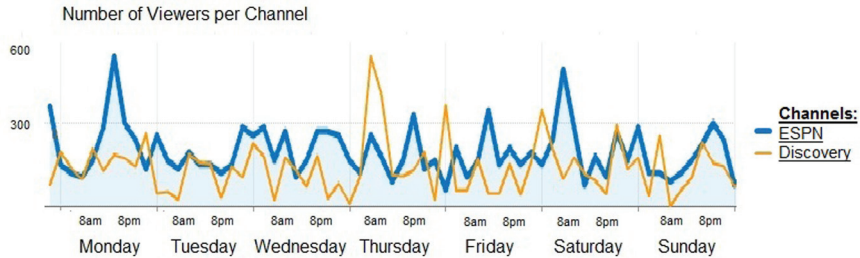
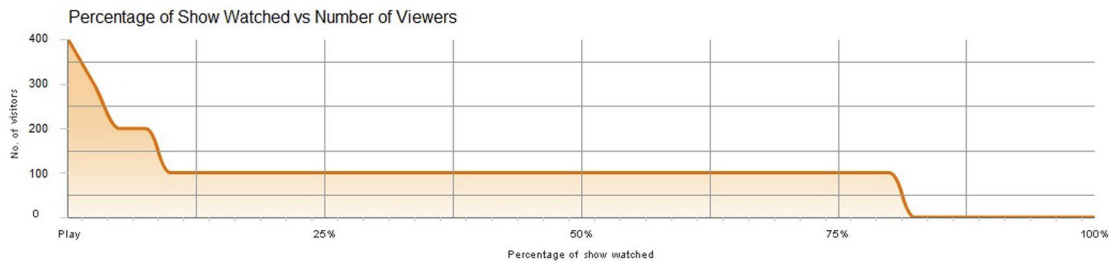


ADVANCED ANALYTICS

It's better than the Nielsen Ratings - it is the actual viewing habits of your customers! Our Advanced Analytics Module is fully integrated into your network to track the number of views, average time per viewer, and bandwidth per user by the event, video or channel. Determine peak viewing days and times with dynamic charts and graphs.



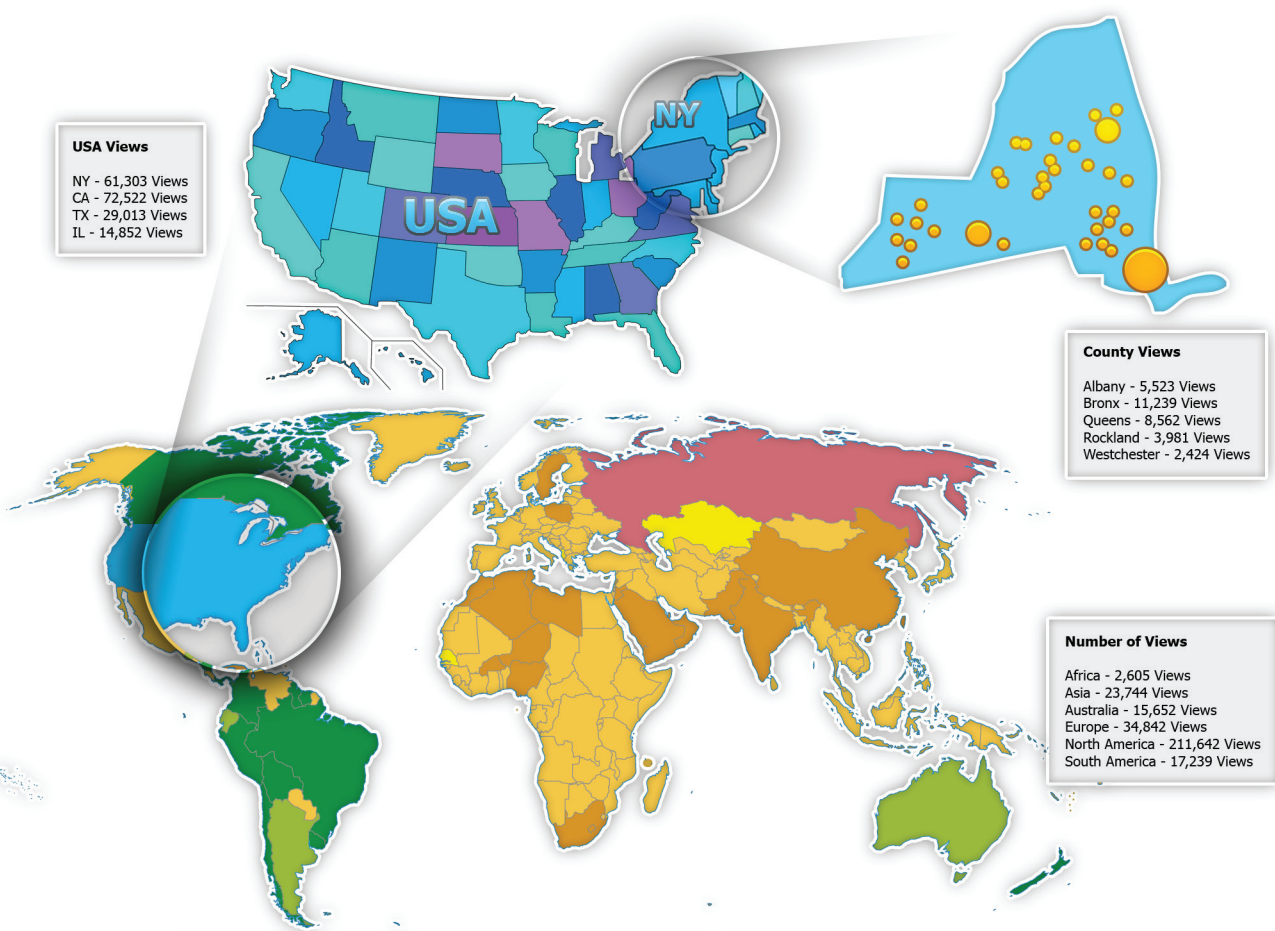
Keeping track of total views can be misleading as a viewer can tune in for a minute or two then move on to other content. This can lead to inflated statistics which do not accurately represent viewership. Through easy to follow line graphs engagement statistics reveal which live broadcasts and videos viewers stay to watch and the percentage of any given show or video that gets watched. Find out what percentage of viewers are watching each live broadcast on your network.



Viewers may come and go during a broadcast as they flip through the channels. Analytics track how much of a show your viewers watch.

This data is then sorted by date and time and through the comprehensive IP mapping it pinpoints every viewer in the world and gives the statistics by continent, country, state, and city. Embedded players get the same treatment and are managed similarly allowing you to pinpoint their viewership anywhere in the world as well.

The shows your users watch are tracked in the viewer logs where a list of all shows watched and bandwidth consumed gives you incredible data for marketing and pricing purposes. This information can be used to tailor your content offering to your viewers' preferences and the commercial ingestion for their buying habits. Never before has a network been able to so accurately cater to a viewers' demands!



USA Views
 NY - 61,303 Views
 CA - 72,522 Views
 TX - 29,013 Views
 IL - 14,852 Views

County Views
 Albany - 5,523 Views
 Bronx - 11,239 Views
 Queens - 8,562 Views
 Rockland - 3,981 Views
 Westchester - 2,424 Views

Number of Views
 Africa - 2,605 Views
 Asia - 23,744 Views
 Australia - 15,652 Views
 Europe - 34,842 Views
 North America - 211,642 Views
 South America - 17,239 Views

Title	Type	Nr of views	Show Time/Video length	Action
SportsCenter	LIVE	1,254	01:02:12	View details
The Godfather	VOD	786	02:02:12	View details
NBC Nightly News	LIVE	4,736	03:02:12	View details

User	City	IP	Zip Code	Start time	End Time
Guest	NY	82.77.232.123	2232	01 aug 2011 08:30	02 aug 2011 10:00
Billy ZFF	NY	82.150.103.088	1122	01 aug 2011 19:00	Still watching
Thomas Jonhson	NY	82.201.078.102	2233	02 aug 2011 21:30	Still watching
Guest	NY	82.75.210.203	3322	02 aug 2011 05:00	Still watching

Features

- Accurately track your viewers and their viewing habits
- Geo-location through IP address allows you to pinpoint your audience
- Secure data storage for this highly confidential and proprietary information
- Deep analytics not like the surface style of Google Analytics
- Incorporate targeted advertising or sell the space for top dollar