



TV TIME LAUNCHES GLOBAL TELEVISION MEASUREMENT SOLUTION ACROSS ALL OTT PLATFORMS

TVLytics, TV Time's Proprietary Global Analytics Platform, Is The Only Source For First-Party Viewing Patterns Across All Global OTT, Broadcast and Cable Networks And Across All Devices

LOS ANGELES, July 31, 2018 - [TV Time](#), the world's largest TV tracking app, announced today the launch of its [TVLytics platform](#), a new television measurement solution that leverages billions of first-party data points from the TV Time consumer app to provide insights on viewing patterns and trends for today's cross-platform television landscape. TVLytics offers the most comprehensive viewing measurement solution across all over-the-top (OTT) platforms.

The TV Time app tracks what shows passionate TV fans are watching. Every day, nearly a million engaged TV Time users, from 200-plus countries, use the app to track their TV viewership across not only cable and broadcast networks but also all global OTTs, including Amazon, Hulu, Netflix, YouTube and others. TV Time also tracks across all viewing platforms, from mobile to traditional TV boxes. From these billions of user-generated data points, TV Time's TVLytics platform provides insights to media companies, studios, talent agencies and advertisers, helping them uncover emerging trends, understand the competition, find new audiences and enable them to make strategic decisions across their businesses including how they cast, license and market their shows.

TVLytics insights also go a layer deeper and convey viewers' emotional reaction to a series, episode, character, or even specific moment in an episode, shedding light on important drivers of ratings, subscriber growth and advertising spend for a show. The TVLytics platform surfaces real-time emotional indicators from passionate TV fans such as favorite character, best moment, how an episode made them feel, and other business-driving signals for specific television shows at the episode level.

"TV Time is in a unique position to fill the current gaps in cross-platform viewership data, especially in the unreported OTT space, and help media companies make more informed decisions on how they promote their talent and programming and drive global growth for their content," said TV Time CEO and Chairman Richard Rosenblatt. "In today's fragmented media landscape, being able to understand the consumption of content that your viewers are most passionate about offers a significant advantage for content providers. Our new TVLytics platform provides the most comprehensive 'why' behind standard television ratings."

TVLytics is updated with real-time data across more than 60,000 shows and offers clients insights at the episode and season level including:

- Mobility - on which devices are fans watching the show, including phones, tablets, computers or televisions, and how does that vary by content, genre or country
- Favorite Characters - which actors/characters in a show are most popular and resonating strongest with fans
- Anticipation - which new and returning shows are highly anticipated by fans and likely to perform well
- Affinity - which competitive or similar television shows are fans of a series also watching
- Binging - how quickly are shows being watched over a time period
- Social engagement - which shows do fans share or post about most
- Emotional response - how do viewers react to specific episodes or different kinds of programming
- Location - in which countries is a show or actor most popular

“TV’s big problem today is that there are so many programs and so little understanding of viewer interactions with programming across all sources and on all devices,” said Alice K. Sylvester, partner at Sequent Partners. “TV Time provides a missing link - the level of passion viewers have for content, regardless of how they consume it, across the entire spectrum of delivery options.”

Content creators and distributors are looking for a competitive advantage across all TV consumption, regardless of platform or device. The TVLytics platform, with insights from the massive, engaged TV Time app community, has real-time viewing and engagement data spanning every episode of television, which has proven valuable in understanding how competitors’ content is performing across countries, device, age, gender and more.

Overall, the number of long-form shows on television has grown by 69% since 2012, with nearly 500 scripted original series airing in 2017, according to FX Research Networks. The majority of these scripted shows are coming from OTT platforms such as Netflix, Amazon, and others.

A recent TV Time survey found that on average only 32% of people reported watching the last episode of TV on live TV or DVR. The other 68% reported watching the most recent episode across various other digital and cable offerings. Cross-platform viewing is a significant portion of how consumers choose to watch television today and the majority of all television viewing is not currently being captured. Marketers need comprehensive TV viewership data for media planning and TV Time can help fill in those gaps, especially for OTT viewership.

TV Time is led by Richard Rosenblatt, former Demand Media CEO and Chairman of Myspace. The company's investors include Eminence Capital, WME, IVP, Raine Ventures, Greycroft, and individual entertainment and media industry executives and investors including Ari Emanuel, Peter Guber, Steve Bornstein, Scooter Braun, Gordon Crawford and Ron Zuckerman.

For more information about TVLytics, visit <http://tvtime.com/insights>

About TV Time:

TV Time is the world's largest TV tracking app providing insights for today's television landscape. Every day, nearly a million people use TV Time to keep track of the shows they're watching, discover what to watch next and engage in a global community of over 12 million registered TV fans. From these billions of first-party data points, TV Time provides insights to media companies, talent agencies and advertisers to help them better understand their audiences, uncover emerging trends and make strategic decisions across their businesses. The TV Time community, consisting primarily of 18-34 year olds, have tracked more than 10 billion episodes of television to date and users check into the app more than 43 million times per month. For more information, visit: www.tvtime.com. Follow TV Time on [Facebook](#), [Instagram](#), [Twitter](#) and Snapchat.

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