



Ratings
Analyzer



RATINGS ANALYZER

COMPETITIVE ANALYSIS RATING ANALYSIS



GRAPHICAL DISPLAY OF AUDIENCE MEASUREMENT DATA

SIDE-BY-SIDE WITH **VIDEO** RECORDINGS



WORKFLOW

The Actus Ratings Analyzer™ module utilizes two sources of data. One is the digital recording system that records all relevant channels 24x7. The second source consists of audience measurement data files that are integrated into the system. The two sources are presented to the user in a synchronized manner using an interactive ratings graph, side-by-side with the program's videos.



DATA CAPTURE

ANY RATING FORMAT

Ratings Analyzer accepts ratings data in any format, and additional formats can be added by Actus upon request. These data files are usually received on a daily basis.

HOT FOLDERS

The workflow can be automated with an option to drop ratings files into hot folders



SCALABILITY

Easily add more TV channels with the relevant ratings data.

USER INTERFACE

INTERACTIVE ANALYSIS

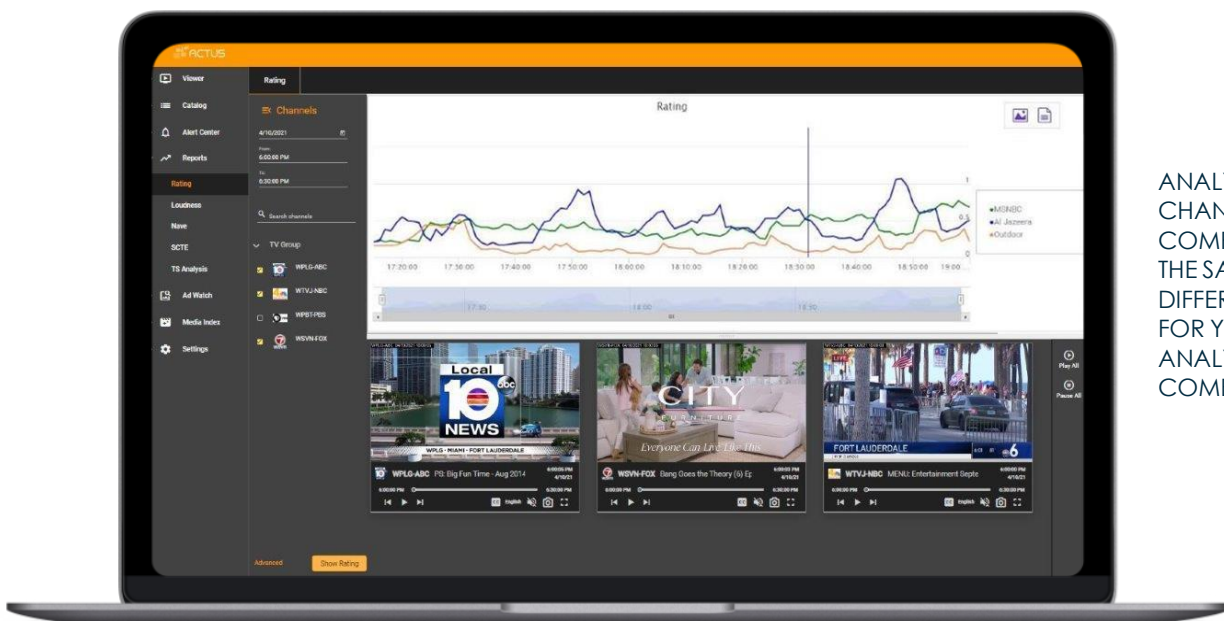
Users can click on any point in the graph for an in-depth information window and to align the displayed video players.

DEMOGRAPHICS

The ratings data imported into the system can contain any number of demographic data (age, regions, gender, etc.), which will also be presented on the graph.

COMPARE MULTIPLE CHANNELS

Ratings Analyzer allows marketing and content managers and researchers to compare any number of competing channels, displayed side-by-side with their respective ratings, at any given moment.



ANALYSIS OF MULTIPLE CHANNELS FOR COMPETITIVE ANALYSIS, THE SAME CHANNEL ON DIFFERENT TIMEFRAMES FOR YOUR OWN ANALYSIS, OR ANY COMBINATION



ZOOM

Users have the ability to zoom-in on a segment in the graph, up to a level of one second

COMPETITIVE AND RATING

Users can compare the ratings of different channels over the same timeframe for a competitive analysis, or compare the same program ratings over time for their own ratings analysis, or any combination.

ANNOTATIONS

Reports for management may include graphs with annotations. Graphs are easily exportable as PDFs.

WEB APPLICATION

Ratings Analyzer doesn't require any client software to be installed, and users can work with it from any connected workstation inside the organization or from a remote location.

BENEFITS

UNDERSTANDING TRENDS

Multiple screens can be synchronized to the same time or set to different dates/times. This is excellent for understanding the viewing trends of both general viewers and specific demographics.

INCREASE VIEWERSHIP

Using visualization tools to actually understand viewers' behavior, minute by minute, across entire shows, commercial breaks, and promos results in a far more accurate analysis of the content. This in turn allows research teams to give more informative and accurate recommendations, leading to better program planning and ad placement, more viewers, and increased revenues.



LONG-TERM ARCHIVE

Every ratings file, from any format (Nielsen, TNS, Kantar, Rentrack, etc.), that is imported into the system is automatically converted to Actus' internal format and saved for long-term use. This helps the research department to work on data from multiple sources by going back in time as much as required.

SHARE WITH KEY PEOPLE

A web-based technology, Ratings Analyzer is an excellent presentation tool. Research teams can share their insights and analysis with customers, content crew, marketing teams, editors, and high-level management. It's now possible to send senior executives a recording of a broadcasted event, helping them understand the resulting effect on ratings.

Other modules offered by Actus media platform:

- Actus compliance logging and monitoring (View)
- Actus OTT Monitoring
- Actus content re-purposing (Clip Factory)
- Actus TS Analysis, Real time Alerts
- Actus TS Native
- Actus Automatic ads detection (AdWatch)
- Actus AI integration
- Actus Multiviewer (Mosaic)
- Actus Content matching (Track Match)
- Actus Remote Video Monitoring