

## 1 What's on TV?

### Complete TV Index

Server-side indexing of all TV programs and ads in real time, across 200+ broadcast networks and OTT services, through a combination of advanced machine learning techniques

## 2 What are people watching?

### Real-Time TV Audience Data

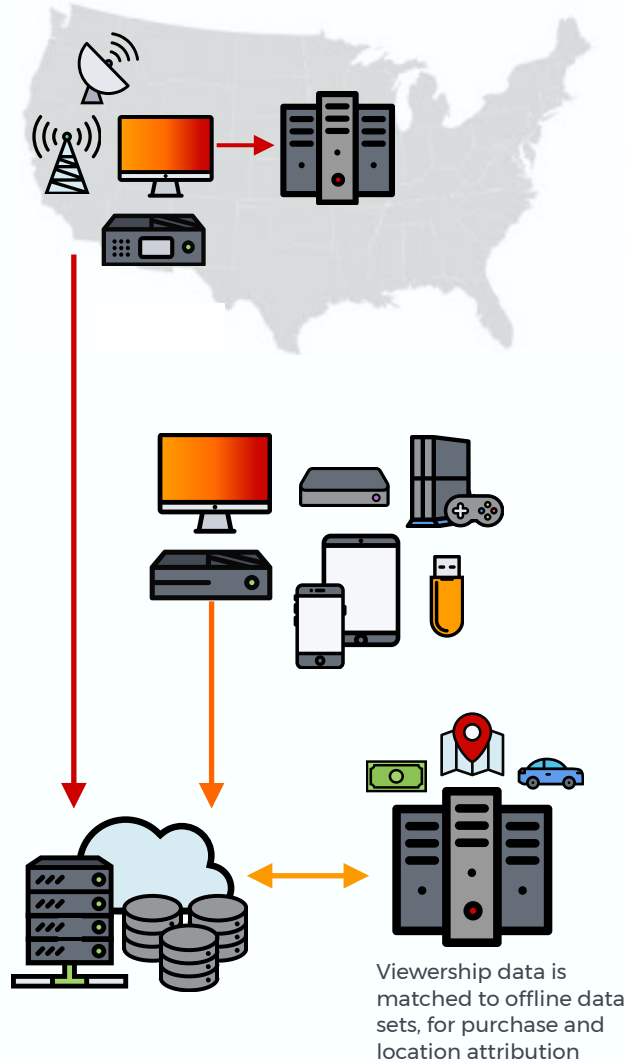
40 million connected TVs, mobile devices and set-top boxes connect to the TV Data Cloud to report real-time, unique viewership and ad exposure at a device level

## 3 How did my ad perform?

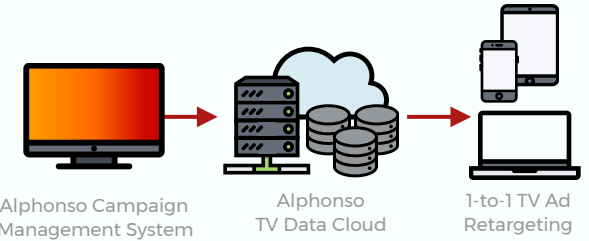
### Intelligent TV Data Engine

Our TV index data is matched to viewership data, creating unique, premium audiences and one-to-one marketing opportunities for brands

## Alphonso TV Data Cloud



## Alphonso TV Data Cloud Services



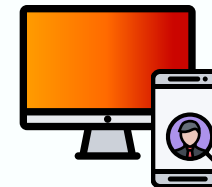
### TV Audience Retargeting

Extend TV ad campaigns to verified audiences on premium mobile apps and websites, for audience retention, conquering, increased reach and frequency



### Brand Insights and Attribution

Always-on, self-serve campaign measurement for ad performance, brand lift, competitive analysis, closed-loop attribution and more



### TV Recommendations

Personalized TV recommendations based on individual user profiles, viewing habits and trending content; for mobile app providers and Smart TV OEMs

