

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

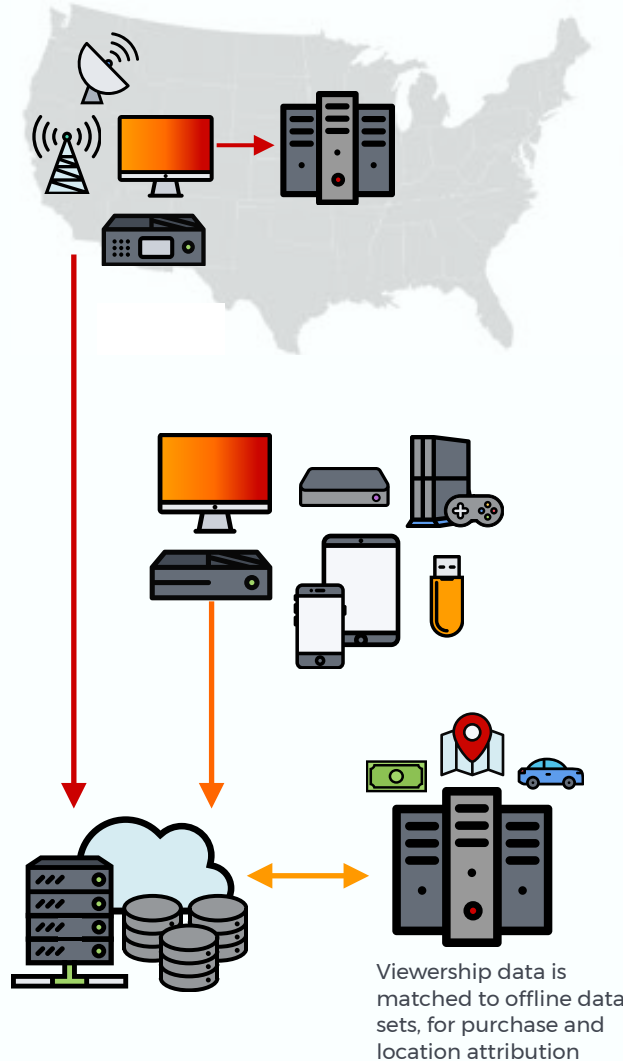
40 million connected TVs, mobile devices and set-top boxes connect to the TV Data Cloud to report real-time, unique viewership and ad exposure at a device level

3 How did my ad perform?

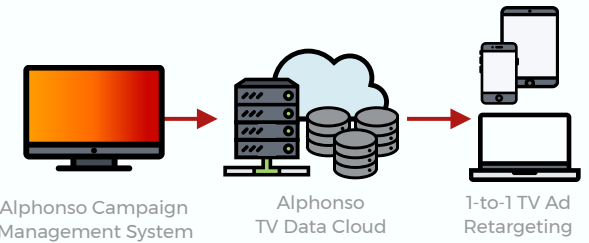
Intelligent TV Data Engine

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



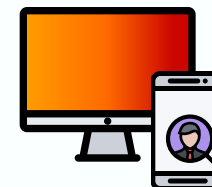
TV Audience Retargeting

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