BART: Business Analysis Research Tool

OVERVIEW

BART is a Linear TV and OTT / Digital Video research platform.
We built BART to create efficiencies and allow our team to focus on generating our truly most valuable asset: Insights about our audiences and viewership.

BART FOCUSES ON RAISING THE STATE-OF-THE-ART IN THREE KEY AREAS:

Efficiency of Time:
Making a researcher's day to day more efficient by introducing hundreds of canned reports with added flexibility and production speed

Modern SaaS Solution:
Producing finished, consistent reports that reduce the need for complicated and monotonous formatting, while raising the bar on visualizations and software speed

"Only Found Here" Insights:
Designing reports to answer questions that are difficult or impossible to resolve using current Nielsen tools, such as npower[tm] and AMRLD, by using proprietary algorithms and complex logic models.

TYPICAL USERS

All levels of Media Buyers, Planners, at Agencies and Brands; Ad Sales teams
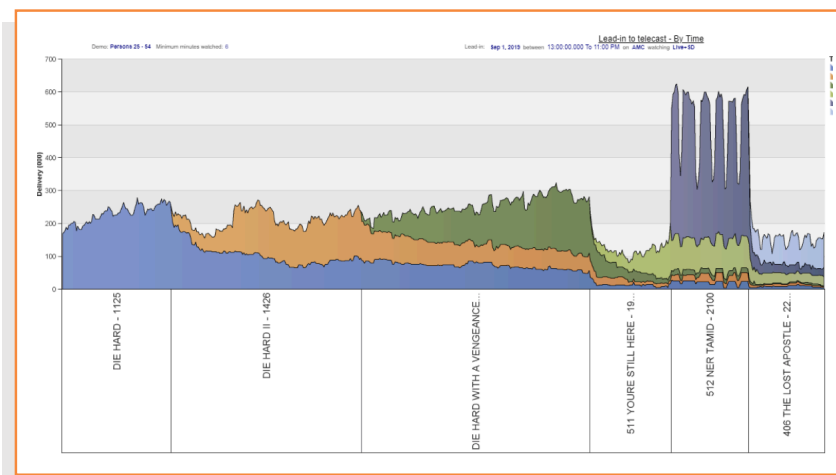
PROBLEMS SOLVED

Custom Reporting, 100's of templated reports: Free-up the time consumed by personnel creating custom and complex pivot tables from npower[tm] and other industry standard data-sources, including digital streaming audience data in never-before-aggregated reporting.

Scheduled Reporting: Set-up scheduled custom reports to serve every Executive function.

Competitive Modeling: Allows for consistent and instant analysis at network or media group levels both in aggregate as well granular programming level measures.

Cost-Savings: Do more with less staff, with higher quality and more efficient use of time and investments in other tools.

Use Cases: See next Page

[click to enlarge]

HIGH IMPACT USE CASES:

Lead-in Report - Show scheduling impact of lead-in programs comparing lead-in audiences with appointment viewers

Media Groups: Show major media companies' networks / properties grouped with programs / programming. Highly insightful competitive overview at-a-glance and instantly.

Ad-Hoc Report – Linear TV: Pivot table-like, drag-and-drop tool that takes program/viewership information into a completely flexible and custom reporting environment.

Ad-Hoc Report – Digital: Combined Google Analytics, comScore and DFP data into one reporting structure to track OTT, app, and web channel viewership and reporting. Aligned program meta-data information with un-structured video streaming information to gain aggregated and cohesive digital research and reporting in one place.

Key Measures: One report that pulls different metrics together (Reach, delivery, market breaks, UE) and compares across networks, shows and seasons.

Program Based Daypart Averages/Live+SD
2019-08-01 - 2019-08-31 vs 2018-08-01 - 2018-08-31
MAX Duration (Current)   MAX Duration (Prev)

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Media Group	# of Nets	US RTG% (Current)	(000) (Current)	US RTG% (Prev)	(000) (Prev)	US RTG Change (%)	(000) Change (%)
A&E Networks	6	0.93	1,126	1.01	1,218	-7.92	-7.52
ABC/Disney	12	1.35	1,633	1.38	1,671	-2.17	-2.24
AMC Networks	5	0.53	645	0.61	736	-13.11	-12.35
Comcast / NBCU	11	1.34	1,622	1.65	1,989	-18.79	-18.45
Crown Media	3	0.25	297	0.26	316	-3.85	-6.15
Discovery	19	2.19	2,649	2.54	3,069	-13.78	-13.69
Fox Corp.	5	0.38	456	0.45	544	-15.56	-16.14
Other Ad Sup	25	0.81	975	0.97	1,176	-16.49	-17.09
Viacom	16	1.69	2,038	1.92	2,317	-11.98	-12.05
Warner Media	10	1.41	1,705	1.63	1,963	-13.50	-13.15

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Ultimate Ranker: We believe researchers are most effective when they have the data at their fingertips in the most flexible way. Ultimate Ranker is our answer. The data model we have built allows for a researcher to pull back years of audience data, across multiple market breaks, broken out by any date-time dimension, for broad network dayparts or specific telecasts. This just wasn't possible for us using Nielsen or other-party software without a significant time investment.

Hundreds of Pre-Defined, Templated Reports: Save them, schedule them to deliver regularly to internal stakeholders.
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## DATA SOURCES & CORE TECHNOLOGY

Nielsen AMRLD & nPower: 2nd Party and its parent company AMC Networks are a 3rd Party processor with Nieslen. All our solutions ingest raw data from Nielsen using all their statistical standards.

Proprietary Algorithms and Machine Learning: We've applied hundreds of thousands of engineering hours to improve the state of the art to interrogate audience data so it accounts for trends and real-time shifts in the market, following current-market logic models.

Audience Codes, Records & Meta-data: We've invested in the back-cataloguing of cross-referencing of all the existing Nielsen audience codes with more accurate and logical categorization.
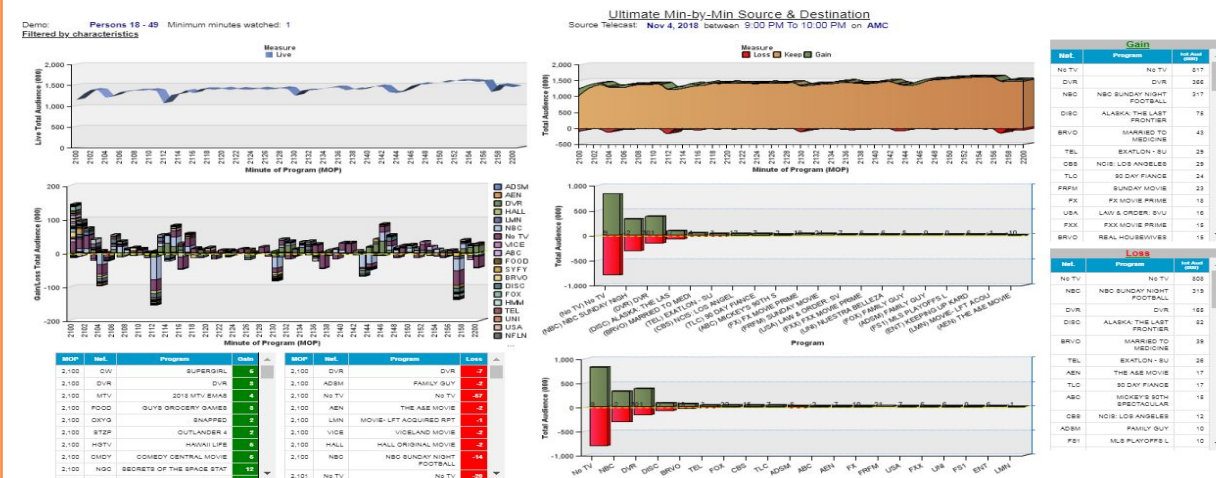
MORE VISUALS:

Program Profile and Day-Parts
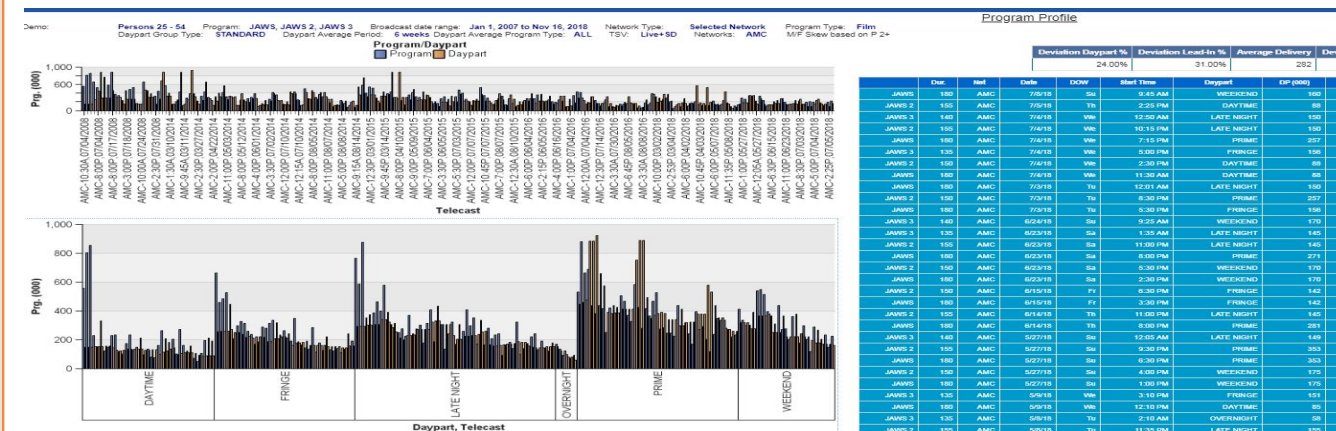
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Ultimate Minute-by-Minute Source and Destination

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