ESTIMATOR

OVERVIEW

Estimator is a linear TV software platform which helps TV companies make intelligent and accurate estimates of all aspects of audience and viewership.

We created Estimator to radically modernize the way media companies forecast performance of shows, programs, and events for various departments – including Pricing & Inventory, Programming, Scheduling, Sales, Research, and Finance.

ESTIMATOR IS STATE-OF-THE-ART IN THREE KEY AREAS:

Modern SaaS Solution:
Replace aging proprietary forecast and viewer estimating tool with 2nd Party Media Estimator and improve software speed and flexibility; operates in an intuitive browser, cloud-based environment.

Algorithmic Forecasting of Ratings & Delivery
As a 3rd Party processor for Nielsen, we utilize All-Minute Respondent Level Data (AMRLD) and Wide Orbit to do more than regurgitate historical information. We extrapolate, interpolate, learn from proxy data, and account for market trends to provide the best estimates of your programming.

Efficiency of Time
Makes a researcher's day-to-day more efficient by introducing hundreds of pre-formatted reports, with added flexibility and production speed

TYPICAL USERS

Media Researchers and Schedulers provide input. Pricing & Inventory, Promo Planning, Sales, and Finance teams use the output to make plans / financial decisions.

PROBLEMS SOLVED

More Accurate Estimates & Forecasting: Allows for improved accuracy in estimates, following algorithms and modeling that use proxy and historical data to make intelligent adjustments for major trends. Custom intervention and over-rides by users allow for re-calibration and comparison of estimates to actuals as data rolls in. Both Estimator and your company learn to become better at forecasting.

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

Pre-formatted reporting: Project UE's across 20+ pre-formatted reports, that export to Excel and other formats in seconds.

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

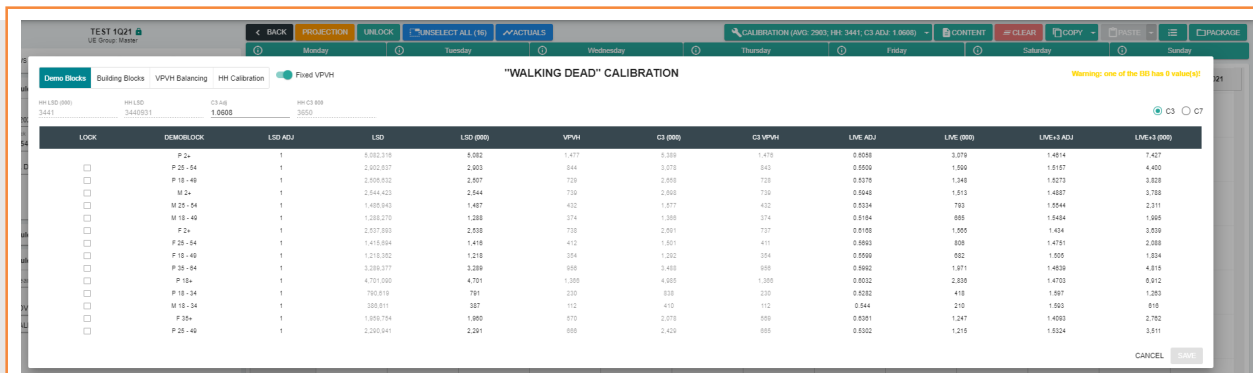**Use Cases:** See next Page

[click to enlarge]

HIGH IMPACT USE CASES:

Scheduling: Create multiple custom schedules from a week to several years long. Intuitive block visualization (see graphic in page 1) is a user-friendly update to the line-by-line approach.

Estimate Adjustments: Proprietary algorithms use both history and recent trends to project estimates, utilizing our "Calibration" function. Users have ultimate flexibility to make any direct changes for L+SD, C#, VPVH, HH, C3-L+SD factors, etc. to account for other factors or business planning purposes. The Schedule Legend and Schedule Packages sections let Users to highlight / identify custom groups, immediately navigate to them, and specifically calibrate them without sifting through rows of data.

Dayparts and Packages: Create custom packages and dayparts, including gross day-parts, most commonly needed in Planning and Inventory departments. Wide Orbit export report puts these packages and their corresponding estimates in a format that Planners can instantly upload to Wide Orbit.

Originals Tracker: Generate a weekly tracker for any original program that has an estimate. Show L+SD and C3 in key demos. Compare actuals versus forecasts with budget estimates. Includes grossed-up airings for C3 and L+SD streams.

[click to enlarge]

Programs, Dayparts, & Rotations Report: A summary of everything your Media Company needs in one file! Contains impressions across multiple streams, ratings and VPVHs. Provides a broad-based program section (for originals only), a general day-part section, a "Rotations" section (for custom dayparts), and a "Packages" section.

Exporting, Schedule Files: Save them and deliver regularly to internal stakeholders: .xls, .pdf, .xml
.

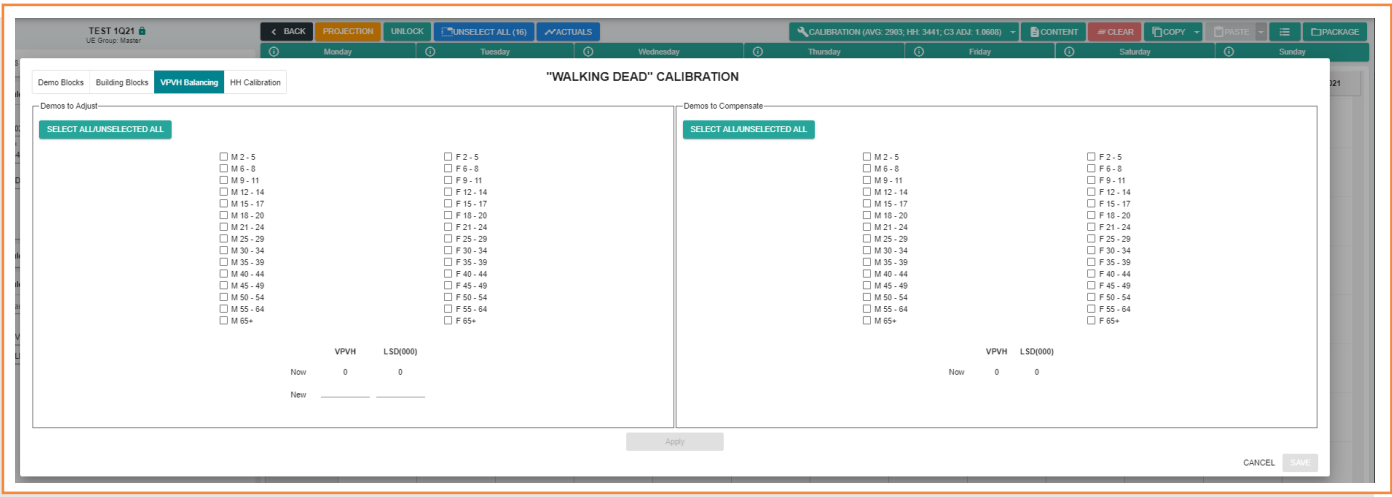## DATA SOURCES & CORE TECHNOLOGY

Nielsen AMRLD and Wide Orbit: 2nd Party and its parent company AMC Networks are a 3rd Party processor with Nielsen. All our solutions ingest raw data from Nielsen using all their statistical standards. Additionally link with all Wide Orbit log information for consistency and history.

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 & Your Custom 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. 2nd Party Media can adjust Estimator to fit and ingest your own, preferred program information and naming conventions to align with your company standards.

MORE VISUALS:

VPVH Balancing
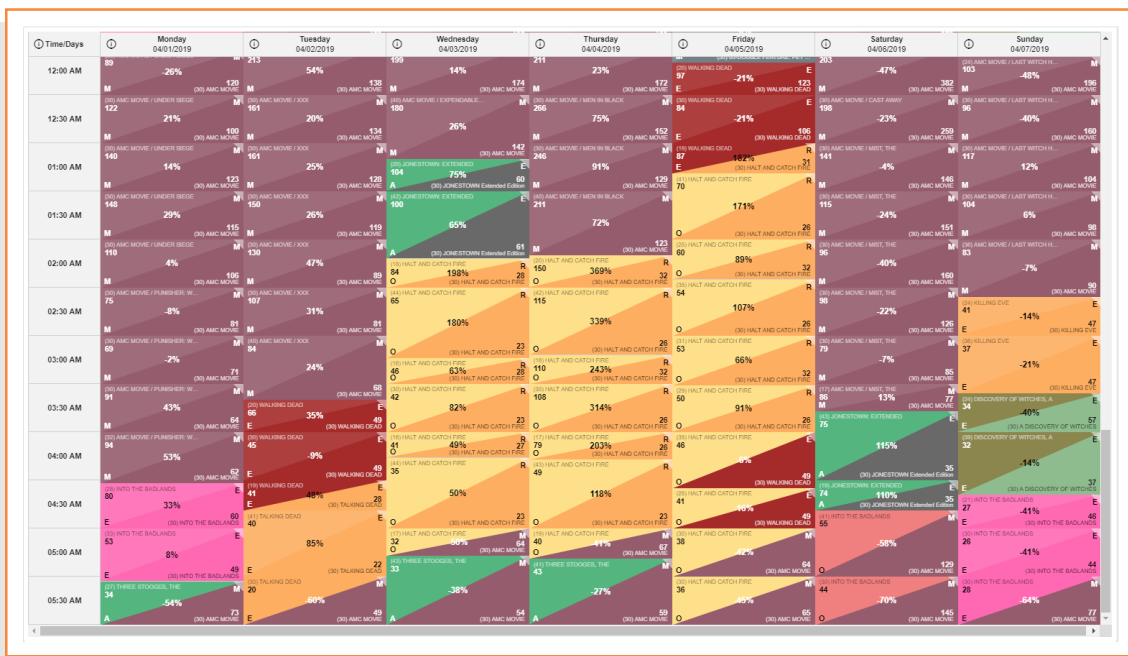

[click to enlarge]

Comparison to Actuals

[click to enlarge]

CONTACT:

Chris Sanders
General Manager, AURORA VTS
415-350-5860
chris@2ndPartyMedia.com