> Innovative Solution for Studying TV Viewership

Unique business intelligence solution enables advertising industry to study second-by-second commercial and program viewing behavior, both live and time-shifted

Our client is a leading home entertainment company that pioneered the development of the digital video recorder (DVR), revolutionizing how we view television. Leveraging its expertise in providing marketing solutions for the television advertising industry, it decided to offer an unparalleled research platform for advertisers, ad agencies, and market research firms. It saw an opportunity to augment the coarse-grained, minute-by-minute viewership data published by Nielsen Media Research by using information from its own large base of DVRs deployed in consumers' homes. Traditional minute-by-minute data makes it difficult to understand viewership of commercials, which are typically much shorter. Tavant worked with the client to develop an end-to-end subscription service that processes DVR logs, incorporates 3rd-party programming and commercial schedules, and exposes the information through an interactive, query-able portal.

Challenges

The existing rigid reporting solution involved many manual steps that were time-consuming and error prone. The business wanted an interactive portal for end-users with the flexibility to slice-and-dice data (e.g., by date, network, genre, brand). It wanted much larger samples from the millions of deployed DVRs. It wanted more accurate data. And it wanted to sell this to its clients well before the competition.

Building an effective and robust data management system as solution

We used tools from Business Objects and Oracle to build a solution that met the new business goals. It automatically captures, cleanses, and consolidates multiple data feeds to produce second-by-second accurate television program and commercial ratings. It supports both anonymous, randomized sample populations and opt-in survey panels. It's tuned to scale by using optimized code for the biggest data-crunching steps. This solution has enabled media buyers to make smarter decisions based on accurate information -- not guesses -- about how campaigns perform and the effect of time-shifted viewing on them.
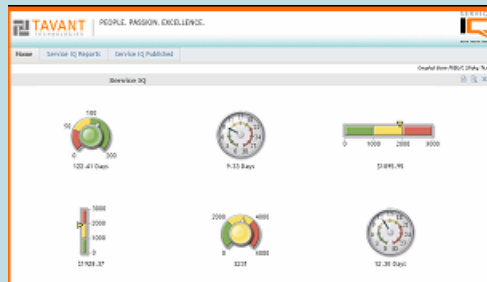
Overview

Challenge
The existing labor-intensive solution was error-prone, handled limited size sample populations, didn't address enough data quality issues, provided rigid non-interactive reports, was difficult to scale and enhance.

Solution
A robust and flexible application built using modern BI technology that exposed best-in-class viewership data through an interactive database portal.

Key Business Benefits

- New source of revenue for our client
- First mover advantage. A year later, industry peers still do not offer a competitive solution.
- First-of-its-kind second-by-second data for studying commercial viewer-ship on industry-leading sample sizes

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