NETFLIX
EVENT_COMMAND

⊘ STANDARD_VIEW   ⏸

NEXT_COMMERCIAL_SPIKE
◷ **3:29**

⬇ EXPORT_REPORT

ⓘ **LIVE CORRELATION PROTOCOL**

REAL-TIME ATTRIBUTION SYNCHRONIZATION FOR HIGH-VOLUME BROADCAST EVENTS. THIS SYSTEM ANSWERS: 'DID THIS TV AD ACTUALLY CAUSE THESE CONVERSIONS?'

OPERATIONAL LOGIC

The system employs a non-linear time-decay kernel to resolve 'Second Screen' spikes. It assumes a 15-second primary window for TV-to-Mobile intent transfer, based on Nielsen research showing peak mobile activity 8-12 seconds post-exposure.

USE CASE CONTEXT

Measures the TRUE incremental lift of live halftime spots versus organic social trending. Separates correlation from causation - not all traffic during an ad is caused by the ad.

TECHNICAL ENGINE

Proprietary mSPRT (Mixture Sequential Probability Ratio Test) running on a distributed event loop with sub-100ms lag ingestion. Bayesian inference with Dirichlet priors for uncertainty quantification.

LIVE AUDIENCE
METRIC_STABLE   ⧑

18.4M

⬈ +12.2%

INCREMENTAL ROI
METRIC_STABLE   ⬈

3.14x

⬈ OPTIMAL

CAUSAL GAP
METRIC_STABLE   ⟋⟍

4.2s

STABLE

MODEL HEALTH
METRIC_STABLE   🛡

98.2%

⬈ ACTIVE

CONVERSION VELOCITY

● IMPACT_SPIKE   ● BASELINE_NOISE

● CAUSAL_ANALYSIS::ACTIVE

AD_BREAK_SPIKE
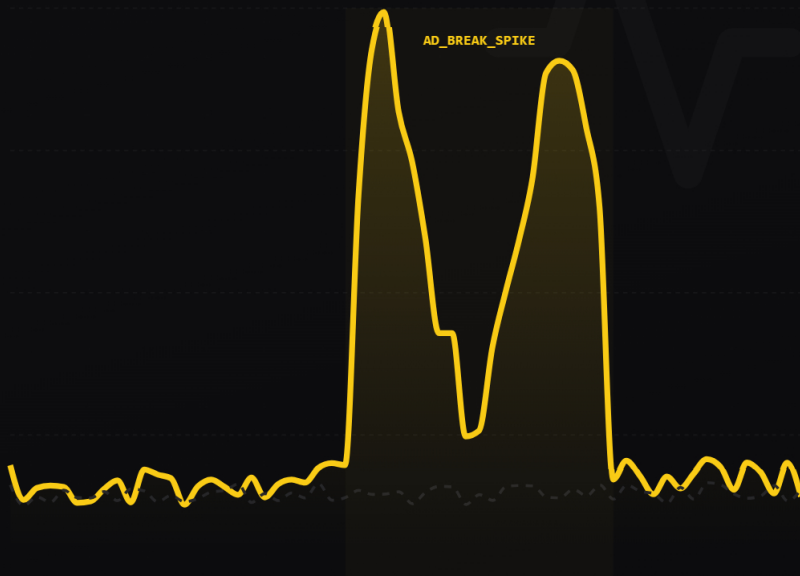
94.2
PEAK CONV/SEC

4,247
INCREMENTAL CONV

99.8%
CONFIDENCE

ⓘ **UNDERSTANDING THIS CHART**

▦ **STREAM_INTEGRITY** ●
INGEST_CLUSTER_09

SYSTEM LOAD   **67%**

0%   Warning: 80%   Critical: 90%

⚡ THROUGHPUT
14.2K eps

◷ LATENCY
12 ms

◎ ACCURACY
99.9 %

🛡 UPTIME
99.99 %

INGEST LOAD   14.2K eps

CLUSTER SYNC   99.9%

BUFFER DEPTH   12ms

Why this matters: Pipeline health = attribution accuracy. Dropped events mean understated ROI.

🌐 **REGIONAL_MATRIX** ●

THIS CHART SEPARATES 'CORRELATION' FROM 'CAUSATION' - THE FUNDAMENTAL CHALLENGE IN TV ATTRIBUTION.

OPERATIONAL LOGIC

The yellow area shows real conversion events. The dashed baseline shows what would have happened WITHOUT the TV ad. The shaded 'AD_BREAK_SPIKE' region is where we attribute conversions TO the TV ad.

USE CASE CONTEXT

When conversions spike above baseline during/after your ad, that's incremental lift. The area BETWEEN the yellow line and baseline = money your ad actually generated.

TECHNICAL ENGINE

Uses Dynamic Poisson modeling with adaptive latent parameters. Baseline calculated via 5-min rolling average with outlier rejection. Spike detection via 3-sigma threshold.

REGIONAL_MATRIX
GEOGRAPHIC DISTRIBUTION

US-EAST — OPTIMAL
42% traffic   23ms latency

US-WEST — OPTIMAL
28% traffic   45ms latency

EU-WEST — GOOD
18% traffic   89ms latency

APAC — ELEVATED
12% traffic   142ms latency

GLOBAL COVERAGE
4 Regions

TELEMETRY_STREAM •
REAL-TIME EVENT LOG

20:41:02 TV_DETECTION
Ad Spot: WWE_HALFTIME_PRIME

20:41:08 INGEST_SPIKE
Mobile Traffic Ingest +240% in US-East

20:41:45 ATTR_LINK
Resolved 4.2k causal links via Time-Decay

20:42:15 MODEL_UPDATE
mSPRT boundaries stable (p=0.002)

🔒 LOCKED   ⊘ 0 ALERTS
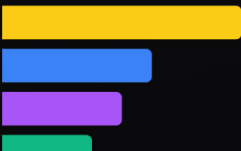
QUICK ACTIONS

⟳ REFRESH DATA   ⭳ EXPORT CSV

⊟ VIEW LOGS   ⚠ ALERTS
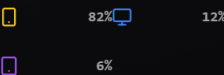
CHANNEL DISTRIBUTION
ATTRIBUTION BY SOURCE

MSPRT CONVERGENCE
STATISTICAL VALIDITY

1.02

✓ R-HAT OPTIMAL

DEVICE COMPOSITION
PLATFORM BREAKDOWN

82% 12%
6%

GLOBAL DEPLOYMENT
INFRASTRUCTURE STATUS

VIEW REGIONS

● 40%   ● 25%   ● 20%
● 15%

p-value: 0.002 | Power: 94%