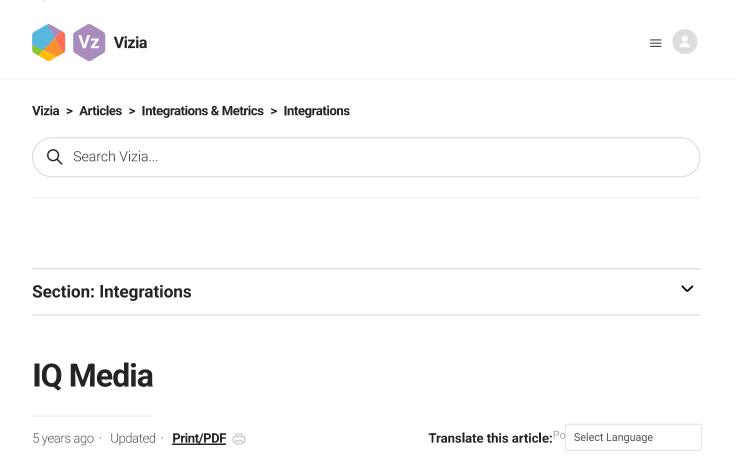
25/09/2025, 13:22 IQ Media – Vizia



iQ Media allows brands to track any paid and earned media occurrence across local, national and global TV markets—connecting media investments to desired audience outcomes.

- 1. Create a deck
- 2. Within the deck, "Add Component" to your slide.
- 3. Select IQ Media from the dropdown menu Choose from one of three components:
 - 1. IQ Media Featured Content
 - 2. Key Stat
 - 3. IQ Media Metrics Chart

Each component requires the same set up process however there are different metrics available within each.

1. Open the component

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2. Paste your API key (available from your IQ Media representative)

- 3. The data will automatically populate
- Featured Content:

IQ Media Key Stat

- 1. Audience
- 2. Hit Count
- 3. Media Value
- 4. Positive Sentiment
- 5. Negative Sentiment
 - 1. Open the component
 - 2. Paste your API key (available from your IQ Media representative)
 - 3. Choose breakdown by day/ hour
 - 4. Select your 'Series' metric

IQ Media Chart

- 1. Audience
- 2. Hit Count
- 3. Media Value
- 4. Positive Sentiment
- 5. Negative Sentiment
 - 1. Open the component
 - 2. Paste your API key (available from your IQ Media representative)
 - 3. Choose breakdown by day/ hour
 - 4. Select your 'Series' metric

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