canvs®

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The Next Generation in Social TV Analytics

People are excited for tonight's episode.

They're shocked at the opening scene.

Anticipation grows for next week's episode.

Discussion continues about what evil plot the villain is hatching.

AIR TIME
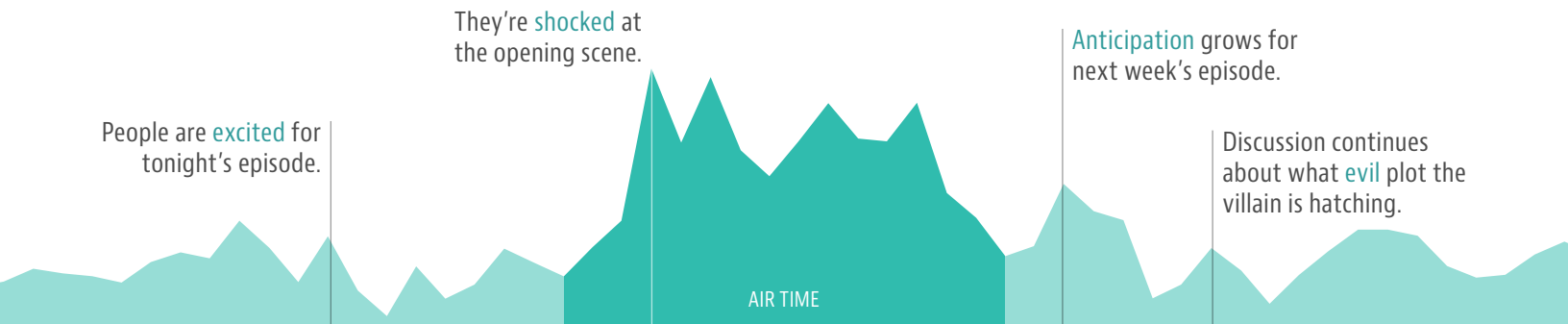
Human intelligence

The world's best analysts and data scientists teamed up to teach Canvs the ever-evolving vernacular of social media. The result is a dynamically intelligent tool that reflects the way real people are talking right now.

Sentiment is dead

We don't believe in positive, negative, and neutral sentiment. Canvs uncovers nuanced audience emotions and lets you decide what they mean for your show. Let your audience tell you when your content is hilarious, sad, exciting, scary—all in their own words.

Quality not quantity

You already know how to count your social audience. Only Canvs lets you know how they reacted to your content—and without hours of manually sorting Tweets. Get ready for immediate, actionable insights about your audience.

Canvs provides actionable insights for the TV ecosystem.

For marketing

Use Canvs to identify the plots and characters that resonate best with the audience. Cut your trailers, bumpers, and promos to feature those provocative elements and watch tune-in skyrocket.

For advertising

Use the advanced demographic and affinity data in the Canvs dashboard to identify what other brands your engaged audience loves. Then get to work selling effective ad spots and integrations.

For production

Use Canvs to get feedback in real time. Know immediately if that joke in the third act landed and if viewers hate the new villain as much as you want them to.