

Big Data Helps Solve for Fragmented TV Viewing



James Alexander
Inscape



Rich Guinness
Inscape

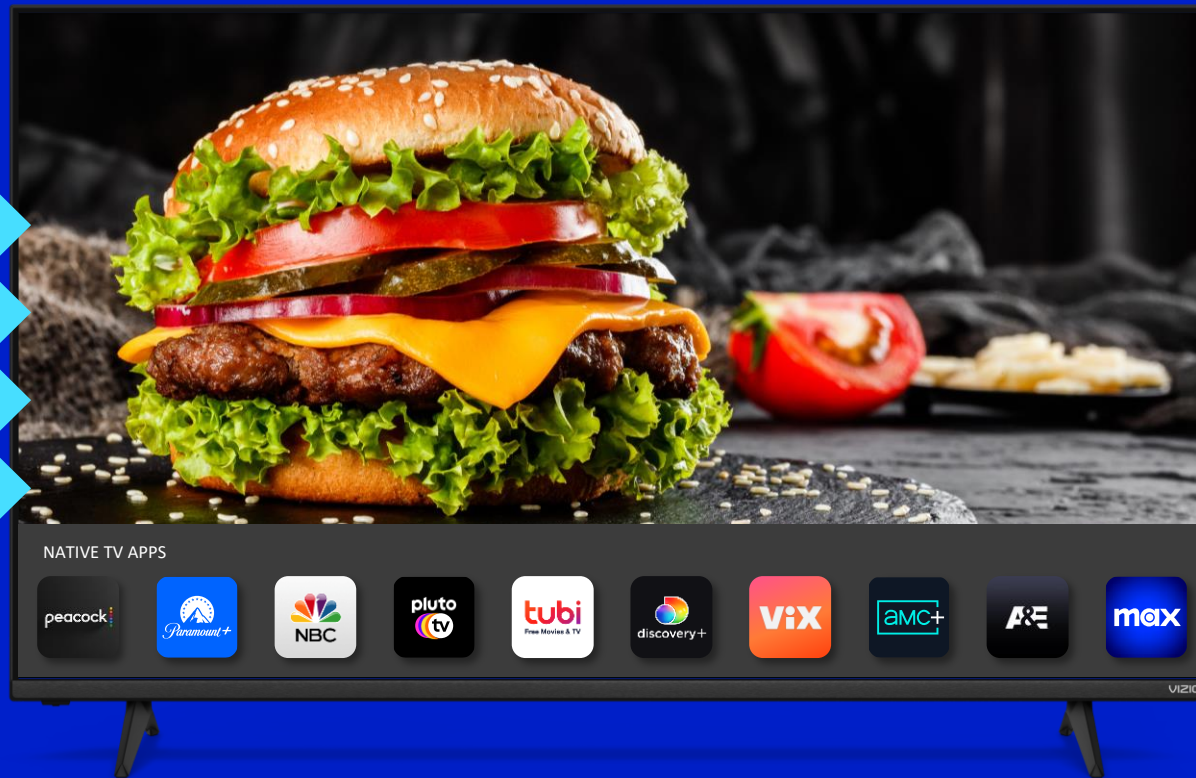
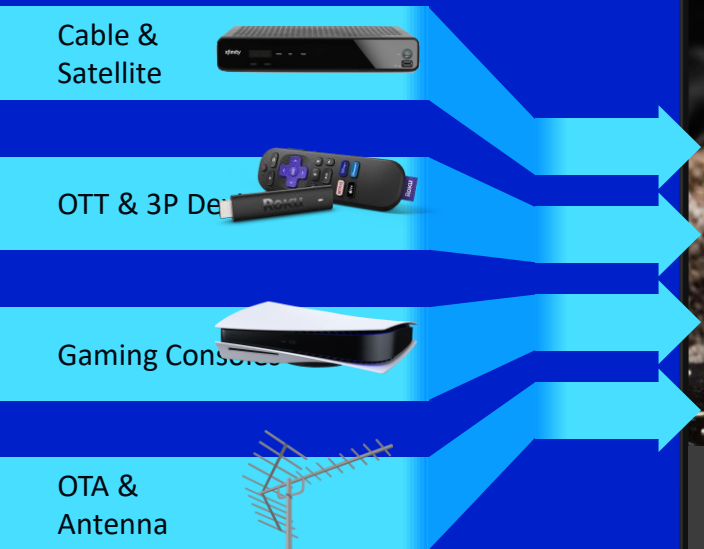
MARCH 2024

Big Data Solves Fragmented Viewing

Unlocking strategies for
publishers and advertisers

Device-Level TV Data

Wherever it airs, we detect it...



700+

US TV Networks & Stations

100+

Streaming Apps

210+

TV Markets

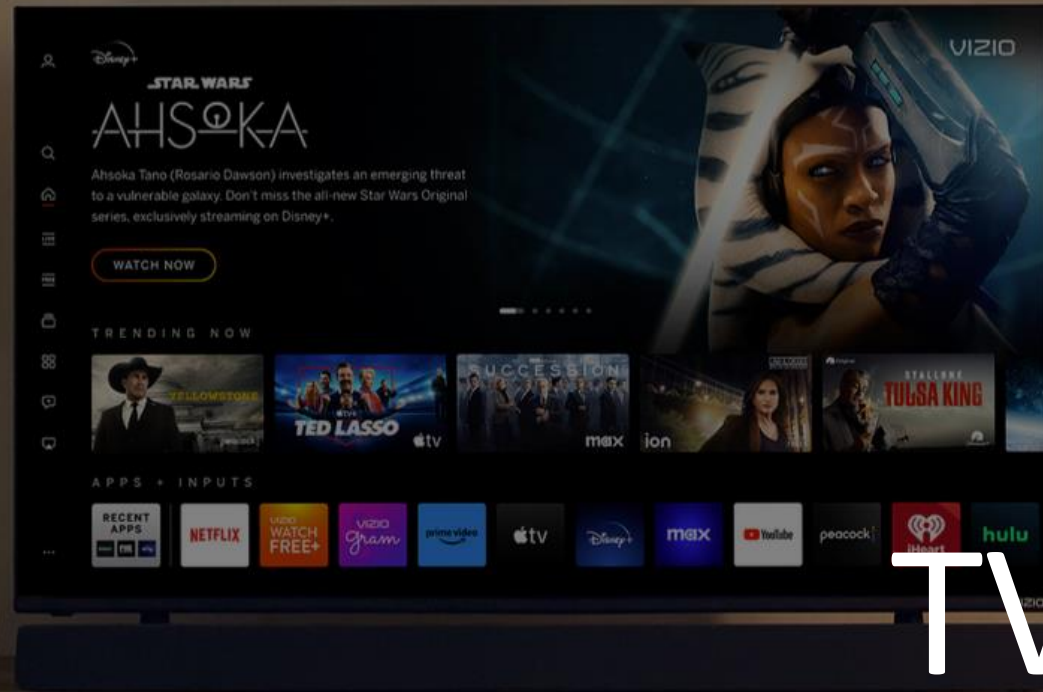
2.95T

Commercials detected over the past year

4.1T

Hours of content detected over the past year

23 Million Opted-In TVs

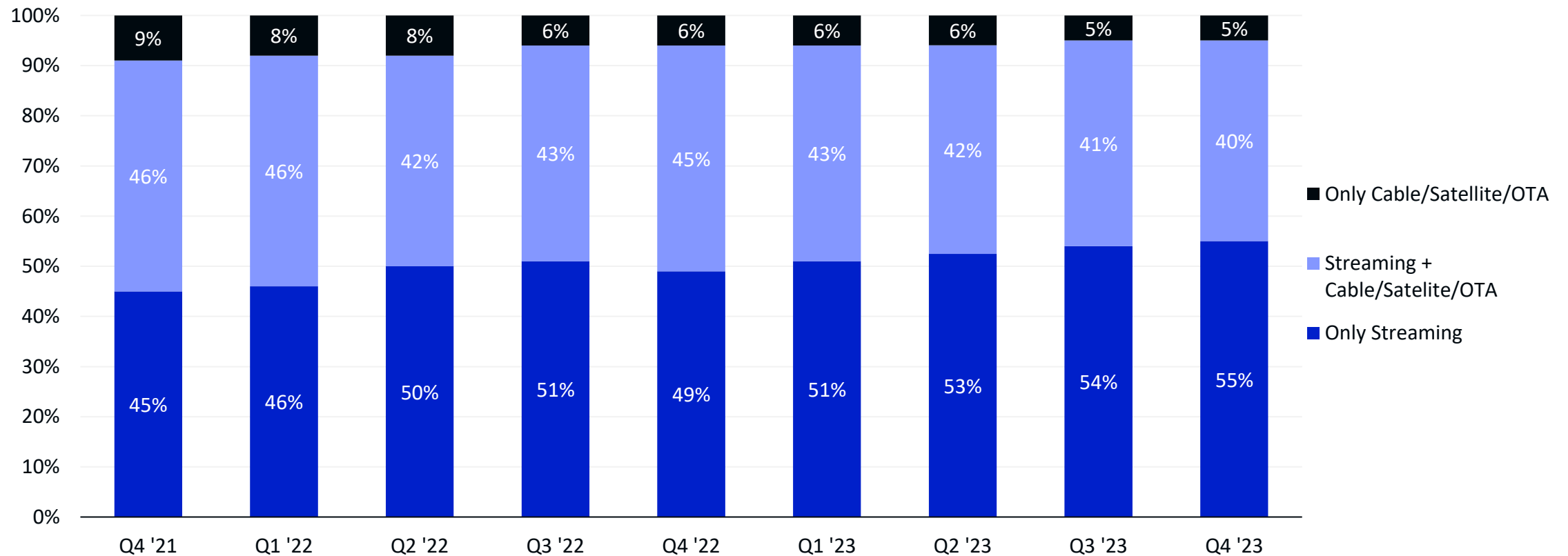


Q4 '23

TV Trends

On the Move: TV Viewing Continues to Shift

Distribution of Streaming vs. Cable/Satellite/OTA



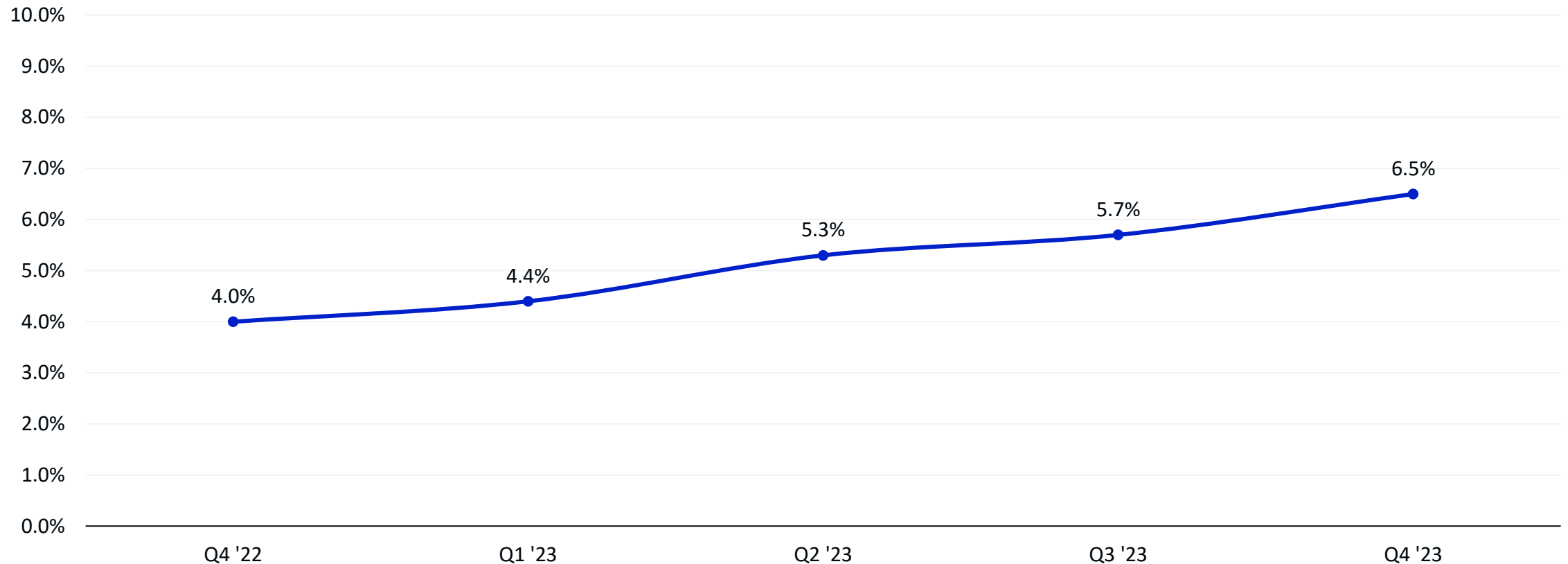
Source: Inscape Panel

Base: Inscape TVs with at least one minute of viewing. Streaming includes viewership on vMVPDs and 3P streaming devices.

Gaming console viewing is not included in these calculations.

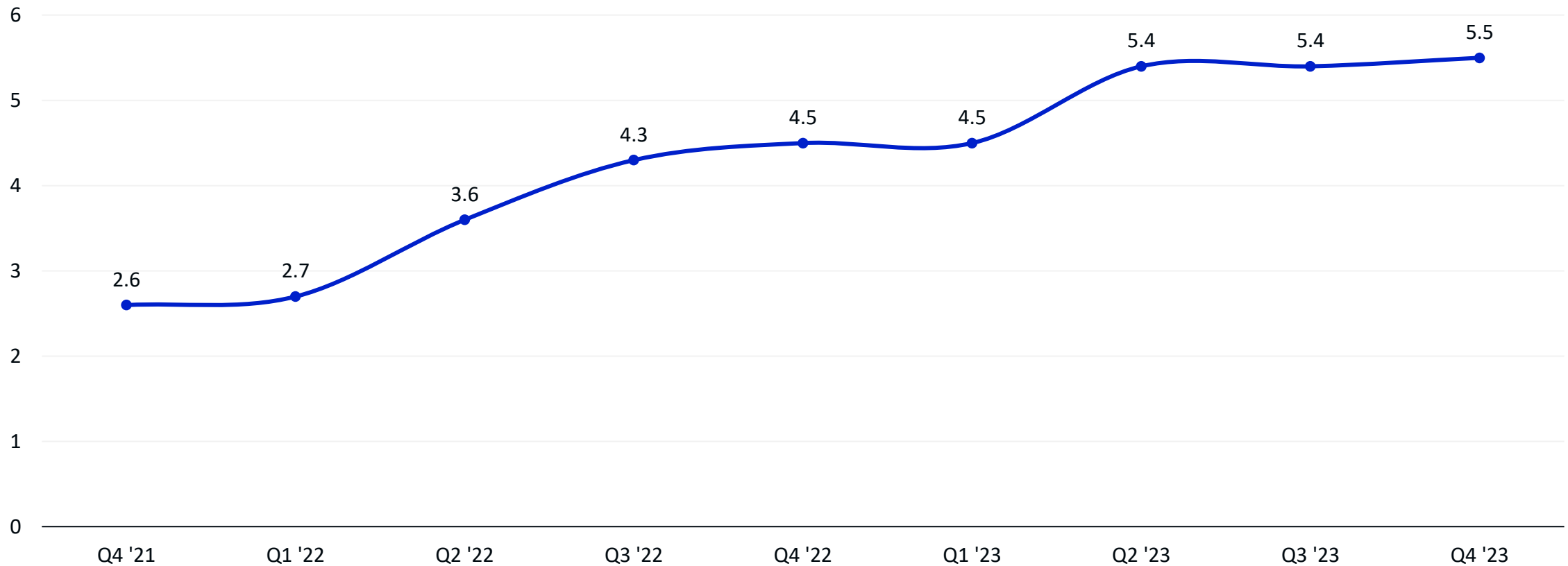
The Cord: More Cutting, More Shaving

% of Cable/Satellite Viewers No Longer Viewing Cable/Satellite per Quarter



App Usage Plateaus

Average Number of Native Apps Viewed per Connected TV

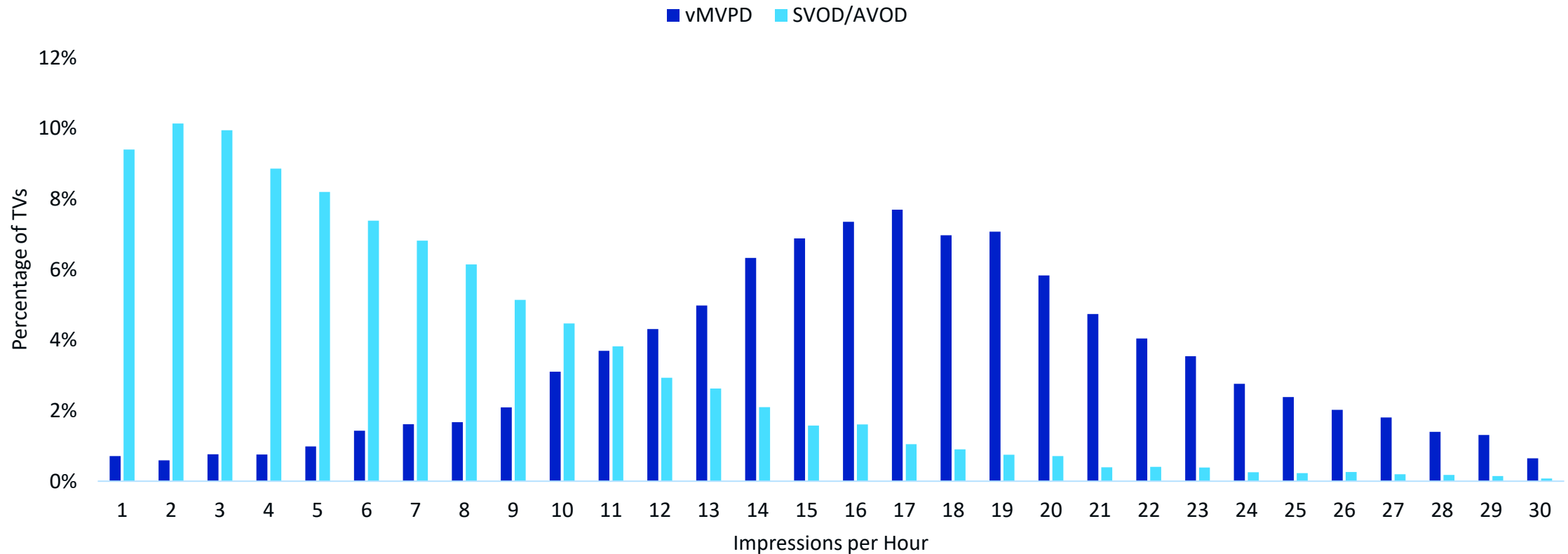


Source: Inscape Panel
 Base: Inscape TVs with at least one minute of app viewing. Streaming includes viewership on vMVPDs.
 Gaming console viewing is not included in these calculations.

Custom Reporting

AVOD Rising: App Viewing Has Fewer Commercials

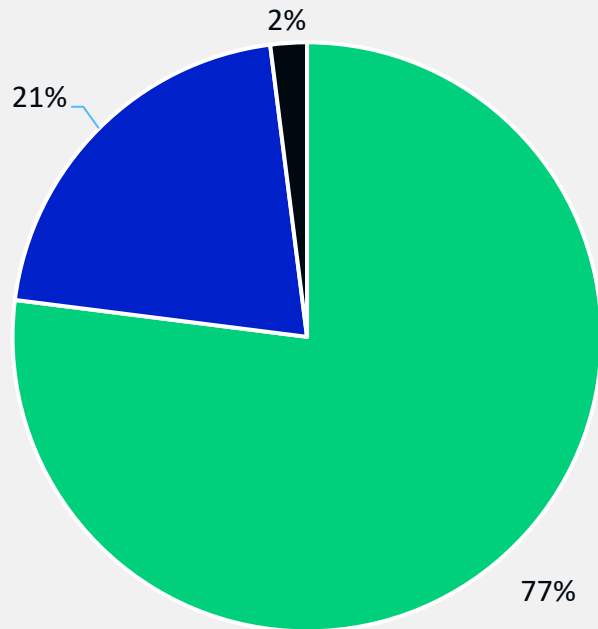
Distribution of TVs by Impressions per Hour of App Viewing



Source: Inscope TV Panel
 Base: Q4, at least 2 hours of total in-app viewing time, impressions/hour/TV rounded to nearest whole number and range between 1 and 30
 Comparing a large vMVPD (linear) with a Popular App with and AVOD and SVOD offering

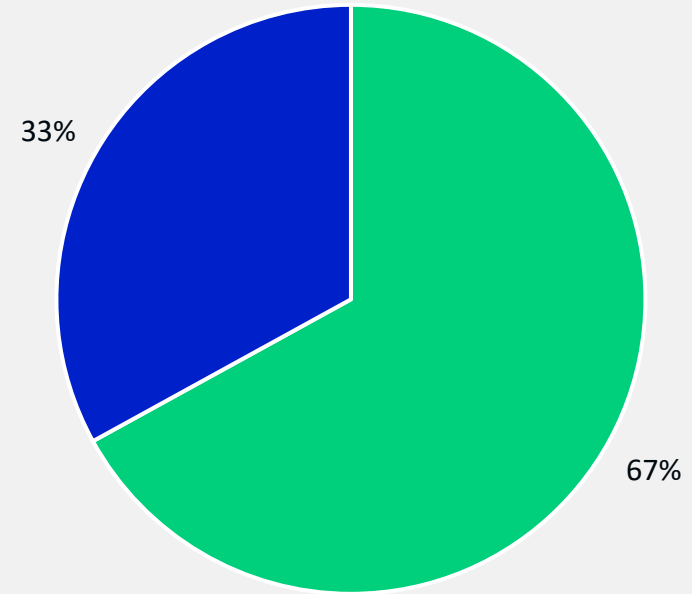
Program Viewing by Platform: Reality Show

Distinct TVs: Full Season



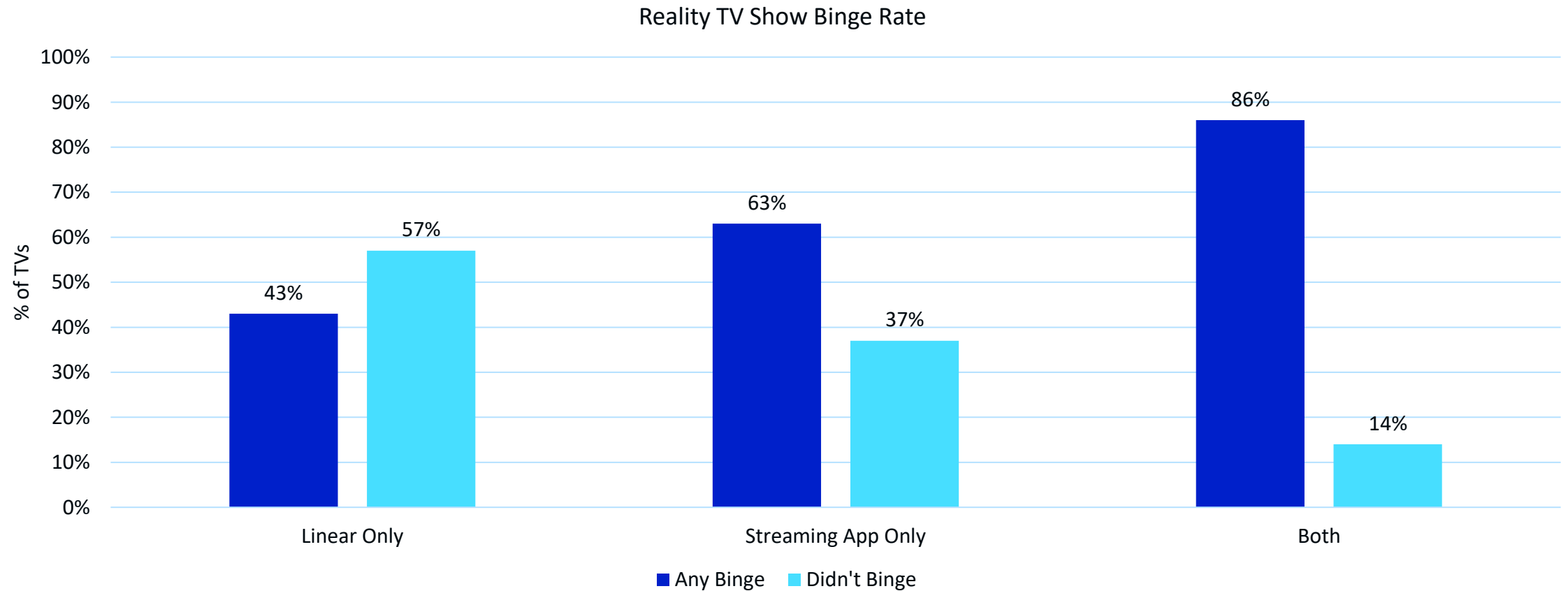
■ Linear Only ■ Streaming Platform Only ■ Both

Distinct TVs: First Episode

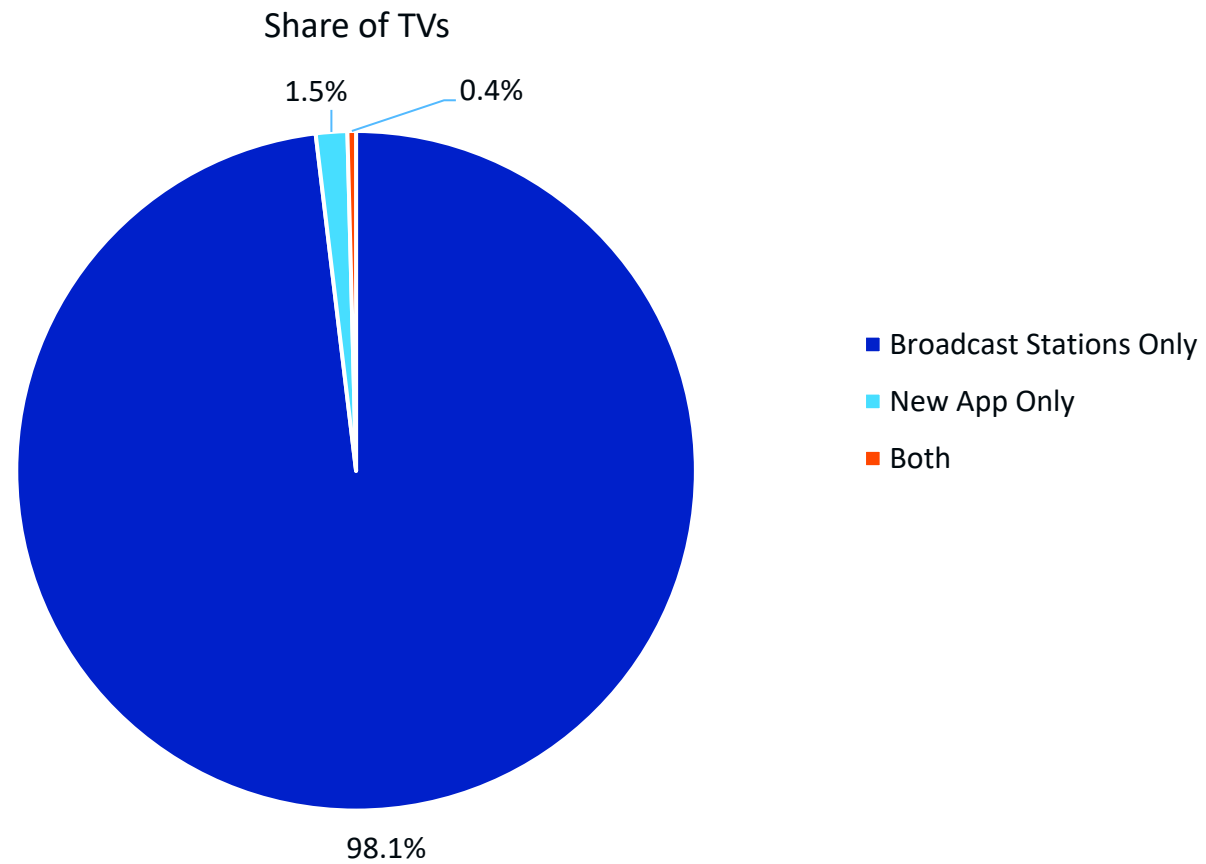


■ Linear ■ Streaming Platform

Binging More Likely Across Platforms

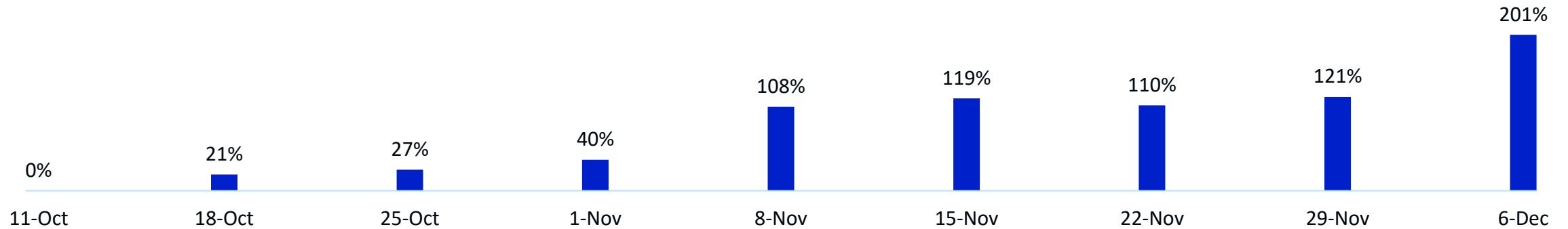


New App Launch

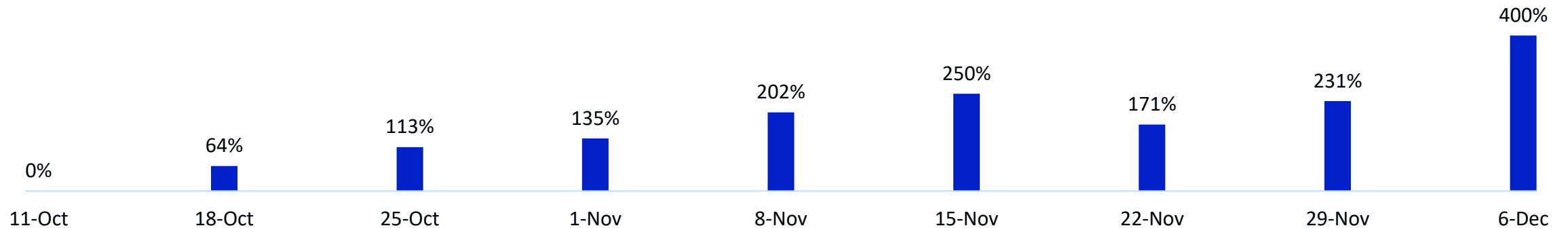


New App Shows Strong Growth

Percent Increase in Unique TVs Since Launch

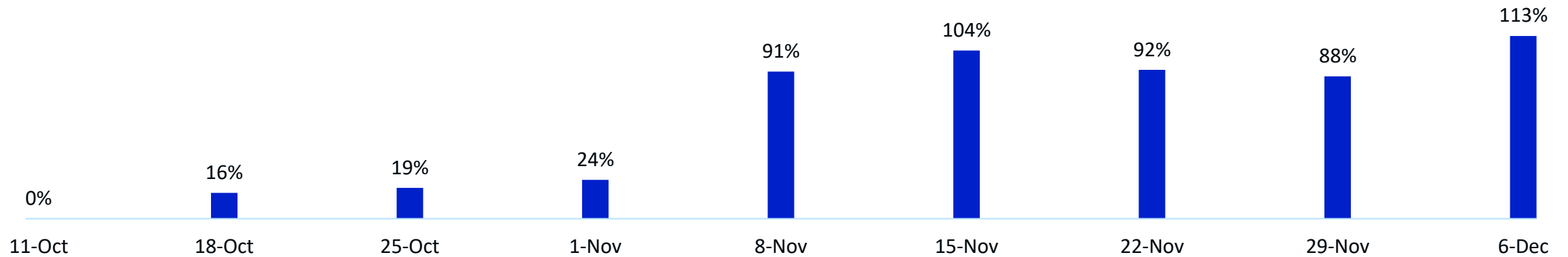


Percent Increase in Weekly Minutes Since Launch

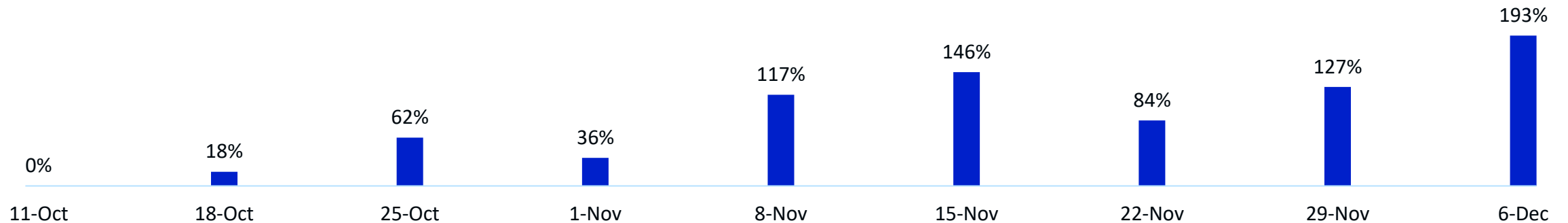


Complimentary Viewing: New App Only Growth

Percent Increase in Unique TVs Since Launch



Percent Increase in Weekly Minutes Since Launch



Churn Analysis: Apps, Channels, or Programs

Example vMVPD Churn Chart for 2023

■ Churn ■ Return ■ New ■ Still Active

New TVs

Set of TVs detected using the app for the first time in the observation window.

Still Active TVs

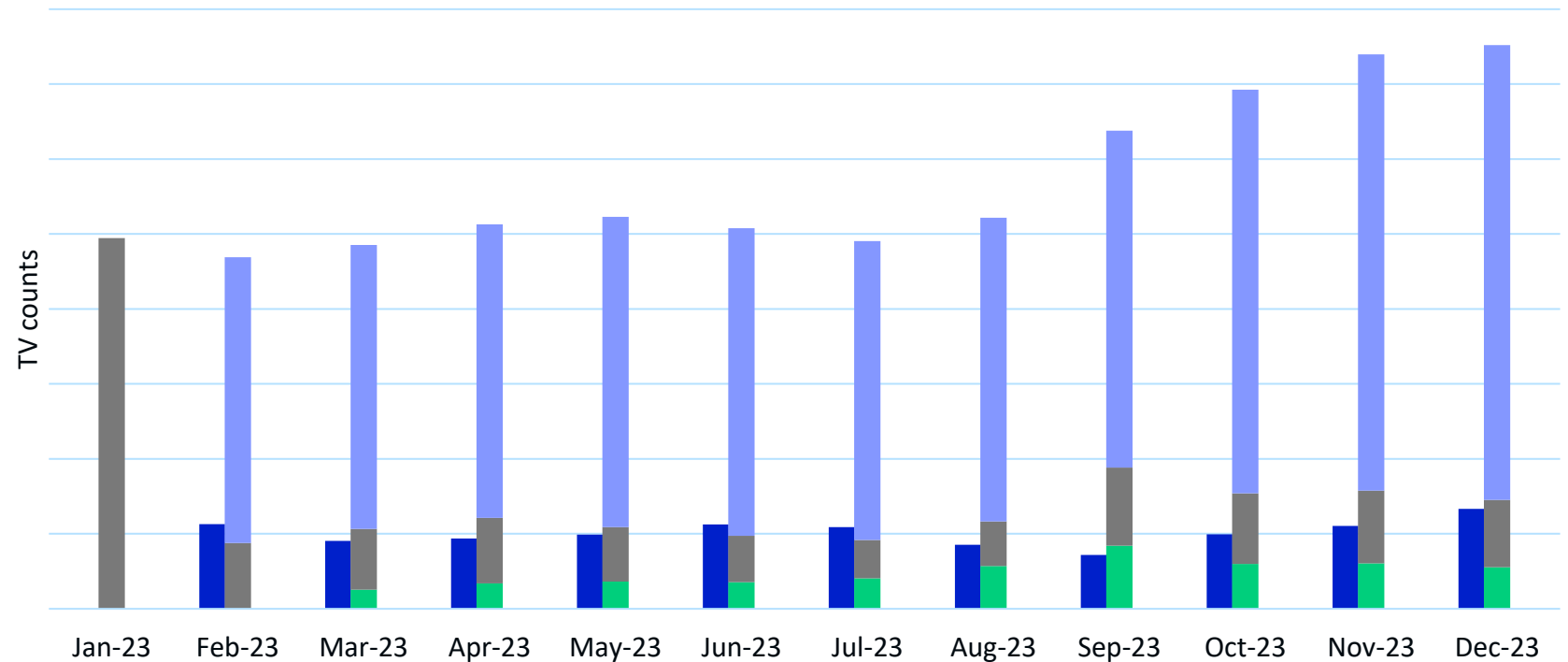
Set of TVs STILL detected using the app in the following month.

Churned TVs

Set of TVs NOT detected using the app in the following month.

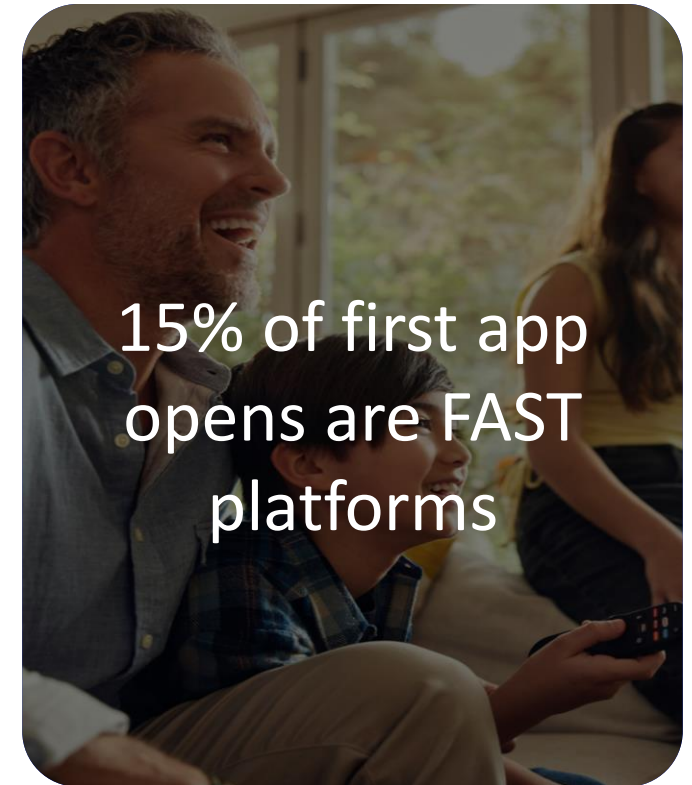
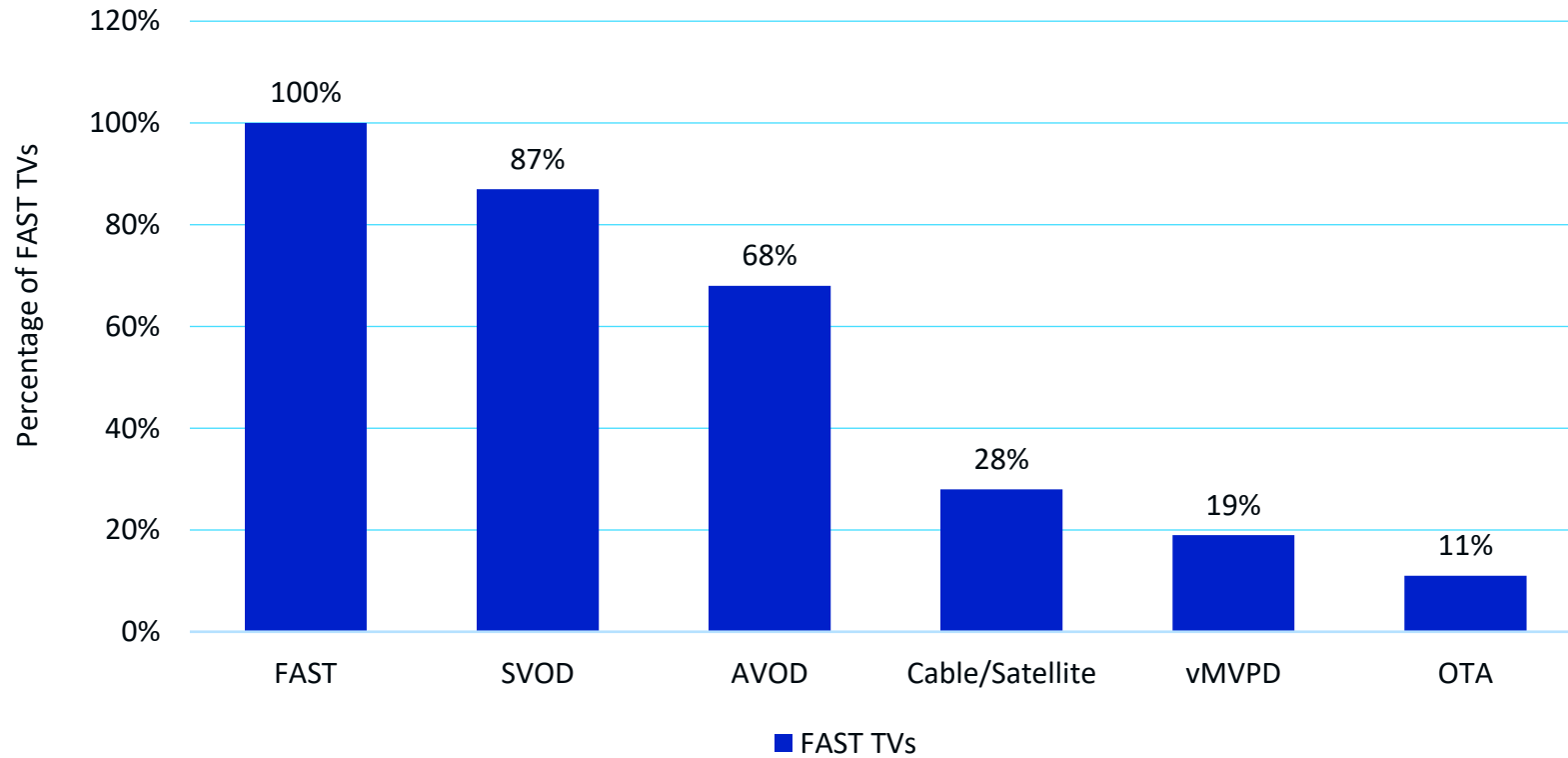
Returned TVs

Set of TVs that have previously churned and have been detected using the app in a proceeding month.



FAST Audience Overlap

Other Categories Viewed by FAST TVs



The Right Data Matters

Understand Content That Engages Audiences

Find out what content audiences are watching. Diagnose what apps/shows are retaining viewers.

Identify How Audiences Access Content

Learn where audiences are spending time and how are they watching their favorite shows on your platforms and the competition.

Discover Viewing Habits

Follow the audience journey across content and learn about viewing patterns and behavior.

Test Out Strategies

Timing of series releases on linear and streaming, promotion effectiveness.



Rich Guinness



rich.guinness@vizio.com



[in/rich-guinness-2129ba66](https://www.linkedin.com/in/rich-guinness-2129ba66)



James Alexander



james.alexander@vizio.com



[in/jamesalexander](https://www.linkedin.com/in/jamesalexander)

Thank you.

INscape