

TRANSCRIPT:

VIEWERSHIP DATA AND ANALYTICS FROM SET-TOP BOXES

SETTOP VU

[intro music]

There's an old saying that "knowledge is power."

That's especially true in today's data-driven world.

With SetTop VU from ZCorum, you'll have access to detailed TV analytics from each set-top box that will show you what your subscribers are watching, when, and for how long.

You'll be able to measure the reach, rating, share, and minutes viewed of any program, which can quickly show you which programs actually matter for your subscribers.

That can come in handy when you're negotiating with programmers.

Instead of relying on the programmers' ratings, which are usually based on samples and taken from a national audience, you'll be armed with one hundred percent of the actual viewership data for your subscribers.

To learn more about SetTop VU and the benefits of TV analytics, give us a call at 800-909-9441 or go to www.settopvu.com.



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