

DIRECTView™

Get the Full Picture of Today's Complex TV Landscape

A Revolution in TV Measurement

DIRECTView is a national TV audience measurement tool that brings you unprecedented intelligence to evaluate the entire spectrum of live and time-shifted (DVR) audience viewing behaviors at a second-by-second level. It's the perfect tool to easily turn viewing data from hundreds of thousands of homes into timely, actionable and relevant insights.

Advanced Insights for Your Needs

TNS Media Research builds on its global research pedigree and analytics expertise to capture Return Path Data (RPD) clickstream from DIRECTV's digital TV set-top boxes and provide **transparent and accurate audience ratings**. Our vast experience in collecting, managing and extracting value from large data samples enables us to bring you analytics and insights to:

- **Develop cost-effective media buying/planning strategies** - Measure your advertising campaign's effectiveness and Return on Investment (ROI) based on second-by-second commercial ratings and DVR playback.
- **Implement the best programming decisions** - Monitor competitive trends and protect your business through in-depth analytics of second-by-second viewing patterns.
- **Maximize advertising sales opportunities** - Improve your sales team's targeting and client accountability for media organizations and ad sales rep firms.
- **Access previously unreported networks** - DIRECTView's quasi-census data provides stable, consistent ratings for small, digital and HD networks.
- **Create your own custom metrics** - Set your own retention metrics to evaluate commercial avoidance, creative wear-out levels, audience flow and more.



Key Features

- 100,000 in-tab DIRECTV homes
- Projectable to DIRECTV's national universe of 17 million households
- 350+ channels
- Live and time-shifted viewing
- Second-by-second commercial ratings
- Ad occurrence provided by TNS Media Intelligence
- Dashboard look-and-feel and graphical reporting

Get Started Now!

Contact: Bud Breheney

Tel: 212.991.6080

Email: Bud.Breheney@tns-mr.com