

# Why wait?

How real time ratings deliver competitive advantage

ON AIR

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WORLD  
AUDIENCES  
SUMMIT  
2016



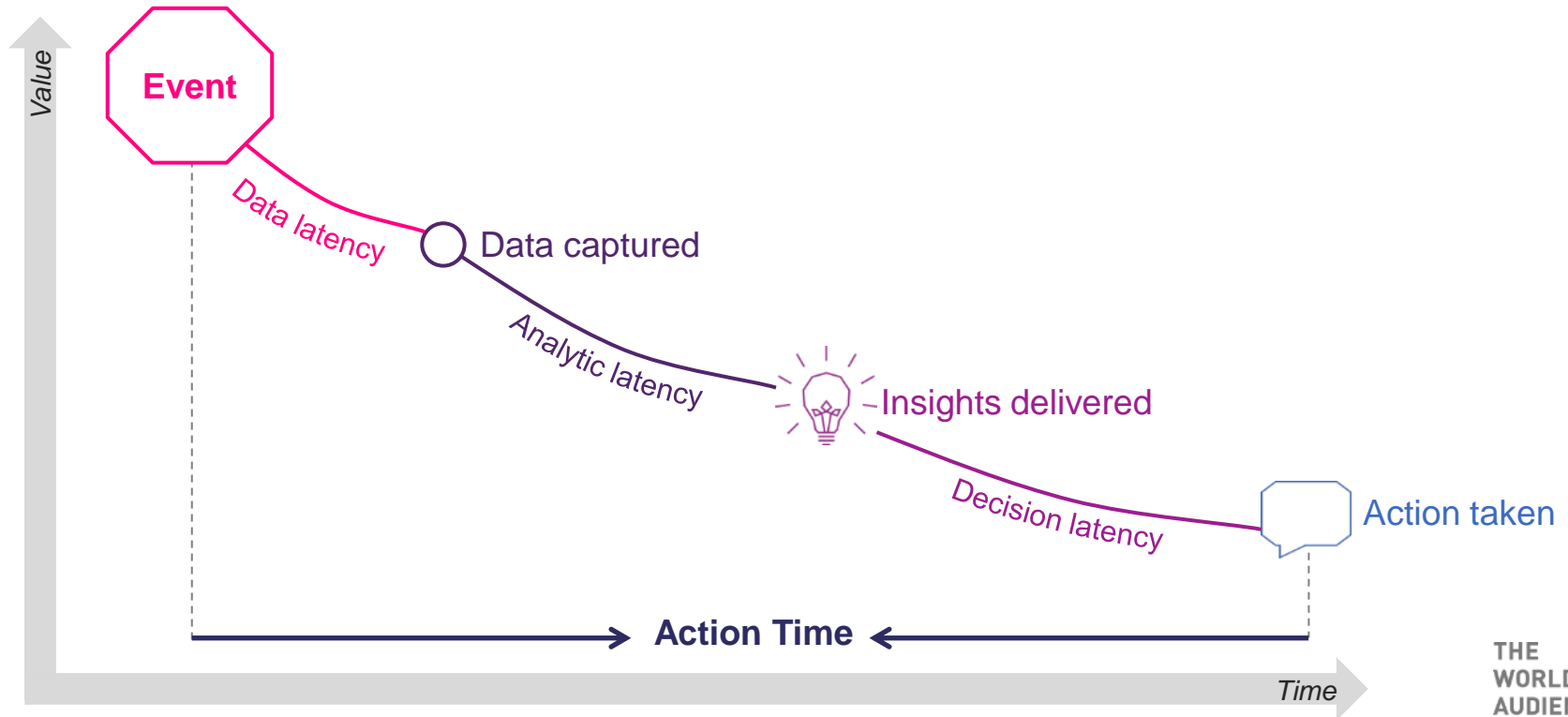


**STUDIO 60**

ON THE SUNSET STRIP



# Reducing Time to Opportunities



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# Anytime, anywhere



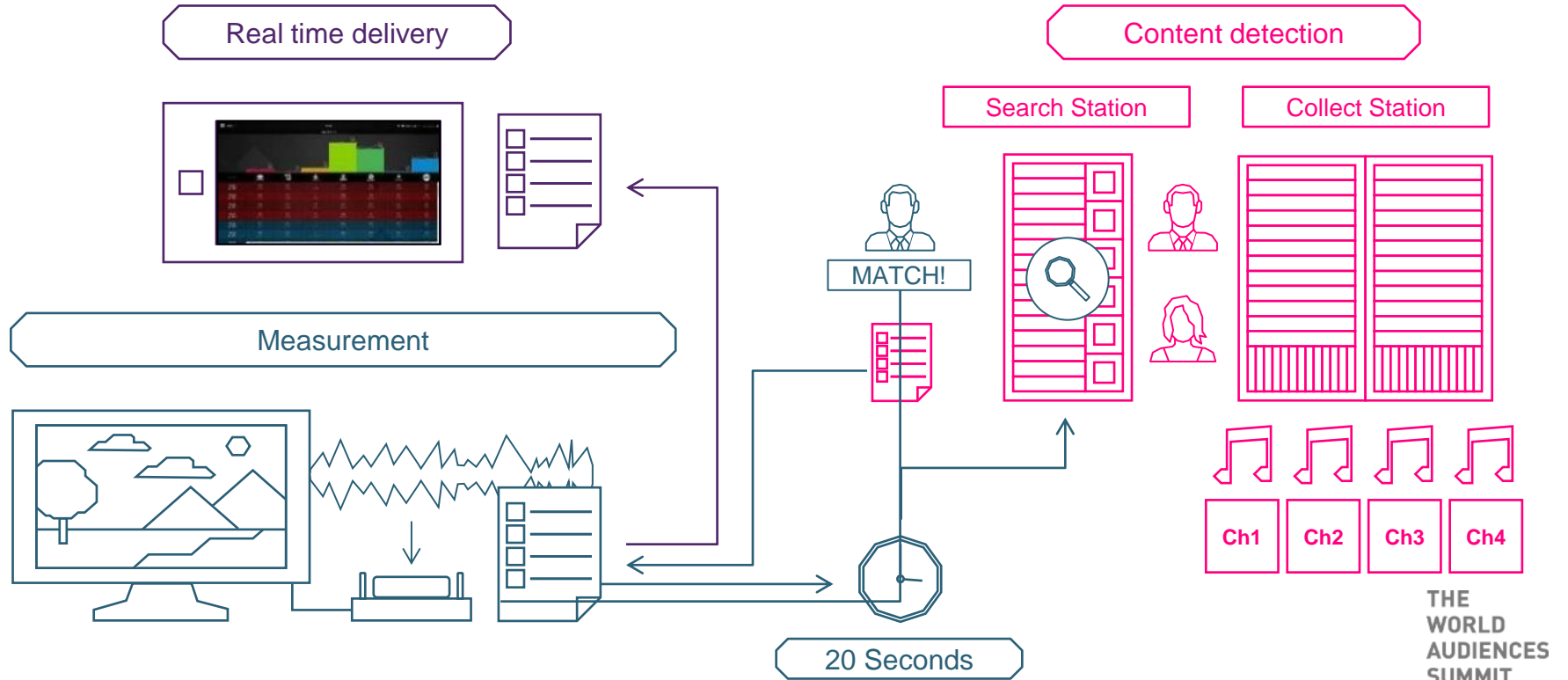
# Adopted and used by over 50 broadcasters



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# How does it work?

Realtime ratings use audio matching technology



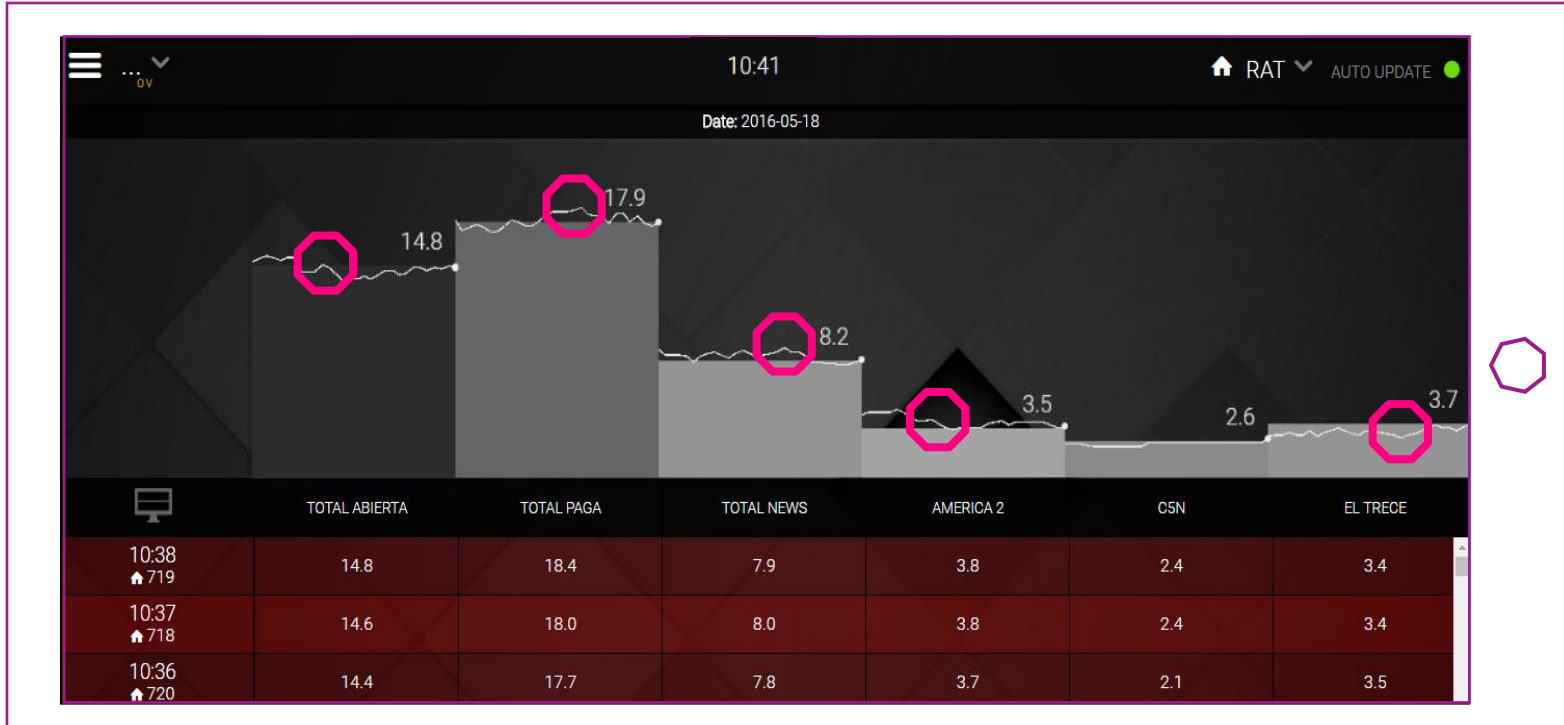
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# From small beginnings, Real Time is used internationally

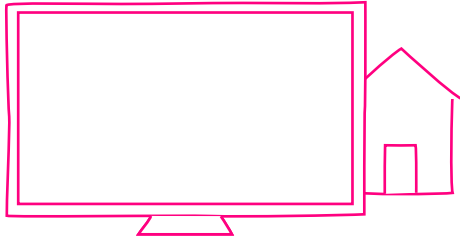


# The Real Time Platform



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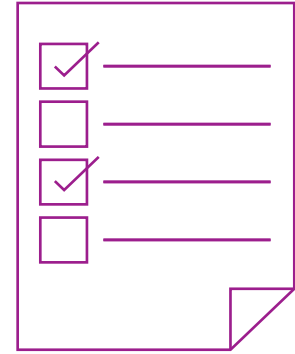
# Strengths & Limitations



**Not part of the  
official currency**



**Heavy Infrastructure**



**Partial Data Validation  
& Editing Rules**

# What's next?



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“

People in both fields operate with beliefs and biases. To the extent you can eliminate both and replace them with data, you gain a clear advantage.

”

**Michael Lewis**

Moneyball: The Art of Winning an Unfair Game



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