ZQ Intelligence™ SVOD & Video Entertainment App Data

TITLE LEVEL AND CROSS-PLATFORM AUDIENCE INSIGHTS

Luth Research's ZQ Intelligence™ cross-platform digital behavior tracking technology now offers an industry first opportunity to collect and examine leading streaming video on demand (SVOD) services and video entertainment apps (i.e. Netflix, YouTube, Disney Apps) across mobile phone, tablet and computer. The solution is built upon two critical technical capabilities. The first is the ability to track in-app data including encrypted data to pinpoint the viewing events. The second establishes a comprehensive library of show/movie titles identifiable with their codes used by the video service provider. The data access opens the door to observing audience behaviors in a non-ad environment with the audience having more control.

Are people TV binging? How are people discovering content? Are there high correlations to be built between contents? Can the consumer preferences reflected on the non-ad entertainment environment predict the ratings for similar contents on ad supported television?

These are all possibilities of insights that help TV networks, studios and premium channels make better decisions on content and audience development.

In addition, Luth's cross-platform title-level data is not limited to behaviors and data on these leading SVOD and video entertainment properties only. It also includes audience profiling based on 24/7 digital tracking across more than 25 website categories and 25 mobile app categories. This rich audience data provides the foundation for gaining competitive intelligence, identifying content creation directions, and determining content and distribution partnerships.

Key Benefits:

+ Gain competitive intelligence, inform content creation strategy and determine content and distribution partnerships

+ Bridge the gap in digital measurement so content providers and digital channels make informed decisions about licensing content to subscription-based platforms vs. the traditional ad supported television

+ Observe audience behaviors in a non-ad environment where the audience is in control of content

+ Access 24/7 digital activities among SVOD and video entertainment app users

To view a sample dashboard or obtain more information on any ZQ Intelligence product, please email us at zqdata@luthresearch.com.

Be a digital know-it-all.

LUTH research