

S4 ReportOne

Long Form Advertising Measurement



Gain valuable insight into frequency and reach across all your subscribers, locations, advertisers' campaigns, categories, and demographics.

Immediate Insight to All Your Markets and Platforms

Everstream's ReportOne Long Form Advertising (LFA) Reports provide immediate visibility for campaigns across all your on-demand platforms and channels. Whether over cable Video on Demand or IP-Based Streaming, LFA reports enable valuable insight into privacy protected subscriber viewing statistics and audience share metrics.

Measure Your Audience and Enable Targeted Advertising

Understanding your audience, as well as how and when they view your campaigns is key to a strong ad business. Everstream's LFA templates provide key performance metrics such as views by households, views by demographic, views by Postal / ZIP code, share of active audience, share of total audience, viewing time per household, and day part analysis.

Share, Adapt, and Collaborate with Your Advertisers

Everstream's LFA reports can be configured to periodically send saved reports via email to users and clients, or allow them to securely log in to see the progress of their campaigns. Because each template can be extended easily with off-the-shelf reporting tools, you can collaborate with your advertisers to provide exactly the reports they need.

Industry Recognized Reporting Standards

Resulting from years of study and feedback from the industry, as well as standards bodies such as AAAA, CTAM and CableLabs, Everstream's LFA Reporting Templates provide common and familiar metrics for advertisers and partners.



Features and Specs

Everstream's S4 ReportOne LFA reports utilize standard data warehousing and analytic methods for data query and reporting (requires S4 Data Suite). Our open approach to standard reporting and OLAP packages provides powerful flexibility to add report columns, redefine graphs, and derive new summaries from templates provided within ReportOne. Each template includes query features such as filters, dimension, and groupings, as well as flexible measures (or fields) for output.

The screenshot displays the 'Propensity - Report Studio' application. The main window shows a report design area with a 'Report Parameters' table and a 'Data Exceptions' section. A 'Text Item' is selected, showing its properties in a sidebar. A 'Summary Templates' box is overlaid on the chart area, and a 'Segmentation Templates' box is overlaid on the bottom right. The chart itself is a horizontal bar chart with an x-axis labeled 'Microvision Group' and a y-axis labeled 'Active Subscribers'. The chart footer is hidden.

Dimensional Analysis Templates

- Matrix and Trends by Advertiser
- Matrix and Trends by Campaign
- Matrix and Trends by Title
- Matrix and Trends by Category
- Matrix and Trends by Day Part & Time
- Matrix and Trends by Views
- Matrix and Trends by Subscribers
- Matrix and Trends by Viewing Time
- Share of Active Households
- Share of Total Households

Summary Templates

- Viewing Statistics Dashboard
- Detailed Views Report
- Summary Report
- Day Part Report
- Time Report
- Postal Code Report

Segmentation Templates

- By Demographic Profile
- By Postal Code
- By Viewership Propensity

Drag and Drop Report Editing: Cognos ReportNet Studio Example

Leverage Your Knowledge with Everstream Ci – Communication Intelligence

Everstream's Ci product line compliments ReportOne LFA reports by enabling your advertising team to intersperse targeted ads within the context of your subscribers' interactive experiences such as VOD and interactive guides. Ci also provides innovative opportunities to direct messages to call center personnel in order to better serve and promote services instantly while in dialog with subscribers. To learn more about Ci, go to <http://everstream.com/ci>.

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