

# ABOUT



Bringing Audience Intelligence to Television and Video



Lotame's aiTV (Audience Intelligence for Television & Video) bridges the gap in television advertising by bringing rich audience insights, previously only available in digital channels, to television networks and marketers. By combining viewership habits of a television audience with other data points collected from the viewers' online and offline interests and behaviors, Lotame's aiTV offers a suite of solutions to give a complete view of television consumers:

## aiTV: Platform

The aiTV: Platform unifies TV viewership data with the world of digital data. This allows for television networks to develop a deeper understanding of their audience data, optimizing inventory and increasing linear sales revenue. The platform itself includes the following capabilities:

- Planning
- Analysis & Optimization
- Activation
- Post-Buy Reporting

## aiTV: Attribution & Insights

Television advertisers can now measure the impact of TV advertising on the real-world KPIs that matter.

- Better understanding of who is interacting with your campaigns
- The aiTV: Attribution and Insights suite include the following reports based off of commercials that ran:
  - Foot Traffic Attribution Report
  - Online Purchase Attribution Report
  - Website Visitation Attribution Report
  - Offline Purchase Attribution Report

## aiTV: SmartTV Data Segments

The aiTV: SmartTV Data segments are TV Viewership audiences, scaled via the Lotame Data Exchange:

- **Prepackaged:** Access to tens of thousands of audiences from over 8MM Smart TV's which can be combined with your 1st, 2nd and 3rd party data.
- **Custom Audience Segments:** Data segments generated from a raw feed of Smart TV data can be analyzed to form custom segments based on client needs.

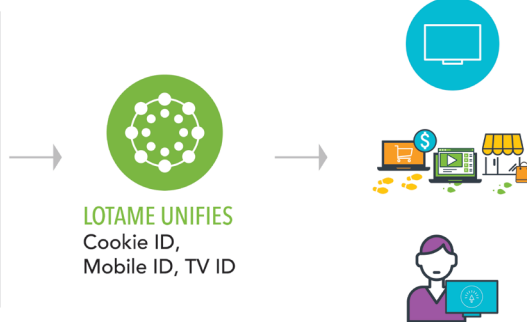
## HOW IT WORKS



LOTAME DATA EXCHANGE  
**100 MILLION**  
connected TV profiles



Lotame has access to  
**8 MILLION**  
smart TV households  
**40%** Smart TV market



### aiTV: Platform

Planning, optimization, activation, and reporting of TV viewership data.



### aiTV: Attribution & Insights

Foot Traffic, Online Purchases, Offline Purchases, Website Visits.



### SmartTV Data Segments

SmartTV viewership audiences, scaled via the LDX

Interested in learning more about aiTV?  
Get in touch! [aitv@lotame.com](mailto:aitv@lotame.com) [lotame.com/aitv](http://lotame.com/aitv)

