



DATASHEET

Audience measurement: Transforming data into measurable impact

In the world of TV and video delivery, the ultimate goal is to understand who is watching what. Audience insight firms empower content creators, advertisers, and distributors to make strategic decisions that drive revenue, enhance engagement, and maximise viewer satisfaction. To succeed, brands and media companies must pinpoint when, where, and how audiences consume content across various platforms.

The complexity of audience measurement

Accurately measuring TV audiences requires the seamless integration of data, technology, and analytics. Our advanced technology processes millions of data transactions daily, laying the groundwork for our customers to deliver precise audience insights. Through sophisticated content ID mapping, we unify disparate data sources (e.g., TX logs, CMS, streaming, or enrichment data), ensuring organisations can connect and reconcile audience data across multiple platforms, devices, and touchpoints. This approach eliminates data and operational redundancy, enhances accuracy, and enables cross-platform tracking across both traditional broadcast and digital streaming services.





Content ID matching & mapping: The key to precision

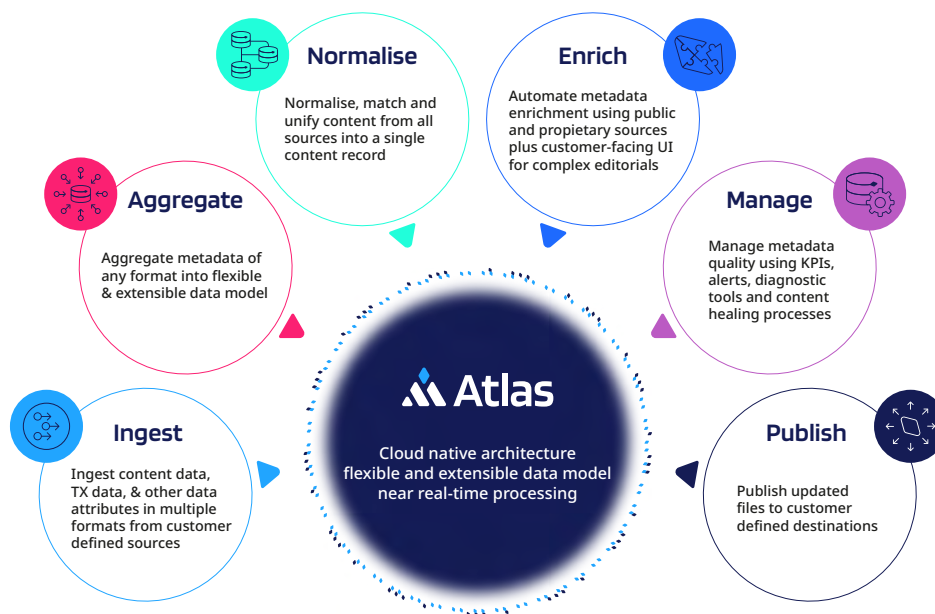
Accurate measurement has never been more complex, as audiences access content on a variety of devices through both linear, streaming and social platforms. This highlights the critical role of content IDs, which must be consistently matched and mapped to ensure reliable insights.

Content ID Matching	Content ID Mapping
Address cross-platform measurement requirements	Associate different content identifiers within a unified system
Identify and link content across different datasets, platforms or measurement systems	Structure audience data for analysis
Ensure accurate audience attribution	Enable detailed insights and comparisons
If the show has different content IDs in each system, ID matching ensures that audience data is aggregated correctly, preventing underreporting or duplication	By mapping content IDs across different databases, media companies can consolidate audience data into a single view, enabling more precise measurement

Introducing Atlas: A game-changer in metadata management



Atlas is our cloud-based active metadata platform designed to process and analyse vast amounts of data at scale. Built on a modern data stack, Atlas ingests both linear and on-demand metadata from multiple sources. It automatically deduplicates, cleanses, and resolves content IDs, ensuring consistency and accuracy. Atlas combines automated processes with editorial oversight to deliver independent genre classifications through well-defined taxonomies, making audience measurement more effective and reliable.



The power of our ID registry

Atlas leverages our ID registry of over 140 million mapped MetaBroadcast content IDs (MBIDs), built over a decade by integrating, matching, and normalising content IDs from leading broadcasters, content owners, and metadata providers, including BBC, ITV, PA, EIDR, Gracenote, and IMDb. The registry's standardised, unified, and validated dataset is an essential component of our ability to deliver audience measurement firms a consolidated data set that reflects the following:

- Cleansed and structured metadata
- Verified content hierarchies and brand consistency
- Accurate and clearly defined genre classification
- Provenance of all metadata



Customer benefits

- A scalable platform with proven interoperability across multiple data sources
- Automated content ingestion, normalisation, enrichment, tracking, and healing
- Reliable, consolidated data delivery in a timely manner
- Clear content classifications with structured hierarchies and taxonomies
- Consistent IDs for both linear and on-demand content
- Visualisation tools for Content ID mapping and data provenance
- Enhanced data enrichment from public and private sources
- Alert mechanisms to identify and rectify faulty data records
- APIs that streamline data ingestion and distribution across multiple platforms



Maximising media investments

Understanding audience behaviour is critical in today's competitive media landscape. Accurately capturing and normalising content metadata lays the groundwork for meaningful audience insights. With correctly mapped content IDs, consolidated data records and behavioural data from providers like Nielsen, Kantar or GfK, businesses can track and measure viewership across platforms, channels, and screens.

Reliable audience data informs future content creation and ad placement strategies, ensuring the right content reaches the right audience for maximum impact. Broadcasters, Pay TV operators, streaming service providers, and advertisers rely on audience measurement firms like BARB, Nielsen, Numeris and Comscore to refine their strategies and optimise engagement.

At MetaBroadcast, we unleash the power of metadata by aggregating and normalising the descriptive information needed to analyse audience behaviour effectively.

Founded in 2007 and headquartered in London, UK, MetaBroadcast has processed metadata from over 150 sources, serving 80+ broadcasters and 310+ channels. Our system manages over 140 million MetaBroadcast IDs, related content records, and billions of transactions—ensuring data accuracy and enabling smarter audience measurement.



For more information, please visit: www.metabroadcast.com