our client is a leading home entertainment company that pioneered the development
of the digital video recorder (DVR), revolutionizing how we view television.
Leveraging its expertise in providing marketing solutions for the television advertising
industry, it decided to offer an unparalleled research platform for advertisers, ad
agencies, and market research firms. It saw an opportunity to augment the coarse-
grained, minute-by-minute viewership data published by Nielsen Media Research by
using information from its own large base of DVRs deployed in consumers’ homes.
Traditional minute-by-minute data makes it difficult to understand viewership of
 commercials, which are typically much shorter. Tavant worked with the client to
develop an end-to-end subscription service that processes DVR logs, incorporates
3rd-party programming and commercial schedules, and exposes the information
through an interactive, query-able portal.

Challenges
The existing rigid reporting solution involved many manual steps that were time-
consuming and error prone. The business wanted an interactive portal for end-users with
the flexibility to slice-and-dice data (e.g., by date, network, genre, brand). It wanted
much larger samples from the millions of deployed DVRs. It wanted more accurate
data. And it wanted to sell this to its clients well before the competition.

Building an effective and robust data management system as solution
We used tools from Business Objects and Oracle to build a solution that met the new
business goals. It automatically captures, cleanses, and consolidates multiple data
feeds to produce second-by-second accurate television program and commercial
ratings. It supports both anonymous, randomized sample populations and opt-in
survey panels. It’s tuned to scale by using optimized code for the biggest data-
crunching steps. This solution has enabled media buyers to make smarter decisions
based on accurate information — not guesses — about how campaigns perform
and the effect of time-shifted viewing on them.

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