Tavant leveraged its extensive Business Intelligence (BI) expertise to build a television audience measurement service to increase advertisement optimization for a prominent player in the DVR space.

**SUCCESS STORY**

**New Audience Research Revenue Channel for America’s Most Popular DVR Service**

Being at the forefront of the DVR business, the client had built long term partnerships with the leaders in broadcasting, television media, and advertising. The device had the capability to monitor and log click stream data anonymously, or through opt-ins from consumers. This data was made available to advertisers through manual reports. However, the sheer volume of the data made it a tedious task to manage the reports manually, thus making it a slow and inefficient process.

The client envisioned an automated BI system with subscription-based access that would improve the reporting process significantly and allow clients to rapidly analyze this data themselves. Tavant was chosen as the development partner to execute this vision and build an interactive portal. The successful creation of the portal along with its advanced reporting capabilities helped the client realize its vision of a new revenue stream.

The reports were extensive and provided new insights into advertisement viewership across geographies, time, events etc. Today, advertisers have fantastic visibility into each campaign that better justifies the investment in this media. The system also provides concrete feedback to optimally allocate advertising budgets.
The Challenges

The devices generate a significant volume of data that is aggregated into a centralized data source. The portal works with this source to create advanced analytics and reports. The system needs to track the viewership by the second, measure numerous networks, handle schedule changes, and scale to handle high profile live broadcasts like the American Idol finale or the Super Bowl. The system also needs to cater to data from different generations of DVR hardware and software and hence this data requires to be cleansed. In addition, the data aggregated by the system has to be effectively analyzed to serve the BI capabilities of the engine.

The system also needs to ensure analytics are available shortly after a particular broadcast. This speed of reporting greatly complicates the portal’s capabilities.

The Solution

The Tavant team worked closely with the client’s vision of this information portal and co-developed a solution using industry-leading business intelligence tools such as Oracle Business Intelligence Enterprise Edition (OBIEE). The team further enhanced the interactive experience by filling voids in the capabilities of the tool with Flex and Java. Some of the key features this interactive portal possesses:

1. High performance reports with over 90% reduction in generation time compared to the earlier process of reporting
2. Top rated advertisements and most watched parts of programs on each network, based on actual viewing statistics
3. Advertisement performance across networks, geographies, genres, times of day etc.
4. An extensible foundation to add further dimensions and reports for analysis in the future
5. Sample sizes 10x larger than the competition, enabling coverage of far more networks and local programming

The Client

The client is a pioneer in the DVR business and has become the household name for enhanced and time-shifted television viewing. The company is continuing to revolutionize the consumer’s access to entertainment media in the living room by also providing access to internet video and other sources beyond television. As it expands, it now prides itself on partnerships with the world’s foremost broadcasters, content owners, cable companies, and advertisers.

The Business Benefits

Tavant successfully realized the client’s vision on this complex portal and helped the client generate a new revenue stream. Some of the key benefits enjoyed by the client and its advertising partners with this portal are:

1. Unprecedented visibility into each and every advertisement and its performance
2. Insights into advertisement performance with analytics as per geography, date, time, networks etc.
3. Higher brand value estimation for the advertiser as well as the brand
4. Accurate audience behavior measurement towards targeted campaigns

About Tavant

Tavant Technologies is a specialized IT solutions & services provider that leverages its expertise to provide impactful results to its customers. We have leveraged our unrivaled capabilities and domain insights to create game changing results for leading businesses across chosen industry micro-verticals. We are known for our long-lasting customer relationships, engineering excellence and passionate employees. Founded in 2000, we are headquartered in Santa Clara, California and service customers across North America, Europe, and Asia-Pacific.

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