

Be counted
A fact book of measurement companies
serving the US media industry
Summary

Company Business overview

Adams Media Research	Adams Media Research (AMR) provides market data and financial analytics on film, television, game and digital media markets. Clients in the filmed entertainment, consumer electronics, personal computer, microprocessor, packaged media distribution, cable and telecommunications markets use AMR's information for business plan development, sales and production forecasts, competitive monitoring and to identify new revenue opportunities.
Alexa Internet	Alexa Internet offers advertisers, agencies, software developers and website designers access to historical website information and popularity data. Clients use this information to develop a better understanding of their audiences, observe the strengths and weaknesses of various websites and develop targeted marketing strategies.
Arbitron	Arbitron measures network and local market radio audiences across the US and provides application software for analyzing media audience size and markup and marketing data. The company has developed the mobile-phone-sized Portable People Meter (PPM)—a single-source multimedia, passive audience measurement system that electronically tracks exposure to radio, broadcast television and cable media as consumers wear it throughout the day.
Audit Bureau of Circulations	The Audit Bureau of Circulations (ABC) is a forum of magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information important to the media buying and selling process, and produces circulation data for newspapers, magazines, and business and farm publications in North America.
BPA Worldwide	BPA Worldwide is a global media auditing company that provides advertisers and publishers across print, online and out of home media platforms with verified information about audience size and makeup, circulation and media usage. Advertisers and publishers use BPA's reported results to review the performance of one or more media types, analyze their media returns on investment and strategize on how to make future marketing spend decisions.
Cision USA	Cision is a media intelligence services company that provides marketers and public relations professionals with information and technology to help them develop more efficient marketing and communication strategies. Cision monitors media outlets worldwide—including print, broadcast and Internet publications—to keep clients informed about their coverage in the media as well as their competitors' coverage.
Civolution (formerly Teletrax)	Civolution is a provider of technology and services that identifies, manages and helps clients monetize media content. Formed in October 2008 as a spin-off from Royal Philips Electronics, Civolution, which includes Teletrax in its offerings, provides a portfolio of watermarking and fingerprinting technology solutions for forensic tracking of media assets including music and videos released prior to formal distribution, copies of digital projection videos, pay TV and Internet content.
comScore	comScore is a global provider of Internet consumer behavior insight that helps clients drive more efficient marketing, sales and trading strategies. The company's audience measurement services report details of online media usage, visitor demographics and online buying power for home, work and university audiences across local US markets, as well as markets worldwide.
Concurrent	Concurrent is a data management company that provides marketers, programmers, multiple system operators and audience researchers with the ability to analyze the interaction between multi-screen content usage, revenue and quality of service. Clients that install Concurrent's technologies are able to obtain a census level, cross-service view of media and program viewership.
Coremetrics	Coremetrics provides advertisers and marketers around the world and across industries with web analytics and digital marketing tools to improve search engine bid management, email marketing, industry benchmarking and consumer recommendations. Coremetrics' data enables companies to acquire customers more cost-effectively, increase conversion rates and grow lifetime customer value.
Google Analytics	Google Analytics is a free web analytics service that helps executives, marketers and website owners understand how visitors find, navigate and convert on their sites. Customizable reports and data visualizations allow users to track visitors' interactions with their websites and monitor the performance of marketing campaigns.
Hitwise	Hitwise, a wholly-owned subsidiary of Experian, is an online competitive intelligence service that provides clients with daily insights on how Internet users interact with a broad range of websites, and the tactics that competitors use to attract online customers. The company's proprietary software collects data directly from Internet service providers around the world on the online usage, search and conversion behavior of Internet users.
Integrated Media Measurement Inc.	Integrated Media Measurement Inc. (IMMI) provides passive, cross platform measurement of consumer exposure to content, ads and promotions in and out of the home. The company's proprietary mobile audio-capture technology passively "fingerprints" consumer exposure to media wherever it occurs and delivers real-world insights into how consumers interact with the multiple media platforms they encounter daily.
Navic	Navic, a Microsoft company, provides multichannel television system operators with advanced audience measurement, as well as advertising management and delivery technology solutions. Navic has focused on field-deployable, cross-platform advertising-centric applications designed to bring the addressability and accountability of the Internet to television advertising.
The Nielsen Company	The Nielsen Company employs advanced data collection methodologies and measurement science to help businesses turn new and traditional sources of data into customer intelligence so that they can better manage their brands, launch and grow product portfolios, optimize their media mix and establish meaningful customer relationships.

Measured media platforms							Used by				Used for			
Film	Games	Mobile	Out-of-home	Print	Radio	Television	Internet	Advertisers	Content distributors	Content providers	Media agencies	Competitive intelligence	Customer experience	Independent verification
●	●	●				●	●	●	●	●	●	●	●	●
							●	●	●	●	●	●	●	●
			●		●	●								
	●	●		●			●	●	●	●	●	●	●	●
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	●	●	●	●				●	●	●	●	●	●	●
●						●	●	●	●	●	●	●	●	●
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Omniture	The Omniture Online Business Optimization suite of products and services provides clients with the ability to capture, store, analyze and optimize information generated by their websites in order to better understand customer behavior, provide relevant content and improve overall marketing effectiveness. Omniture's products support multiple languages and currencies, and are delivered via an on-demand infrastructure that is designed to scale with customer needs.
Quantcast	Quantcast provides Internet content providers, marketers, and media planners and buyers with data on audience size and demographic makeup across a large number of websites. Available at no cost, the company publishes audience statistics and site ranking information on its website. This data enables publishers, marketers and Internet media marketplace participants to gain insights into a variety of Internet audience characteristics.
Radian6 Technologies	Radian6 Technologies provides social media monitoring and analysis for marketing, communications and customer support professionals. The company's dashboard enables monitoring of many forms of social media with results appearing in real-time, so that clients can understand the effects of each post on the respective communities.
Rentrak	Rentrak provides services that measure, aggregate and report content performance over a variety of entertainment platforms and media technologies including television, theatrical, home entertainment, mobile and broadband video. The company uses a census-based approach to collect information from digital set-top boxes, VOD servers, POS systems and data feeds. All services are offered via web-based access to transaction data and analytical tools, which provides detailed industry wide and title-specific information.
SAS Institute	SAS is a software and services provider, delivering business analytics that are focused on customer, supplier and performance data combined with integrated data management and reporting. SAS' Customer Intelligence provides a suite of analytic marketing solutions, enabling marketing executives to make smarter decisions and solve more business challenges.
TNS Media	TNS Media, part of the WPP Group, measures how well marketing influences and engages consumers across all media. They provide media and consumer research capabilities through traditional, social and digital media expertise, and combine technology, analytics and human resources to help clients around the world translate complex market data into targeted business results.
TiVo	TiVo, known for its digital video recorder (DVR) equipment and services, collects data anonymously from the subscribers who use its DVRs. By collecting this data, TiVo's television ratings service, Stop Watch, provides advertisers, agencies and programmers with insight into second-by-second viewing behaviors of DVR users, including viewership ratings for programs and specific commercials on both a live and time-shifted basis.
Unica	Unica provides services in enterprise marketing management. Unica's set of on-demand and on-premise interactive marketing solutions are designed to empower organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely and measurable business outcomes.
Visible Measures	Visible Measures provides its clients and partners with comprehensive digital video measurement solutions, including metrics such as audience engagement, brand advocacy, in-category and cross-category benchmarking and reach. Clients can use this data to support their ad sales initiatives, better understand ROI and make decisions regarding placement, distribution and creative strategies.
Visible Technologies	Visible Technologies provides Internet monitoring and analytics services that enable companies to track, analyze and participate in social media conversations. The company's TruCast software can be used by advertisers and agencies to promote word of mouth, measure ROI of media spend, foster relationships with customers and manage crisis situations.
Webtrends	Webtrends is an analytics advisor in the business of collecting, analyzing, delivering and ultimately transforming data into understanding. Webtrends delivers search engine marketing, visitor intelligence and analytics solutions to enable companies to understand their customers, drive engagement and enhance marketing and brand awareness.

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	●	●				●	●	●	●	●	●	●	●	●
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Updates since September 2008

Since Be counted v1.1 was released in September 2008, the media measurement ecosystem has undergone significant paradigm shifts as companies adapt their products, services and core business models in order to weather the economic recession. At the same time, the rapid growth in areas such as social media and mobile usage has also prompted the development of new media measurement capabilities across the industry. In Be counted v1.2—our second revision since the publication's genesis in January 2008—you will find two additional companies, as well as a myriad of revisions to nearly each company's profile. These additions and revisions are a reflection of the changes occurring in the marketplace, and are highlighted by a few examples below:

- BPA Worldwide and Visible Measures—a global media auditing company and an Internet video analytics company, respectively—have been added to Be counted.
- Navic was acquired by the Microsoft Corporation, and re-branded as “Navic, a Microsoft company” in December 2008.
- BuzzLogic has shifted its primary focus from a consumer conversations measurement and analysis company to a social media advertising network. BuzzLogic is, thus, no longer listed in Be counted.
- In November 2008, Philips Content Identification—the previous parent company of Teletrax—spun-out to become Civolution.

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For more in-depth information on the companies already included, or to be counted, visit www.pwc.com/becounted.

Glossary

Measured media platforms

Used by

Used for

Film Motion picture exhibition within movie theaters and via DVD rentals and purchases.

Games Applications, entertainment and downloads (e.g., ringtones) on wireless phones or PDAs.

Mobile Content, entertainment and downloads (e.g., ringtones) on wireless phones or PDAs.

Out-of-home Billboards, street furniture, transit advertising, live concerts, sporting events and traditional media exhibited outside of the home (e.g., watching an in-airport news network displayed on television monitors at airport gates).

Print Books, magazines and news publications.

Radio Over-the-air (including satellite) radio broadcast.

Television Over-the-air and multichannel (e.g., cable, satellite) television broadcast.

Internet Websites, social networks, blogs, broadband video and online radio (accessed from a computer and from a wireless phone or PDA).

Advertisers Marketers and brand managers.

Content distributors Companies that provide the infrastructure to deliver content via their physical or digital networks.

Content providers Entertainment or information content producers and publishers.

Media agencies Advertiser representatives who plan and buy media.

Competitive intelligence Measurement of industrywide and/or peer-group audience size and demographic information for the purpose of gauging the success of one's own media offering against others.

Customer experience Measurement and analysis of consumer behavior in relation to a specific publisher or distributor's content (e.g., website) to provide insight on how to improve the customer experience and meet other defined company goals.

Independent verification Measurement of statistics (e.g., size of audience, number of ad impressions, ratings) used to validate that advertising campaigns have successfully met contracted guarantees or other commitments.

How to use this fact book

Why this collection?

This listing identifies companies in the business of media and audience measurement—spanning television, film, radio, print, internet, mobile, games and out-of-home media markets. The listing offers no endorsements of specific companies, nor is it a comprehensive directory; it presents introductory information on established companies that provide measurement services and tools to the US media industry.

As the entertainment and media landscape continues to expand, consumer behavior is growing more diverse and complex, presenting a challenge to industry executives seeking to determine where best to make media investments and how to most effectively measure their returns. Innovative participants in the marketplace are looking beyond traditional metrics in order to establish a more comprehensive view of

The companies are categorized by the platform(s) they measure, the audience(s) they typically serve and the specific objectives they fulfill for their clients. PricewaterhouseCoopers sourced the information from company websites, news reports and interviews with company representatives. This is not a buyer's guide. This fact book is meant solely as a helpful starting point for entities seeking to involve their consumer insights and measurement

how consumers interact with content and advertising. As data sources and tools grow more sophisticated, entertainment and media companies have unprecedented opportunities in an effort to provide our clients—and the industry—with a timely and unique resource, offering measurement services and tools to help advertisers, media agencies, content providers and content distributors analyze returns on their marketplace in search of services and tools used

methodologies. Companies participating in the content, entertainment and advertising ecosystem can use Be counted to gain a greater understanding of the resources available to help them evaluate the effectiveness of their marketing, entertainment and media investments. To access the detailed fact book visit www.pwc.com/becounted.

Witnessing the innovation under way, PricewaterhouseCoopers scanned the marketplace. Making with more in-depth insights into the marketplace. In an effort to provide our clients—and the industry—with a timely and unique resource, offering measurement services and tools to help advertisers, media agencies, content providers and content distributors analyze returns on their marketplace in search of services and tools used

Advisory Services

Be counted*

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Version 1.2
Summary

