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Media Mentions 2019

THE WALL STREET JOURNAL.

**BUSINESS
INSIDER**

The New York Times



The Motley Fool.



REUTERS



VARIETY

ADWEEK

AdAge



MMediaPost

Forbes

THE DAILY

FierceVideo

TV (R)EV

And more . . .

Project OAR in the Media

“A handful of media companies recently teamed up with Inscope, a data company owned by smart-TV manufacturer Vizio Inc., to form a consortium called **Project OAR**. The group will develop technology that makes it easier for traditional programmers—such as CBS, ABC and NBC—to place targeted ads into shows through certain internet-enabled TVs, instead of relying on cable and satellite providers to place those ads for them.” ([Wall Street Journal](#))

“With a working prototype in hand, **Project OAR has moved to the next phase** of ensuring the technology can plug into the rest of the TV advertising ecosystem.” ([Digiday](#))

“**Project OAR received a boost** today, with Fox Corp. joining its roster of TV’s biggest media companies. The consortium has also formed an advisory committee consisting of some of the largest media-buying agencies in the business.” ([Adweek](#))

“We all recognize the most important goal of this initiative is to **drastically enhance the TV experience** for people at home.” ([Vizio founder and CEO William Wang in Variety](#))

“TV is no longer just that box, there’s an entire video ecosystem. It’s not news that people are watching more video than ever and across multiple devices. That shift in consumer behavior is driving angst, disruption and also innovation as everyone tries to quickly find their new spot in the value chain. **OAR is a prime example**. Traditional players are trying to figure out where and how to compete in an increasingly digital world.” ([Jodie McAfee in AdExchanger](#))

“We’re very excited about the work **Inscope is leading around Project OAR**, and proud to be on the Agency Advisory Committee” ([Havas’ George Sargent in Variety](#))

“In addition to using **Inscope** data to help give better recommendations, **Wang is using the division to help push the TV advertising industry into the 21st century**.” ([Forbes](#))

“The companies involved with the consortium include Disney (Disney Media Networks’ ABC, ESPN and Freeform), Comcast (NBCUniversal and FreeWheel), AT&T (Xandr and Turner), CBS, Discovery Inc., AMC Networks, Hearst Television, Vizio and Inscope. The consortium is based around two principles, **said Jodie McAfee, svp of the Vizio-owned Inscope**, which is developing the technology for the new standard. One, “**a rising tide lifts all boats. We understand that for any addressable product or platform to actually be successful requires scale**.” ([Adweek](#))

Inscape in the Media

“Inscape’s data is being used by a growing number of platforms and analytics providers as a way to use and measure over-the-top viewing.” ([Broadcasting & Cable](#))

“Business outcome-based measurement and planning is reshaping TV. **We are partnering with some of the most forward-thinking businesses** to help marketers navigate media fragmentation and optimize effectiveness against their digital target audiences on TV.” ([Jodie McAfee in Broadcasting & Cable](#))

“**Jodie McAfee**, Inscape’s svp, sales and marketing, predicted that as measurement tools advance, different metrics will evolve to help buyers and sellers.” ([Adweek](#))

“**No Nielsen?** Here’s How Networks Can Use Other Measurement Tools” ([Broadcasting & Cable](#))

“**Greg Hampton**, vice-president of business development at **Inscape**, said there’s increasing market demand as media buyers become more familiar with ACR data.” ([The Drum](#))

“Inscape delivers glass-level TV transparency and near real-time viewing data to tech providers, networks and agencies. This data helps everyone in the TV ecosystem unlock additional revenue, make decisions with greater certainty and move at the speed of the digital age. **We are the backbone of TV attribution models and the key ingredient for cross-platform planning tools.**” ([Jodie McAfee in TVREV](#))

“**Independent companies like Inscape.tv**, which licenses glass level viewing detection from over 11 million VIZIO SmartTVs, are offering **datasets that are being incorporated into new systems used by networks, agencies and brands**. All of this is at the center of the new addressable advertising consortium, Project OAR, which currently has nine networks signed on.” ([TVREV](#))

“The industry reached an inflection point this past year where people got comfortable matching data sets and **driving addressable TV.**” ([Zeev Neumeier in FierceVideo](#))

“Unlike linear, targeting data on OTT is incredibly robust. [Technology like Inscape](#), with data from over 11 million smart TVs nationwide, delivers granular information at scale about actual viewing trends.” ([TVREV](#))

Inscape in the Media: Partnerships

“Inscape is one of the most dynamic companies in the space, and we are excited to be their partner and leverage their real-time approach to audience segmentation, viewing measurement, consumer behavior and more. The current approach is too inefficient, and we believe **with Inscape** and all of our efforts across [media measurement](#), we can reimagine how **audience measurement is captured and sold** across the new products and platforms of the future and create more value overall.” -- David Leavy, **Discovery’s CCO** ([Variety](#))

“Comscore is using **automatic content recognition technology (ACR) technology from Inscape** to successfully link disparate data points into a viable cross-platform measurement capability” ([TVREV](#))

“The Trade Desk announced today it has struck a deal with Vizio-owned Inscape to include its viewing data from over 12m smart TVs into the DSP’s media planning tool.” ([The Drum](#))

“The research -- used by TV networks, media agencies, ad tech, and research companies -- is the largest single-source opt-in smart TV viewing research in the U.S... Inscape says it was **key piece a recent deal iSpot.tv made with NBCUniversal** for advertising and business outcome data.” ([MediaPost](#))

“As part of its pitch on March 13, **FreeWheel will announce a deal with Inscape**, a subsidiary of Vizio, to utilize data from more than 10 million Vizio smart TVs to better target specific demographic and audience segments in its TV ad deals.” ([Ad Age](#))

“NinthDecimal made a deal to add TV viewing data from Inscape to its omni-channel marketing platform, enabling NinthDecimal users to measure the impact of their TV advertising campaigns.” ([Broadcasting & Cable](#))

“Getting the **data from Inscape allowed us to close the loop across every DMA**... Rather than having to guess based on extrapolations from Nielsen, we can use the ACR data to know exactly what OTT viewers are watching on linear...” ([MadHive CEO Adam Helfgott in Forbes](#))

“Working with **Inscape**, we’ve found they’ve been great in terms of continuing to innovate in the space.” ([MiQ in TVREV](#))

“By integrating **Inscape’s Smart TV data**, we are rounding out our full spectrum data marketplace and giving marketers access to more precise data sets.” ([Narrative CEO Nick Jordan in Broadcasting & Cable](#))

Earned Media Placements in 2019

UNIQUE PUBLICATIONS

63

Articles in: Reuters, New York Times, Wall Street Journal, Variety, Business Insider, Deadline, Adweek, Ad Age, AdExchanger, Forbes, Rapid TV News, Broadcasting & Cable, Marketing Land, TV[R]EV and more..

ESTIMATED ONLINE READERSHIP

(Publications' Combined Viewership)

1.25 Billion

ESTIMATED ONLINE REACH

(Estimated Actual Post Views)

2.3 Million

UNIQUE ARTICLES GENERATED

271

SOCIAL SHARES OF ARTICLES

24K

The LinkedIn Targeting Program**TARGETED IMPRESSIONS:****416,304****CLICKS:****1,820****\$5.06 Avg. CPC****Brands Reached:**

- Google (11%)
- Amazon (9%)
- Accenture (4%)
- Oracle (4%)
- Microsoft (4%)

Seniority:

- Seniors (60%)
- Directors (20%)
- Managers (17%)
- VPs (7%)
- Owners (4%)

Job Function:

- Marketing (22%)
- Media & Comm (21%)
- Business Dev (16%)
- Sales (14%)
- Operations (11%)

Twitter Program**TARGETED IMPRESSIONS****981,465****CLICKS****3,568****PROFILE VISITS****2,560****+DIGITAL IMPRESSIONS GENERATED FROM VARIETY****2,000,000+**

inscape

VARIETY

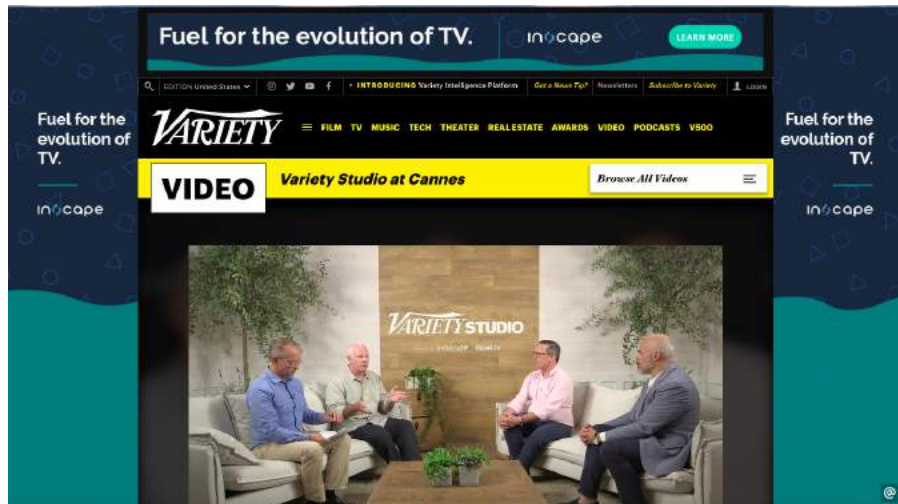
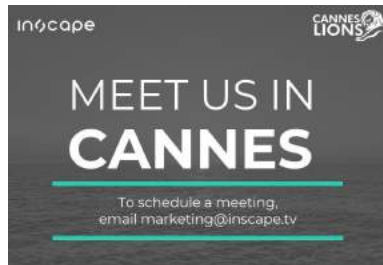


With



Hearts & Science

The Root to the Media Revolution





[Q&A With Lotame's Adam Solomon](#)

MediaPost, 12/23/19

Solomon: We have a long-standing, strategic relationship with Inscape, which delivers viewing information from almost 11 million connected VIZIO TVs. Inscape is a leading provider of ACR technologies and comprehensive cross-screen metrics.



[605's Noah Levine to Keynote the #BeetRetreat in February](#)

Beet.TV, 12/27/19

Below are the participants in the event (as of 12/24).

Jodie McAfee, SVP, Inscape & Project OAR



[VideoAmp stirs TiVo set-tops into its TV viewership data mix](#)

FierceVideo, 12/18/19

In addition to TiVo, VideoAmp also partners with A+E Networks, AMC Networks, Brightline, Comscore, DoubleVerify, FreeWheel, Gracenote, Inscape, Nielsen, SpotX, Telaria, Tubi and others.



[Will Political Ad Spend Mean Boom Or Bust For Commercial Advertisers?](#)

AdExchanger, 12/4/19

For example, CPG marketers can use Gracenote or Inscape Data Services to identify households with heavy news viewers. The CPGs can cross-reference their own data with those partners to learn what CPG products the households buy, then target those homes with specific ads on nonpolitically satiated programs.

TV (R)EV

[MiQ's Tom Richards On How ACR Data Is Driving Programmatic Marketing Intelligence](#)

TVREV, 12/3/19

AW: How are MiQ and Inscope innovating to move ACR capabilities forward?

TR: Working with Inscope, we've found they've been great in terms of continuing to innovate in the space. We're going to be the first partner to work with them on processing ACR data in close to real time for activation purposes. So there's no more delay in targeting audiences and we're able to get into a second screen one to one activation almost immediately. That's really powerful.

AW: What was it about Inscope that was attractive to you, that made you choose them as your ACR partner?

TR: Over the past couple of years, we've been looking at vendors and we've been really **impressed with Inscope in terms of the quality and the variety of the data** that they are actually able to access and pass through ACR.

Another big factor for us was when we looked at them from an end consumer perspective on the issue of privacy, how they have a real, direct relationship with that end consumer. They make sure that all that data is explicitly opt in which is critical now that privacy is such a key focus. Data is great, but if you can't act upon it because of privacy concerns, then it doesn't provide you any value. And with Inscope, we know that's not going to be an issue.

I think the other piece to add to that is we're looking at really significant scale off of their data sets, which means that we're able to get scalable addressable audiences that can be customized and tailored.

For us, that means we got increased connectivity, increased analytical flexibility and customization when it comes to activation or insights back to a client. Getting all that TV data increases the ways in which we can provide really rich intelligence and really rich programmatic activations to our clients. **So they've truly been a great choice for us as a partner.**



THE WALL STREET JOURNAL.

[TV Maker Vizio Is Building an Ad Business of Its Own](#)

The Wall Street Journal, 12/10/19

THE WALL STREET JOURNAL.

English Edition | December 10, 2019 | Print Edition | Video

Alan Wolk ▾

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CMO TODAY

CMO TODAY

TV Maker Vizio Is Building an Ad Business of Its Own

The company plans to hire two dozen ad sales executives through 2020



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Deloitte.

CMO Insights and Analysis from Deloitte

Intelligent Automation: Smart Bots Join the Workforce

Many organizations are combining robotic process automation with AI to achieve even greater gains in productivity, quality, and the human experience. Businesses are embracing intelligent automation and, somewhat surprisingly, so is much of the workforce, according to a recent Deloitte Global report.

Please note: The Wall Street Journal News Department was not involved in the creation of the content above.

[More from Deloitte →](#)

Vizio Inc., a major maker of TVs in North America, wants to sell some of the ads that appear on its TV sets' screens.

It is forming a unit called Vizio Ads to sell advertising on its SmartCast internet-connected TV operating system. Today those ads are largely sold by other companies whose programming appears on SmartCast.

The company plans to hire about two dozen ad sales executives across the U.S. through 2020 to work in Vizio Ads, which will reside alongside Inscape, Vizio's TV data operation, within the company's "platform" business, said Mike O'Donnell, senior vice president of the platform group. Vizio has hired six ad sales executives so far, Mr. O'Donnell said.

Vizio will offer marketers ad inventory such as commercial time on the company's free streaming service, WatchFree, and display advertising units on SmartCast's home, search and discovery

screens. It also has the right to sell some inventory within various ad-supported apps that viewers access via SmartCast.

It can sell ads on roughly 13 million TV sets using SmartCast and previous operating systems. The connected TV advertising market is becoming crowded as so-called over-the-top streaming viewing that eschews traditional cable TV bundles skyrockets. Other OTT ad sellers span TV networks, digital video programmers and tech giants such as [Amazon.com](#) Inc. and [Alphabet](#) Inc. Rival TV manufacturers such as [Samsung Electronics](#) Co. are also in the game.

Streaming video ad revenue on TV screens in the U.S. is expected to hit \$4.4 billion in 2020, up from \$3.4 billion last year, according to a forecast by ad-buying group [Magna](#).

“It’s our largest growth driver,” said Molly Finnerty, senior vice president of strategic investment for Magna. “Our connected TV and OTT ad spend is starting to come from traditional linear investment as consumption is shifting.”

Vizio believes it can carve out a slice of this ad market, in part because it sells many of the connected TVs itself.

“You don’t have to buy a streaming box or a dongle to plug into your Vizio TV,” Mr. O’Donnell said.

The company’s platform business has revenue in the mid-eight figures, according to a person familiar with the matter. This includes Vizio’s cut of ad and subscription revenue generated by its platform, as well as revenue from Inscope’s data deals.

Such platform businesses seem to have plenty of potential for connected TV ad sellers: [Roku](#) Inc., one of the largest streaming ad sellers in the market, reported \$481.2 million in platform revenue through the first nine months of 2019, far surpassing the revenue it makes from selling streaming devices.

TV manufacturers might be newer entrants into streaming ad sales but are valuable because of the data and relationships they have with people who buy their TVs, Ms. Finnerty said. “Think about how close their relationship is to people who are actually watching the glass,” she said. “Through attribution and [automatic content recognition] technology, we are able to understand who is consuming media on the glass, what they’re watching and how to attribute it to sales.” In 2017, Vizio [settled a lawsuit with the FTC](#) over claims that it tracked consumers’ viewing habits and sold that information to marketing firms without getting customers’ consent. Vizio agreed to obtain express consent for collecting data as part of the settlement.

Today, customers are given an explicit option to share data with Vizio and advertisers, the company said. About 13.2 million users have opted in, the company said.

For Vizio, an ad business could improve tight margins for TV sets, which frequently get sold at a discount, Mr. O'Donnell said.

Vizio was the second-biggest shipper of TVs in the U.S. during the third quarter of 2019, with a 16.5% market share, according to data from market research firm [IHS Markit](#) Ltd.

- + CMO Today Newsletter - [Vizio Chases Streaming Ads; Pizza Hut Chief Brand Officer Is Out; University of Phoenix Settles Deceptive Ad Claims](#)

FierceVideo

[Vizio launches smart TV advertising business](#)

FierceVideo, 12/10/19

FierceVideo

VIDEO CABLE

Video

Vizio launches smart TV advertising business

by Ben Munson | Dec 10, 2019 12:22pm



Vizio Ads will continue working closely with Inscope, the TV data company and subsidiary of Vizio that provides viewing data to media companies, agency holding companies and measurement firms. (Vizio)

TV manufacturer Vizio today launched Vizio Ads, a new business unit that will let brands, agencies and advertisers purchase TV ad inventory across the Vizio SmartCast platform. Ad inventory will be available within the launch and discovery environment, partner OTT apps and throughout Vizio's WatchFree service.

“One of the best ways to improve the TV viewing experience is to improve the state of TV advertising,” said Vizio founder and CEO William Wang, in a statement. “The launch of direct advertising across our TV platform isn’t just good business for us, it’s an investment we’re making to help the industry at large and will benefit the most important part of our business, the viewer at home.”

As part of the formation of the new direct advertising business, Vizio is opening a New York City office led by advertising executive Mike O’Donnell.

“As viewing behaviors shift and the marketplace for connected TV advertising explodes, brands need to find new ways to reach audiences on the biggest screen in the house,” said O’Donnell in a statement. “A direct-to-TV advertising business not only helps brands find new, more relevant ways to engage with viewers, it gives them peace of mind knowing their OTT ad budget is actually making it to the screen of a TV.”

Vizio Ads plans to offer its video inventory business through an open platform, so any media owner or advertiser can work with and use the systems they already have in place. The company will offer ad inventory combined with direct publisher relationships.

Vizio Ads will continue working closely with Inscope, the TV data company and subsidiary of Vizio that provides viewing data to media companies, agency holding companies and measurement firms.



[Vizio Debuts Direct Ad Business](#)

Light Reading, 12/10/19

VIZIO Ads will take an open platform approach to its premium video inventory business, ensuring any media owner or advertiser can work with and leverage the systems they're already accustomed to using. The company offers a unique combination of premium inventory combined with direct publisher relationships, resulting in tier one targeted TV inventory being sold with app-level transparency for advertisers.



[Vizio Launches Direct-To-Purchase, Smart TV Advertising Business](#)

MediaPost, 12/10/19



Looking to capitalize on the soaring connected TV advertising market, TV manufacturer/smart TV data company Vizio is launching Vizio Ads, a service that enables advertisers to buy TV inventory.

Inventory can be bought across the Vizio SmartCast platform, including partner OTT apps, and on Vizio's WatchFree service.

Vizio owns Inscape, which provides smart TV automated content recognition data. Inscape has more than 12 million active and opted-in TV devices.

Vizio's WatchFree service comes from streaming TV service Pluto TV. It offers news, sports, movies, TV shows, and other content -- without a monthly subscription or transaction fees. As Vizio Ads launches, the company cites an eMarketer study showing that the connected TV (CTV) advertising market is projected to total \$7 billion in 2019

Mike O'Donnell, senior vp of Vizio's Platform Business, is overseeing the service. He said in a press release that "a direct-to-TV advertising business" will help brands find new ways to engage with viewers.



[Vizio Launches Ad Business As Ad-Supported Streaming Takes Off](#)
AdExchanger, 12/10/19

Advertising is becoming an intriguing business for smart TV manufacturers, and Vizio became the latest to throw its hat in the ring Tuesday, when it launched an ad sales business that will take advantage of the 13 million smart TVs it has in American homes.

“It’s no secret that the connected TV space has been growing significantly,” said Mike O’Donnell, SVP of Vizio’s platform business. “We’re taking the opportunity to dive into the business.”

Similar to competing ad offerings from Roku and Samsung, Vizio will sell both display ads on its home screen and search page as well as video ads within its WatchFree AVOD channel, the fifth most-watched app on its platform, powered by content from Pluto TV.

Vizio will also sell inventory on behalf of other ad-supported apps on its platform at a rev-share. Currently Vizio offers about 40 SVOD and AVOD apps on its operating system.

Buyers can access Vizio’s inventory programmatically through integrations with multiple DSPs and SSPs or directly from Vizio. For programmatic buys, Vizio will tell buyers on which apps and in which genres their ads ran – information other TV software providers don’t usually offer, O’Donnell said.

“Our goal is to make it as easy to buy as possible,” he added.

Buy through Vizio will be powered by data from Inscape, the company’s ACR data unit which collects opt-in viewership information on what people are watching on Vizio TVs. Using Inscape data, marketers can buy ads through Vizio to add incremental reach to their linear buys.

“We can identify shows that viewers have watched and [offer] incremental reach and frequency management,” O’Donnell said.



Smart TV Ads

Marketers can also target audience and behavioral segments on Vizio, but they cannot yet upload first-party data for targeting. Vizio is working with onboarders to launch a CRM matching solution, O'Donnell said.

Vizio's challenge will be appealing to marketers and agencies in an increasingly crowded market, as companies like Roku and Samsung offer a similar targeting opportunity and value prop. The business is Vizio's first foray into ad sales, so inking relationships with agency buyers will be key. Vizio plans to hire more than 20 ad sales executives across the United States next year.

But with 17% of smart TV sales in the United States, Vizio's reach alone is enough to appeal to marketers, O'Donnell said.

"We're the second-largest smart TV manufacturer in the US, so we have significant reach," he said. "Historically we didn't have solutions to reach our marketers directly."

+ [AdExchanger Newsletter - Today from AdExchanger -12/11/19](#)



[The Big Story: The Revolution Will Not Be Televised, It Will Be Streamed](#)

AdExchanger, 12/12/19

Meanwhile, TV manufacturer Vizio has [stepped into ad sales](#). Vizio already sells data via Inscope, and now it has media to offer. This week we look at Vizio's new offering, as well as the somewhat odd phenomenon of device manufacturers – including Roku and Samsung – branching out into ad sales.



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The Big Story: The Revolution Will Not Be Televised, It Will Be Streamed

by [Ryan Joe](#) // Thursday, December 12th, 2019 - 9:24 am

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Cablefax

[Vizio's Ad Business Leverages Streaming](#)

CableFax, 12/16/19

As cord cutting drives more viewers to OTT options, advertising has become a growing business for smart TV manufacturers. **Vizio** is the latest to join, forming Vizio Ads, a unit that sells advertising on its own SmartCast operating system. "We see where consumers are gravitating towards. More and more of our consumers are moving to streaming," Mike O'Donnell, svp of the platform group, told **CFX**. "We want to leverage our capabilities to help drive as much SVOD consumption with those partners and provide solutions that help our free or ad-supported apps on the platform."



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Vizio's Ad Business Leverages Streaming

By **Mollie Cahillane** | December 16, 2019

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As cord cutting drives more viewers to OTT options, advertising has become a growing business for smart TV manufacturers. **Vizio** is the latest to join, forming Vizio Ads, a unit that sells advertising on its own SmartCast operating system. "We see where consumers are gravitating towards. More and more of our consumers are moving to streaming," *Mike O'Donnell*, svp of the platform group, told **CFX**. "We

want to leverage our capabilities to help drive as much SVOD consumption with those partners and provide solutions that help our free or ad-supported apps on the platform."

CYNOPSIS MEDIA

[12/12/19: Discovery goes for the gold with Reclaimed](#)

Cynopsis, 12/12/19

Smart TV company Vizio announced the launch of business unit Vizio Ads, enabling agencies and advertisers to buy premium TV ad inventory across the Vizio SmartCast™ platform. “One of the best ways to improve the TV viewing experience is to improve the state of TV advertising,” said VIZIO founder and CEO William Wang. “The launch of direct advertising across our TV platform isn’t just good business for us, it’s an investment we’re making to help the industry at large.”

TV (R)EV

[Week In Review: VIZIO Launches An Ad Network. NBCU Still Figuring Out Peacock](#)

TVREV, 12/13/19

1. VIZIO Launches An Ad Network

VIZIO, one of the top TV OEMs in the US (and the only one that is actually made in the US) announced that it would be launching its own ad network, selling ads on shows that ran on SmartCast, its proprietary smart TV operating system.



[VIZIO Begins Selling Ads on its Smart TVs](#)

Video Ad News, 12/11/19

VIZIO has a considerable volume of inventory at its disposal. The company says its SmartCast platform is used on around 13 million TV sets, and on these TV sets it has access to inventory from a number of sources. It will sell ads which appear on its start up screen, and within its discovery environment, allowing apps to pay to promote themselves within SmartCast. And it will also sell inventory on its own 'WatchFree' over-the-top service, as well as on partnered OTT apps.

+ [VideoAd News Newsletter, Week in Review - 12/13/19](#)



[Vizio Launches Direct Advertising Business](#)

Streaming Media, 12/10/19

The new business will enable brands, agencies and advertisers to purchase premium TV ad inventory across the VIZIO SmartCast™ platform, including within the launch and discovery environment, partner OTT apps, and throughout VIZIO's popular WatchFree™ service.



[VIZIO Launches Direct Advertising Business](#)

MarTech Series, 12/11/19

“As viewing behaviors shift and the marketplace for connected TV advertising explodes, brands need to find new ways to reach audiences on the biggest screen in the house,” said Mike O’Donnell, SVP of VIZIO’s Platform Business. “A direct-to-TV advertising business not only helps brands find new, more relevant ways to engage with viewers, it gives them peace of mind knowing their OTT ad budget is actually making it to the screen of a TV.”



[Vizio Ads Will Directly Sell Ad Space for the Smartcast Platform](#)

TrendHunter, 12/13/19

Vizio is launching a new service, named Vizio Ads, that will streamline advertising sales for the SmartCast platform. Vizio Ads will work directly with the business to sell ads that will be able to reach 13 million SmartCast users. The company will also open an office in New York City to support its new advertising arm. The New York City office will be run by the Vizio SVP, Mike O’Donnell. Additionally, the company will hire six sales executives that will directly sell ad space.

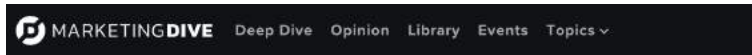
The free streaming service has an extremely large reach, which could entice businesses to purchase ad space on the platform. Additionally, the ads will help Vizio expand its business, as it will now be able to access a new revenue stream.



[Vizio creates new business unit to sell ads directly to marketers](#)

Marketing Dive, 12/11/19

Vizio positioning itself not only as a hardware supplier but also as a provider of premium ad inventory, which could be attractive for advertisers as Vizio has access to viewer data that could prove valuable to marketers seeking more [refined targeting](#) capabilities than basic household demographics. [Samsung and Roku offer similar](#) direct buy opportunities.



BRIEF

Vizio creates new business unit to sell ads directly to marketers



Credit: Vizio

[Report: Amazon cuts Dataxu's access to Fire TV inventory](#)

Marketing Dive, 12/16/19

As Roku and Amazon duke it out, other players are also moving to establish a larger ad business to get in front of cord-cutters. TV maker [Vizio recently created an in-house advertising unit](#) to sell ad space for its SmartCast connected TV platform, commercial slots on Vizio's WatchFree streaming service and units on partner OTT apps.

Digital TV Europe

[Vizio launches ad business](#)

Digital TV Europe, 12/11/19

Vizio currently has a 17% market share of smart TVs sold in the US.

Vizio founder and CEO William Wang said: “One of the best ways to improve the TV viewing experience is to improve the state of TV advertising. The launch of direct advertising across our TV platform isn’t just good business for us, it’s an investment we’re making to help the industry at large and will benefit the most important part of our business, the viewer at home.”



[Vizio creates new division for direct targeted TV advertising](#)

Telecompaper, 12/11/19

US smart TV maker Vizio has created a new business that will focus on providing advertising services to people and companies. The Vizio Ads unit will let brands, agencies and advertisers buy premium TV ad inventory across the Vizio SmartCast platform, within the launch and discovery environment, partner OTT apps, and throughout Vizio's WatchFree service. With the new direct advertising business, Vizio will be opening a New York City office led by Platform Business SVP Mike O'Donnell, who will oversee a team with people across the country.

Consumer Electronics Daily

[CONSUMER ELECTRONICS PEOPLE](#)

Consumer Electronics Daily, 12/12/19 (Behind Paywall, full article below)

Vizio [starts](#) Vizio Ads (see report, this issue) and names Mike O'Donnell, senior vice president-Vizio platform business, to run the new division ... Ingram Micro promotes Paul Bay to president-Global Technology Solutions, effective Jan. 1, and advances to senior vice presidents internationally Bill Brandel (Canada), Alex Maier (Germany) and Matt Sanderson (U.K. and Ireland) ... Intel moves Jeff Rittener to chief government affairs officer and general manager, Governments, Markets and Trade group ... Alliance for Digital Innovation taps Matthew Cornelius, leaving OMB, as executive director, succeeding Richard Beutel, CEO of Cyrrus

Analytics and who remains at ADI as senior policy adviser after stepping down "in light of recent health concerns" ... Audible Magic content identification provider adds: David King, who created YouTube's Content ID platform and is ex-Google, as strategic adviser; J. Gibson, ex-Dubset Media, as senior director-content operations and rights administrations; and Kuni Takahashi, ex-SESAC's Rumblefish/HFA, as vice president-account services and sales.

Consumer Electronics Daily

[Vizio Launches New York-Based Unit to Deliver Ads Over SmartCast TV Platform](#)

Consumer Electronics Daily, 12/12/19 (Behind Paywall, full article below)

Vizio launched Vizio Ads, a new business unit based in New York that will deliver advertising across the TV maker's SmartCast platform. Ads will be available within the recently updated launch and discovery sections of SmartCast, Vizio [said](#), along with partner streaming apps and the company's WatchFree service. In October, Vizio announced a software update for SmartCast TVs dating back to 2016, saying the refresh would speed up boot and load times for apps (see [1910230018](#)). "As viewing behaviors shift and the marketplace for connected TV advertising explodes, brands need to find new ways to reach audiences on the biggest screen in the house," said Mike O'Donnell, senior vice president-Vizio platform business. Direct-to-TV advertising can help brands find new, "more relevant" ways to engage with viewers and to ensure their over-the-top "ad budget is actually making it to the screen of a TV," he said. Vizio Ads hopes to capitalize on the trend "as one of the few connected TV companies with the device penetration, consumer opt-in and infrastructure to deliver meaningful scale." Vizio didn't respond to questions on consumers' ability to opt out of ads. Vizio Ads is working with its subsidiary, TV data company Inscope, which provides "near real-time" viewing information to media companies and analytics firms. In a 2017 agreement with the FTC, Vizio paid \$2.2 million to settle allegations it fashioned smart TVs to spy on TV owners' viewing habits (see [1702060042](#)), then worked with the commission "to establish clear guidelines for obtaining explicit consumer consent," it said. It later adopted explicit viewing data disclosures, which it called "consumer-friendly." The connected TV advertising market is expected to exceed \$7 billion in 2019, Vizio said. It named O'Donnell to run the business (see personals section).

Consumer Electronics Daily

[Vizio to Build Filmmaker Mode Into TVs Spanning Entire 2020 Ultra HD Lineup](#)

Consumer Electronics Daily, 12/11/19 (Behind Paywall, full article below)

Vizio became the first TV brand to commit publicly to building Filmmaker Mode functionality into its 2020 Ultra HD TV lineup and to do so across a wide variety of sets. Filmmaker Mode, born this summer from the collaboration between the UHD Alliance and Hollywood, is the uniformly named, ease-of-access TV picture setting free of the image processing that creators disdain for

rendering their movies as if they were shot on high-speed video rather than film (see [1908270001](#)).

As one of three Filmmaker Mode TV-brand launch partners introduced at a UHDA event in August, Vizio “has always supported the reproduction of the film maker’s original intent with its Calibrated and Calibrated Dark Modes,” emailed spokesperson Mike Wood Monday. “We’re proud to support content creators with the Filmmaker Mode in our 2020 lineup.” LG and Panasonic, the other announced Filmmaker Mode launch partners, didn’t comment Tuesday. Panasonic at IFA [trumpeted](#) Filmmaker Mode as a feature that’s “able to deliver picture quality true to the directors’ creative vision.”

Filmmaker Mode functionality “will be seen” across Vizio’s entire Ultra HD TV lineup for 2020, from mainstream V-Series, “up to the top-of-the-line PX Series,” said Wood. The lineup “will automatically enable the Filmmaker Mode with the detection of the metadata in the content,” he said. “The user can also manually enable the function through the user menu.” Vizio won’t use the TV maker’s other option of giving viewers easy manual accessibility to Filmmaker Mode through a button on the remote.

An “onscreen display prompt” will tell Vizio set owners that Filmmaker Mode “has been enabled” automatically when the TV detects metadata showing the rendered content is a movie or episodic TV program, said Wood. The decision on how to “implement notifying consumers that Filmmaker Mode is activated is left to the individual manufacturer,” emailed UHDA President Mike Fidler. “We do fully expect the automatic detection element to be identified on-screen and that messaging will be based on individual manufacturers user interface methods.”

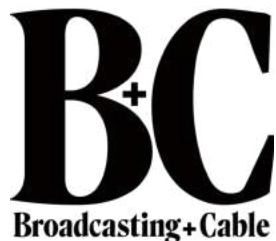
The “notification” methods “can include prompting or other messaging” that indicates the TV has entered Filmmaker Mode, said Fidler. “I think the last thing” TV makers “would want to do” is “confuse consumers,” he said.



[TV Maker Vizio to Sell Ads on SmartCast Operating System](#)

ETCentric, 12/12/19

Television manufacturer Vizio is forming Vizio Ads to sell advertising on its Internet-connected SmartCast TV operating system. To do so, the company plans to hire “about two dozen” ad salespeople across the U.S. next year. Senior vice president Mike O’Donnell, who revealed that six salespeople have already been hired, stated that Vizio Ads will be housed with Vizio’s TV data unit Inscape, both of which reside in the company’s “platform business.” Currently, advertising is sold by companies whose programming streams on SmartCast.



[VIZIO LAUNCHES DIRECT ADVERTISING BUSINESS](#)

Broadcasting & Cable, 12/10/19

As part of the formation of the new direct advertising business, VIZIO is opening a New York City office led by advertising veteran Mike O'Donnell who will oversee a team with people across the country.

The connected TV (CTV) advertising market is expected to surpass \$7 billion in 2019, exceeding analyst expectations. VIZIO Ads is poised to capitalize on this trend as one of the few connected TV companies with the device penetration, consumer opt-in and infrastructure to deliver meaningful scale.



[VIZIO Launches Direct Advertising Business](#)

Cision PR Newswire, 12/10/19

"One of the best ways to improve the TV viewing experience is to improve the state of TV advertising," said VIZIO founder and CEO William Wang. "The launch of direct advertising across our TV platform isn't just good business for us, it's an investment we're making to help the industry at large and will benefit the most important part of our business, the viewer at home."



[Peacock Will Offer Tiered Ad Model: PE Buys Majority Stake In Smartly.io](#)

AdExchanger, 12/19/19

"They will throw your app out of the app store if you don't share your ad inventory," a media executive said. Platforms are also pressuring networks to buy advertising on their platforms as part of negotiations. Connected TV platforms are basically becoming the new MVPDs," another

media executive said. Smart TV operators, like Vizio and Samsung, are more flexible when negotiating deals. [More.](#)

TV (R)EV

[Week In Review: Comcast To Buy Xumo, TV\[R\]EV Releases Special Report On Addressable TV Advertising](#)

TVREV, 12/27/19

Written by me and Mike Shields, with an assist from Tom Morgan, the report also features in-depth interviews with the people making addressable happen today, including Cadent's Jamie Power, Inscape's Zeev Neumeier, Nielsen's Kelly Abcarian, Jodie McAfee from Project OAR, and Allen Koslowski from SpotX.

TV (R)EV

[Another Reason To Celebrate: The TV\[R\]EV Special Report On Addressable TV Advertising Is Here.](#)

TVREV, 12/17/19

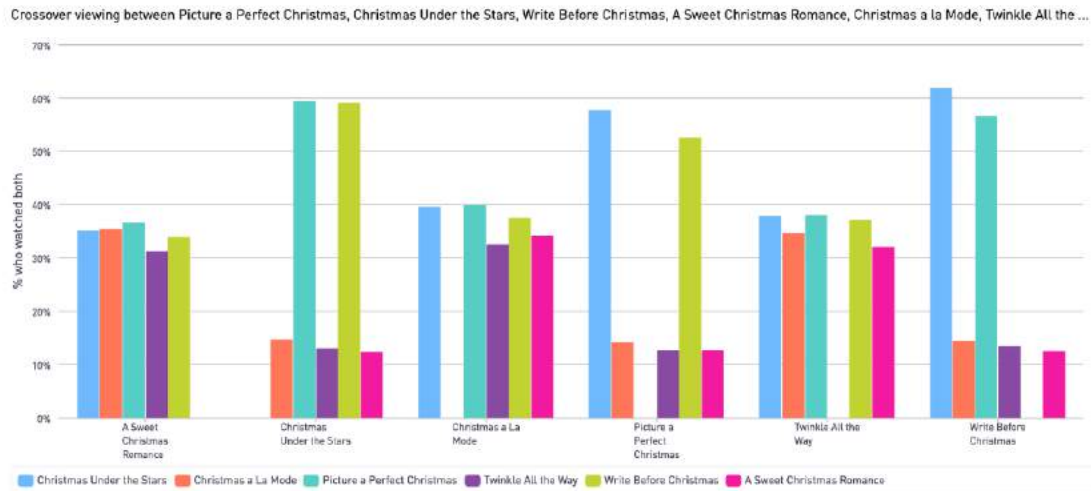
We also spoke with our sponsors: Cadent, Inscape, Nielsen, Project OAR and SpotX, and their experts, which is why you'll find Revisionist interviews with key figures from each sponsor in the report to give you a window into what matters to the people who are making addressable happen.

TV (R)EV

[The Holiday Movie Wars: A Look at Viewership Trends for Hallmark and Lifetime Originals](#)

TVREV, 12/16/19

Looking at Inscape's crossover viewership, it's clear that Hallmark has a dedicated audience: For each of its movies we examined, crossover was highest with other Hallmark films. Lifetime viewers, on the other hand, were almost just as likely to watch the Hallmark movies as well as the other Lifetime films. (A note about methodology: You have to do more than just flip past a station with your remote to count as a "crossover viewer" in Inscape's system. For the insights below, the minimum viewing threshold is 10 minutes.)



Via **Inscape**

TV (R)EV

[Week In Review: VIZIO Launches An Ad Network, NBCU Still Figuring Out Peacock](#)
 TVREV, 12/13/19

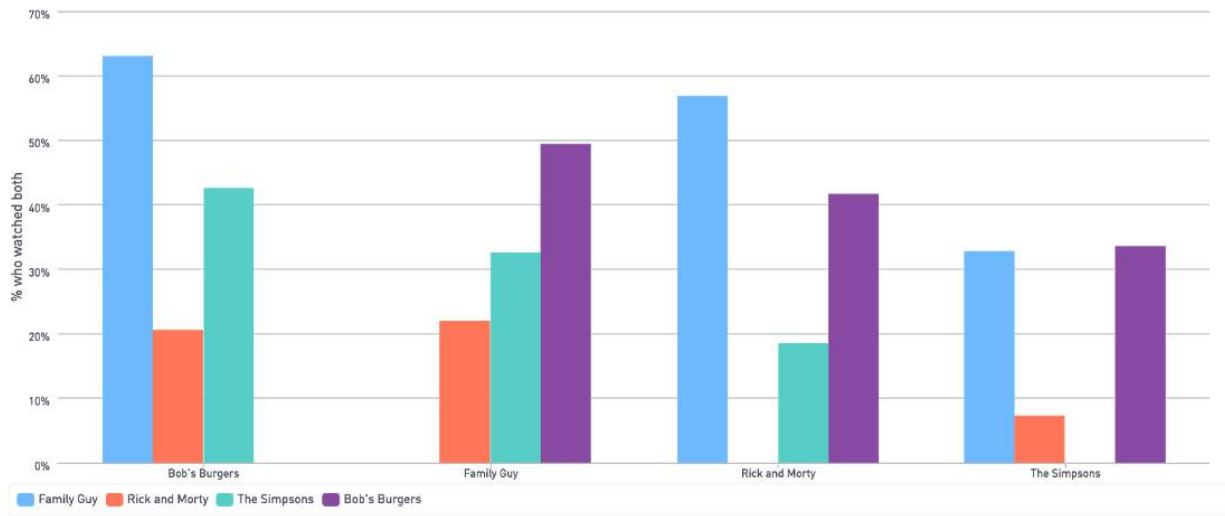
VIZIO’s special sauce here is that they have a world of data from Inscape, their wholly owned subsidiary that collects ACR data from 13 million opted in VIZIO TVs. That data allows them to better target viewers and to better understand their viewing patterns.

TV (R)EV

[‘Rick and Morty’ Returns — Here Are Viewership Trends So Far](#)
 TVREV, 11/29/19

As the other three series all air during Fox’s Sunday night “Animation Domination” block, it’s not surprising they have more crossover among themselves. But notably, Rick and Morty fans are more likely to watch Family Guy (57%) than the other two, and the Family Guy audience returns the favor, with 22% tuning into Rick and Morty, the highest crossover of the Fox shows.

Crossover viewing between Bob's Burgers, Rick and Morty, Family Guy, The Simpsons



Via Inscope



[ATV's 2020 Outlook: Agency And Platform Execs Weigh In](#)
 MediaPost, 11/29/19

“In 2020, we’ll see a more symbiotic relationship between traditional TV and OTT. With many digital vendors integrating with Vizio and/or Inscope, they are gaining access to viewership data across Vizio’s user base. However, this still leaves out a large portion of the market. It will be interesting to see if digital vendors can convince other TV manufacturers or providers of TV services to sync their TV viewership data with them. Regardless, with online TV viewership on the rise, it will continue to capture an increased share of the TV budget pie.”

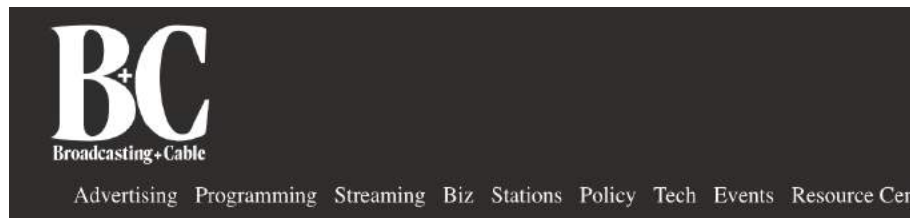
— Jenna Umbrianna, general manager, Anagram



[MiQ Extends Deal For TV Viewing Data from Inscape](#)

Broadcasting & Cable, 11/20/19

With this integration, MiQ's clients will be able to improve the performance of their television buys significantly," said Tom Richards, global product director, media and data for MiQ. "In early tests, we've seen real-time, second-screen exposures drive up to 42% in improved KPIs, maximizing marketing and media investments by delivering great results that truly impact the bottom line."



[Home](#) > [News](#) > [Business](#) > [Advanced Advertising](#)

MiQ Extends Deal For TV Viewing Data From Inscape

Insights drive retargeting and programmatic capabilities

Jon Lafayette · Nov 20, 2019



MiQ said it extended its deal to use smart TV viewing data from Vizio's Inscape unit, which it uses to retarget second-screen ads and buy campaign's programmatically.

"With this integration, MiQ's clients will be able to improve the performance of their television buys significantly," said Tom Richards, global product director, media and data for MiQ. "In early tests, we've seen real-time, second-screen exposures drive up to 42% in improved KPIs, maximizing marketing and media investments by delivering great results that truly impact the bottom line."



ADVANCED TELEVISION

[MiQ launches real-time retargeting capabilities with Inscope](#)

Advanced Television, 11/20/19

“MiQ recognizes that using the immediacy of Inscope’s TV viewing data for near real time retargeting provides their clients with significant performance advantages at scale,” said [Ken Norcross](#), Director of Business Development for Inscope. “We look forward to this partnership and exploring more unique market opportunities to utilize TV viewing data that will drive additional value for their customers.”

MARTECHSERIES

Marketing Technology Insights

[MiQ Releases First-to-Market Real-Time Retargeting Capabilities Through Bolstered Partnership With Inscope](#)

MarTech Series, 11/20/19

Additionally, MiQ will incorporate Inscope viewing data into its programmatic insight and planning capabilities, enabling its customers to better understand TV viewing behavior at scale and gain access to granular insights before spending a single media dollar. Inscope’s TV viewing data provides insights into audience viewing and engagement, emphasizing specific targeting to use across digital channels, content, and advertising.



[4C Recognized in Gartner’s New Market Guide for Integrated Media Planning Tools](#)

Globe Newswire, 11/20/19

4C was recently named a leader in “[The Forrester New Wave™: Cross-Channel Video Advertising Platforms, Q3 2019](#).” The report stated that 4C “leads the pack with extensive linear and OTT/CTV inventory” and “is the best fit for companies that need a pure self-service tool.” Pluses identified by Forrester include “a strong identity graph, sophisticated data science, and additional TV data from Inscope, Nielsen, and others.”

VARIETY

[Discovery Strikes Pact for Smart TV Data](#)

Variety, 11/12/19

“With new players, new data sets and new companies truly committed to innovating, Discovery believes the time is right to rearchitect [media measurement](#) and currency around new players in the industry and unlock value for our partners,” said [David Leavy](#), Discovery’s chief corporate operating officer, in a statement. “Inscape is one of the most dynamic companies in the space, and we are excited to be their partner and leverage their real-time approach to audience segmentation, viewing measurement, consumer behavior and more. The current approach is too inefficient, and we believe with Inscape and all of our efforts across [media measurement](#), we can reimagine how audience measurement is captured and sold across the new products and platforms of the future and create more value overall.”



HOME > TV > NEWS

NOVEMBER 12, 2019 7:00AM PT

Discovery Strikes Pact for Smart TV Data

By [BRIAN STEINBERG](#)



CREDIT: DAVID BUCHAN/VARIETY/REX/SHUTTER

DEADLINE

[Discovery, Vizio's Inscape Set Measurement Pact Covering 12 Million Smart TVs](#)

Deadline, 11/12/19

The deal will give Discovery access to Inscape's trove of automated content recognition [ACR] data, which will supplement panel-based Nielsen viewership stats.

One of the aims of the enhanced data offering is to enable Discovery to see how viewing across across linear broadcast and authenticated pay-TV apps, and how the two interrelate. The hope is also that Discovery will gain understanding how show promos drive tune-in across all platforms. With Discovery having finally jumped into the U.S. direct-to-consumer game with its Food Network Kitchen launch, the Inscape data will also help enlighten the company about what drives subscriptions.



FierceVideo

[Discovery partners with Inscape for smart TV data](#)

FierceVideo, 11/12/19

Discovery, Inc. is forming a strategic partnership with Inscape, a smart TV viewing data company and a subsidiary of Vizio, for audience measurement across the media company's TV footprint in the U.S.

The partnership means Discovery can use screen-verified, opt-in viewing data from more than 12 million smart TVs in the U.S. for providing enhanced ratings, cross-platform audience insights and tune-in measurement.

RAPIDTVNews

media smart business ready

[Discovery, Inscape partner on next-gen measurement](#)

Rapid TV News, 11/14/19

Discovery will [Inscape's automated content recognition \(ACR\) data](#) in the United States to supplement its panel-based Nielsen data across all DMAs. The second-by-second, near real-time data will provide Discovery with method to understand viewing trends. When ACR data is combined with other data sets, it can provide insight into a number of audience segments viewing Discovery content and who are exposed to its advertisers.

ADVANCED TELEVISION

[Discovery, Inscape measurement partnership](#)

Advanced Television, 11/13/19

The partnership enables Discovery to utilise screen-verified, opt-in viewing data from more than 12 million Smart TVs in the US for a variety of measurement and campaign optimisation use cases, including enhanced ratings, holistic cross-platform audience insights, and tune-in measurement.

Multichannel NEWS

[Discovery Partners With Vizio's Inscape for Audience Measurement](#)

Multichannel News, 11/13/19

Discovery Inc. has announced a partnership—a strategic one— with smart TV data company Inscape.

Inscape is owned by smart TV manufacturer Vizio and has access to viewer data from more than 12 million smart TVs situated in the U.S.



[Discovery Partners With Inscape To Drive Next-Generation Measurement Capabilities](#)

Broadcasting & Cable, 11/12/19

“We’re excited to deepen our relationship with Discovery and look forward to partnering with them on innovations that move their business and the entire industry forward,” said Jodie McAfee, SVP of Sales and Marketing at Inscape.



[Addressable TV Hitting Scale: 605's Horner](#)

Beet.TV, 11/12/19

“We’ve seen with the introduction of the Inscape data, more people have been able to get a hold of it and work with it,” Horner says. “It’s created such excitement about looking at what people are exposed to. The industry has been furiously running after all these new insights, back to one-to-one marketing, for television.



[With ‘bad behavior’ in the past, Comscore focused on winning cross-platform measurement](#)

The Drum, 11/12/19

He also recognizes that set-top boxes will “ultimately be replaced” by IP-based TV. To that end, Comscore has struck a [deal with Inscape](#) to use its automatic content recognition data to measure attribution on connected devices and modernize its cross-platform approach.

TV (R)EV

[Viewership Highlights and More from the 2019 E! People's Choice Awards](#)

TVREV, 11/11/19

Inscape also provided a look at audience location across U.S. DMAs. In the heatmap below, the darker the color, the more households were tuning in. Hot spots included the Glendive, MT; Las Vegas, NV; and Los Angeles, CA DMAs among others across the country.



Via Inscape

STREET FIGHT

[LBMA Vidcast: Walmart Launches Alcohol Pick-Up; Salesforce Teams with Neura](#)

Street Fight Mag, 11/7/19

On the show: Neura + Salesforce, do it outdoors media partners with BlueBite, NinthDecimal adds Inscape TV data, Eatigo (Thailand) matches restaurant deals with customers, Yoplait using facial detection for free offers with JCDecaux, Walmart launches alcohol pick-up in 2,000 US locations.

TV (R)EV

[Viewership Trends and Ad Highlights for ABC's 'The Little Mermaid Live!'](#)

TVREV, 11/6/19

We looked at minute-by-minute viewership, courtesy of [Inscape](#), the TV data company with glass-level insights from a panel of more than 11 million smart TVs. Viewership peaked about 30 minutes in and was fairly stable until the latter part of the show when it began to dip, suggesting that even if critics weren't loving it, audiences remained fairly engaged for the bulk of the broadcast — or at least, they weren't tuning out in droves.



[Advanced TV Is Bringing Back Local Advertising: FreeWheel's Wallach](#)

Beet.TV, 11/5/19

"I'm really excited about partnering across the industry in terms of data. We work with Vizio, and Inscape, to try to expand what that offering is and find real scale for these audiences really easily, that's critical," he says. "When you have great data and insights, and great supply, you can connect the dots and make an impact."



[Scaling-Up Advanced TV: Inscape, OpenAP Execs On Coming Together](#)

Beet.TV, 11/5/19

In this panel discussion at Beet Retreat In The City, two such executives discussed how they are embarking on just such initiatives:

- [OpenAP](#) CEO David Levy – the Fox/Viacom/NBC Universal/Univision addressable ad data consortium has now launched a marketplace.
- [Inscape](#) sales and marketing SVP Jodie McAfee – the ad targeting unit of TV maker Vizio has launched a technology consortium, [Project OAR](#).



TV (R)EV

[Comscore's Alexander Feldman Reveals How ACR is Key in Cross Platform Measurement](#)
TVREV, 11/1/19

The company's recent product moves across its business units have been focused in advanced television in order to round out the company's cross-platform offering. As part of that strategic move, Comscore is using automatic content recognition technology (ACR) technology from Inscape to successfully link disparate data points into a viable cross-platform measurement capability.

CW: What does Inscape ACR data facilitate or improve?

AF: They help plug gaps in the connected TV space which is an emerging area and is growing. Consumers are adopting connected TVs quickly. It adds an extra layer of information into our models and logic. So they are improving the overall data sets that we have by providing us with information that we never had.



[NinthDecimal Adds Inscape TV Data to Marketing Platform](#)

Broadcasting & Cable, 10/30/19

NinthDecimal made a deal to add TV viewing data from Inscape to its omni-channel marketing platform, enabling NinthDecimal users to measure the impact of their TV advertising campaigns.



[NinthDecimal Expands Closed-Loop Planning & Measurement Capabilities Through Inscape Partnership](#)

Broadcasting & Cable, 10/30/19

“Incorporating smart TV viewing data is essential for true omni-channel and cross-device measurement,” said **Ken Norcross**, Director of Business Development for Inscape. “By marrying our data with NinthDecimal’s offline behavioral insights, marketers are able to access real-time reporting tied to the largest set of smart TV data in the US.”



[NinthDecimal-Inscape Partnership Improves TV Measurement and Audience Intelligence Capabilities](#)

MarTech Series, 10/30/19

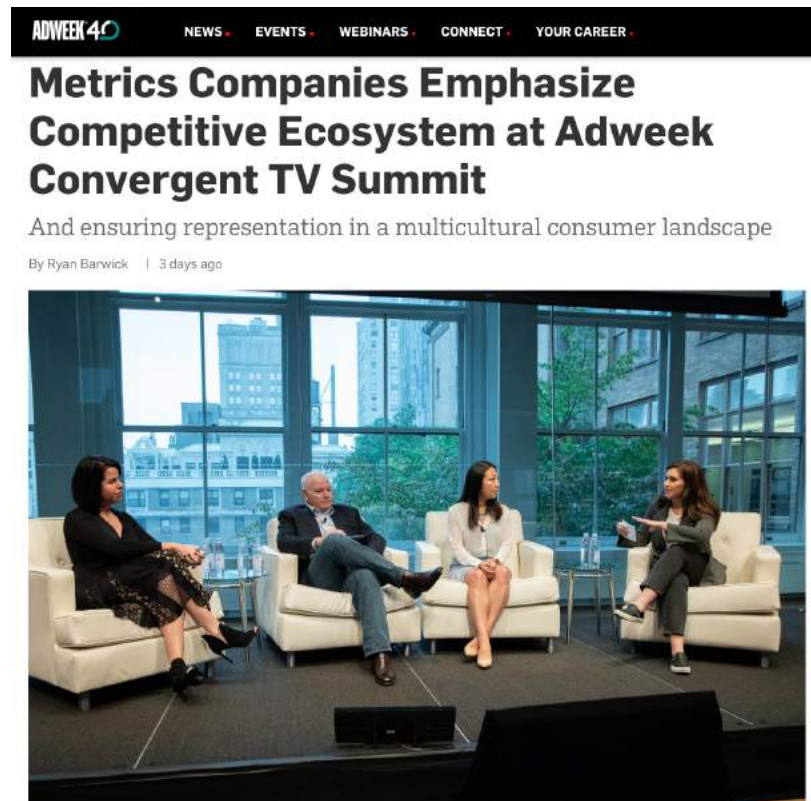
Brian Kilmer, SVP of Advanced Television at NinthDecimal, said, “The days of measuring [TV ad effectiveness](#) solely on reach and frequency metrics like GRPs are over... As brands and agencies continue to test the effectiveness of different TV viewing experiences, it’s more important than ever for them to measure their campaigns against real business outcomes like foot traffic. Our partnership with Inscape is helping brands across every vertical make impactful media planning and buying decisions in real-time to drive the most valuable results.”

ADWEEK

[Metrics Companies Emphasize Competitive Ecosystem at Adweek Convergent TV Summit](#)
Adweek, 10/25/19

Jodie McAfee, Inscape's svp, sales and marketing, predicted that as measurement tools advance, different metrics will evolve to help buyers and sellers.

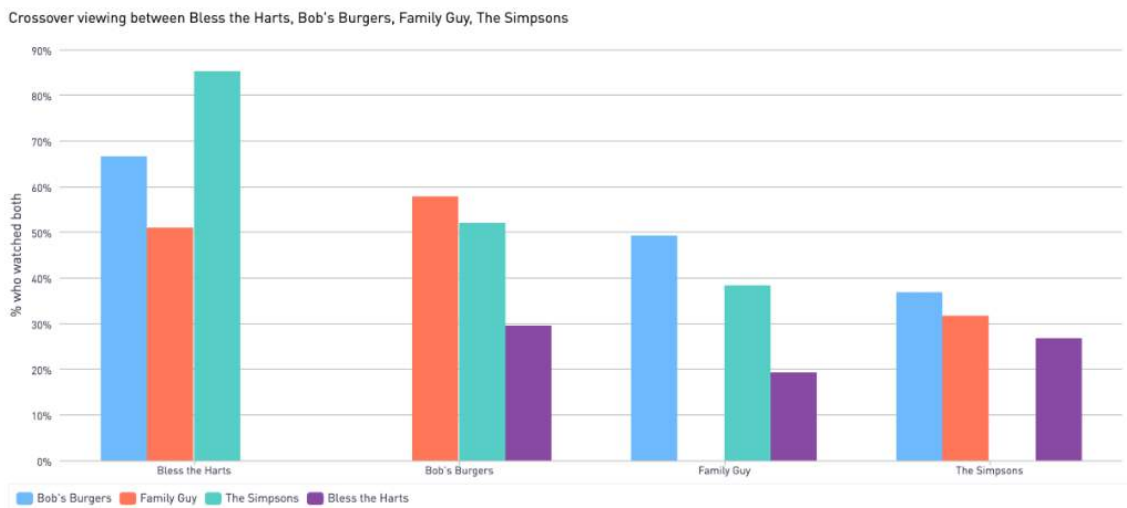
"Nielsen's never going away," he said. "But the point is that there are going to be different flavors of currency, because what currency comes down to is a buyer and a seller willing to trade on a particular metric. And so I think what you're going to end up seeing are, you know, pharma companies may trade on a different flavor of whatever that currency is, financial companies may trade on a different flavor. Different data sets are going to contribute to those different flavors."





[‘Animation Domination’ Deep Dive: Viewership Trends for Fox’s Cartoon Block](#)
Broadcasting & Cable, 10/23/19

First, a look at audience crossover among all four of the shows so far this season. A note about methodology: You have to do more than just flip past a station with your remote to count as a “crossover viewer” in Inscape’s system. For the data below, the minimum viewing threshold is 10 minutes.



Via Inscape



[Addressable Television: The Holy Grail of Personalization](#)
StreamingMedia, 10/15/19

Prior to Project OAR, multiple companies had tried and failed at creating streaming-like addressable advertising for linear because they didn’t understand the market, explains Zeev Neumeier (right), SVP of product at Inscape. His company sells data to the TV industry, so it had a front-row seat on the attempts and could see that the companies failed because they tried to impose a way of working on broadcasters and TV ad sales

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Prior to Project OAR, multiple companies had tried and failed at creating streaming-like addressable advertising for linear because they didn't understand the market, explains **Zeev Neumeier** (right), SVP of product at Inscape. His company sells data to the TV industry, so it had a front-row seat on the attempts and could see that the companies failed because they tried to impose a way of working on broadcasters and TV ad sales.

Project OAR will let the networks sell their addressable inventory directly. It started as a way to bring scale to the process of buying ads on connected TVs while simplifying transactions: Would it be possible to create a technology that worked across TVs from a variety of original equipment makers (OEMs)? And could it create a flexible system that didn't force all the various stakeholders into one rigid way of working? Once Vizio started talking the idea up, it found that getting buy-in was surprisingly easy. The time was right, and the industry saw that having an open standard would help drive the area.



[Partnerships Drive Data-Enabled Buying at Scale, says FreeWheel Video Marketplace Report](#)
MediaVilage, 10/18/19

In the first half of 2019, players across the premium video ecosystem partnered to help advance television's data-enabled future. These industry initiatives seek to promote interoperability and limit walled gardens and silos. As an example, the U.S.-based smart TV company VIZIO spearheaded "Project OAR" (Open Addressable Ready), a consortium dedicated to the development of new standards for addressable advertising on connected TVs (CTVs). At launch, participants included [AMC Networks](#), [CBS](#), [Discovery](#), [Disney Media Networks](#), FreeWheel, Hearst Television, Inscape, [NBCUniversal \(NBCU\)](#), [WarnerMedia](#), and [Xandr](#). The consortium is designed to benefit audiences and marketers alike.



[Advertiser and Viewership Insights for the Fourth Democratic Debate](#)
Broadcasting & Cable, 10/16/19

Inscape also tracked minute-by-minute viewership for the three-hour debate:

Minute by minute viewing for 'Cnn Democratic Debate' on '2019-10-15 20:00:00'



Tune-in rose steadily in the first hour, plateaued a bit, then started a slow decline as the night wore on. There were two main peaks in viewership: First, around 9:25 p.m. ET, when candidates were discussing checking Trump and Russia/Putin, and election security/hacking threats. Then a little later viewership peaked around 9:57 p.m. ET, when Bernie Sanders discussed his health and candidates talked about whether age is an issue.

[#nyctvweek](#)

[Panel Discussion: Television Gets “Smart”](#)

NYC TV Week, 10/16/19

Panel Discussion: Television Gets “Smart”

As “TV” consumption continues to not only grow, but also morph and splinter into a myriad of viewing environments, it doesn’t take a rocket scientist to recognize that legacy sample-based linear measurement methodology can no longer be solely relied upon to divine the entirety of viewing behavior. In this panel, we will discuss the growing array of new data sources that programmers and advertisers are tapping into to help discern real-world video consumption.

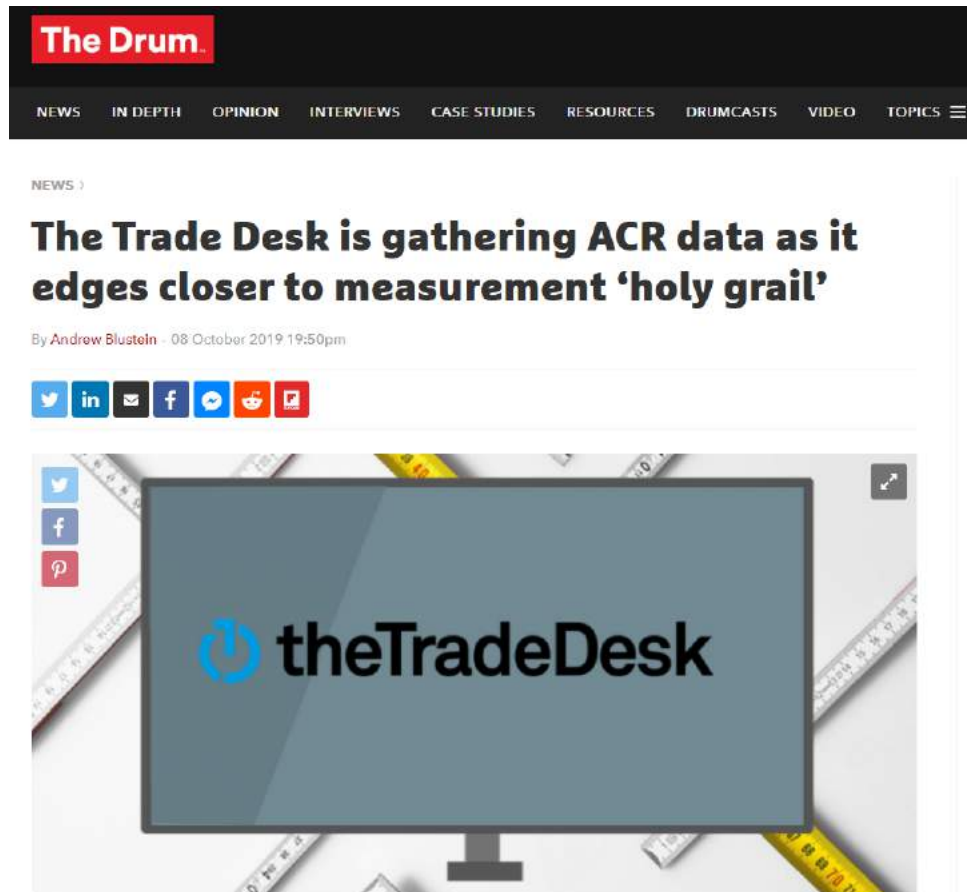
Panelists: Zeev Neumeier...



[The Trade Desk is gathering ACR data as it edges closer to measurement 'holy grail'](#)

The Drum, 10/8/19

Greg Hampton, vice-president of business development at **Inscape**, said there's increasing market demand as media buyers become more familiar with ACR data.



PPC•LAND

[The Trade Desk integrates Inscape's data insights into the Planner](#)

PPC Land, 10/8/19

The Trade Desk today announced a partnership with **Inscape**. The partnership will integrate Inscape's data insights directly into The Trade Desk's Planner, a cross-device advertising planning tool for digital and connected TV campaigns.



[Trade Desk Adds Inscape Data to TV Planning Tool](#)

Broadcasting & Cable, 10/8/19

“Brands desire to reach consumers with relevant and timely messaging. To do so, they need to understand what ads are being consumed across a wide variety of publisher inventory and devices in order to better plan and optimize their ad campaigns,” said Greg Hampton, VP of business development at **Inscape**. “The Trade Desk understands that TV viewing data from Inscape has the granularity, precision and scale necessary to help advertisers deliver sophisticated, omni-channel advertising campaigns across every device, marketing channel, and ad format.”



[Trade Desk teams with Inscape for cross-device ad planning](#)

Rapid TV News, 10/9/19

“Brands desire to reach consumers with relevant and timely messaging. To do so, they need to understand what ads are being consumed across a wide variety of publisher inventory and devices in order to better plan and optimise their ad campaigns,” added **Greg Hampton**, vice president of business development at Inscape. “The Trade Desk understands that TV viewing data from **Inscape** has the granularity, precision and scale necessary to help advertisers deliver sophisticated, omni-channel advertising campaigns across every device, marketing channel, and ad format.”



[The Trade Desk Helps Marketers Streamline Their TV and Digital Media Strategies with Smart TV Viewing Data from VIZIO's Inscape](#)

Business Wire, 10/9/19

Incorporating **Inscape's** viewing data, from more than 12 million active and opted-in smart TV devices, helps advertisers on The Trade Desk's platform plan their digital spend incrementally on top of their linear media budgets, adding efficiency to cross-channel plans.

Syndication: [Yahoo Finance](#)



[MediaMath Launches Source Platform With Ad Tech Leaders, Publishers](#)

MediaPost, 10/3/19

Sources counts Rubicon Project as its anchor ecosystem partner, alongside fellow partners Telaria, Acoustic, Akamia, Business Insider, Crackle Plus, Havas Media, IBM Watson, **Inscape**/Vizio, [IRIS.TV](#), News Corp, Octopus Interaction, Oracle Data Cloud, Publishers Clearing House and White Ops.

NEW YORK BUSINESS JOURNAL

[MediaMath launches new platform to 'clean up' digital media supply chain](#)

New York Business Journal, 10/2/19 (Behind Paywall)

Partners on the initiative include the Rubicon Project, Telaria, Acoustic, Akamai, Business Insider, Crackle Plus, Havas Media, IBM Watson, **Inscape**/Vizio, Iris.



[AI To Predict Ad Success From The Storyboard: 605's Shirole](#)

Beet.TV, 10/7/19

It combines viewing data from:

- Charter Communications' Spectrum cable subscribers.
- **Inscape**, the company taking actual viewing data from Vizio TVs using automatic content recognition (ACR).



TV (R)EV

[Where Trump is Advertising Right Now and More Impeachment Stats](#)

TVREV, 10/7/19

As you'll notice above in the graph from **Inscape**, Maddow didn't really lose eyeballs at commercials, and actually picked up viewers as the show went on.



[LA TV and Innovation Week Brings Disruptors, New Technology and Global Influencers to International Advertising Conference in Los Angeles](#)

Cision PR Web, 10/8/19

The industry and business leadership conference is brought to Los Angeles in part by supporting sponsors including MadHive, Premion, Spectrum Reach, TUBI, Canoe, iSpot TV, **Inscape**, Cadent, FOX, NBC Universal, HULU, USIM, Omnicom Media Group, and Horizon Media and media partners MediaVillage, MyersBizNet, Variety, The 4A's and TV[R]EV.



[After 25 years of 'problems and friction', MediaMath wants to reset digital advertising](#)

The Drum, 10/2/19

The companies currently involved in Source include: Rubicon Project Telaria, Acoustic, Akamai, Business Insider, Crackle Plus, Havas Media, IBM Watson, **Inscape**, [IRIS.TV](#), News Corp, Octopus Interactive, Oracle Data Cloud, Publishers Clearing House and White Ops.



ADVANCED TELEVISION

[MediaMath commits to ad supply chain accountability](#)

Advanced Television, 10/2/19

Anchor Ecosystem Partner Rubicon Project joined by Video & CTV/OTT player Telaria, Acoustic, Akamai, Business Insider, Crackle Plus, Havas Media, IBM Watson, **Inscape/Vizio**, [IRIS.TV](#), News Corp, Octopus Interactive, Oracle Data Cloud, Publishers Clearing House and White Ops.



[MediaMath Leading Effort to Create New Ad Supply Chain](#)

Broadcasting & Cable, 10/2/19

Among the companies opting to work with MediaMath on source are Telaria, Acoustic, Akamai, Business Insider, Crackle Plus, Havas Media, IBM Watson, **Inscape/Vizio**, [IRIS.TV](#), News Corp, Octopus Interactive, Oracle, Publishers Clearing House and White Ops.



[MediaMath Commits To 100 Percent Accountable & Addressable Digital Media Supply Chain By End Of 2020](#)

Cision PR Newswire, 10/2/19

"We are excited to partner with MediaMath and applaud their commitment to a fully transparent, accountable and addressable supply chain," said **Jodie McAfee**, SVP Sales and Marketing of **Inscape**, a subsidiary of VIZIO. "The combination of Inscape's best-in-class, always on TV viewing data, and MediaMath's device graph will allow marketers to make connections between on and offline media spending and exposure. A powerful tool in a media market in which business outcomes are becoming table stakes."

Syndication: [Yahoo Finance](#), [New York Business Journal](#)...

Forbes

[iSpot and Target Pair Up To Provide Brands With Actionable Insights Around TV](#)

Forbes, 9/30/19

Roundel uses iSpot's ad measurement data combined with Vizio subsidiary **Inscape's** screen level data from 12 million opted-in TVs. That data is combined with anonymous SKU and customer purchase data so brands can determine which ads were most effective at driving sales for over 2,000 brands currently sold at Target.

≡ Forbes

iSpot and Target Pair Up To Provide Brands With Actionable Insights Around TV



Alan Wolk Contributor @
Media
I cover the future of television, from broadcast to digital to social

f
t
in



[iSpot.tv Building TV Attribution Platform for Target's Roundel](#)

Beet.TV, 9/27/19

In this video interview, Anthony Skinner of iSpot.TV – which offers measurement, attribution and technical services – explains his company takes viewing data from **Inscape**, the subsidiary of TV maker Vizio that uses automated content recognition (ACR) to capture audiences' real viewing behavior.



[How 'Deterministic TV' Will Drive Ad Outcomes: 605's Levine](#)

Beet.TV, 10/1/19

605 provides aggregate set-top box and automatic content recognition (ACR) from 21 million households.

It combines viewing data from:

- Charter Communications' Spectrum cable subscribers.
- **Inscape**, the company taking actual viewing data from Vizio TVs using automatic content recognition (ACR).



TV (R) EV

[OTT Advertising Will Be A Clear Winner In The 2020 Elections](#)

TVREV, 9/24/19

[Technology like Inscape](#), with data from over 11 million smart TVs nationwide, delivers granular information at scale about actual viewing trends. Combined with demographic and psychographic data, ads can now be targeted and served to highly specific audiences on an impression by impression basis.



[New FreeWheel research finds that audience targeted ad views grew 82%](#)
[FinancialNews.co.uk](#), 9/30/19

In the US, for instance, companies across the premium video ecosystem worked to advance television's data enabled future and accelerate scale through consortiums like **Project OAR**, which is creating standards for addressable advertising on connected TVs.



[Xandr's Relevance Conference: TV Can't Advance Without Better Measurement](#)
[AdExchanger](#), 9/18/19

To be fair, the networks have formed consortiums like **Project OAR** and OpenAP to solve measurement definition issues. Consolidation has also helped. Joe Hogan, EVP of sales and marketing at WarnerMedia, pointed out that under AT&T, the media conglomerate's networks consolidated under chairman Bob Greenblatt, giving marketers a simpler access point across all WarnerMedia properties.

[ad](#) TOPICS | OPINION | RESOURCES | EVENTS | PODCAST |

Xandr's Relevance Conference: TV Can't Advance Without Better Measurement

by [Alison Weissbrot](#) // Wednesday, September 18th, 2019 - 3:18 pm

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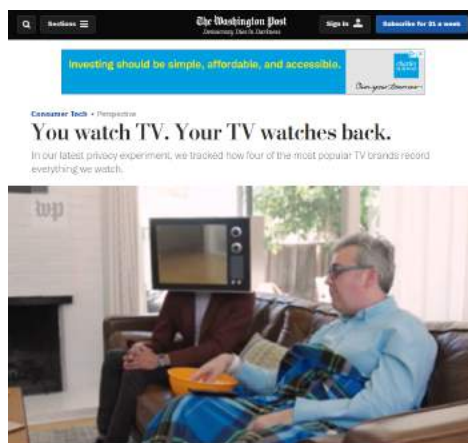


The Washington Post

[You watch TV. Your TV watches back.](#)

Washington Post, 9/18/19

A decade ago, the arrival of smart TVs with Internet connections and apps gave an engineer named Zeev Neumeier a new idea: have the TV itself report on everything that crosses its screen. “We built a better mousetrap,” says Neumeier, now the senior vice president of technology at **Inscape**, the data division of Vizio. It’s called “automatic content recognition,” or ACR.



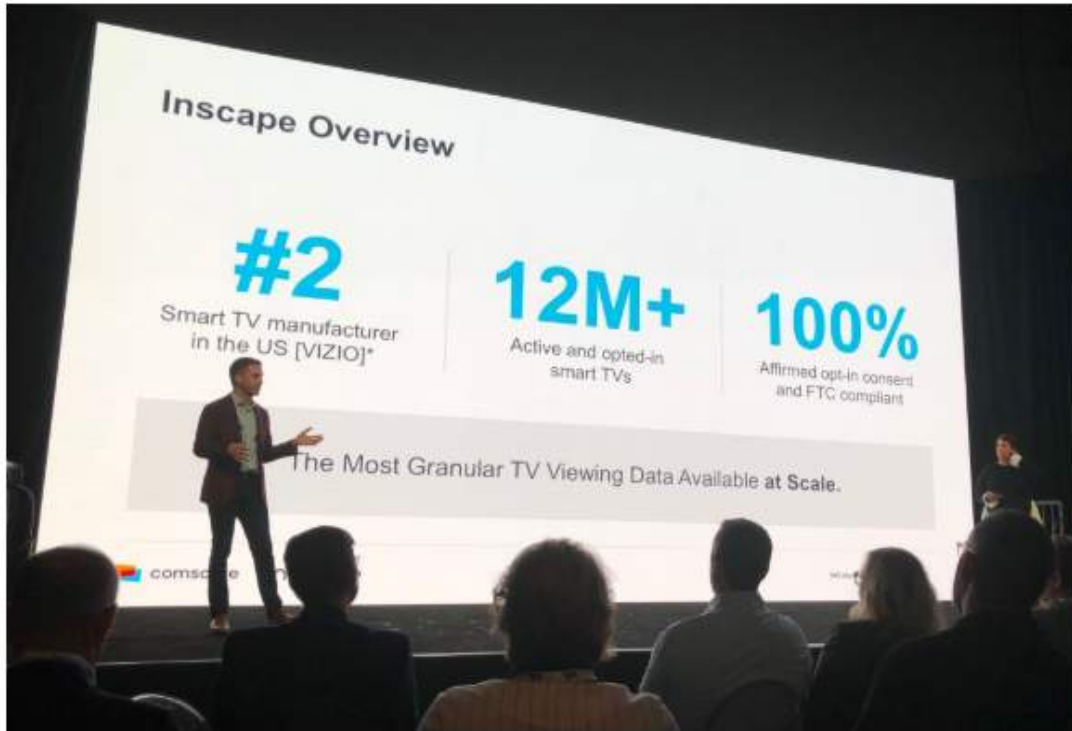
TV (R)EV

[Four Themes Spotted at NewFronts West](#)

TVREV, 9/13/19

How do you know if you connected with an audience that’s everywhere and anywhere? With cross-channel analytics, fueled by data that has depth, speed, and scale. **Inscape** and Comscore presented insights from working together — of note:

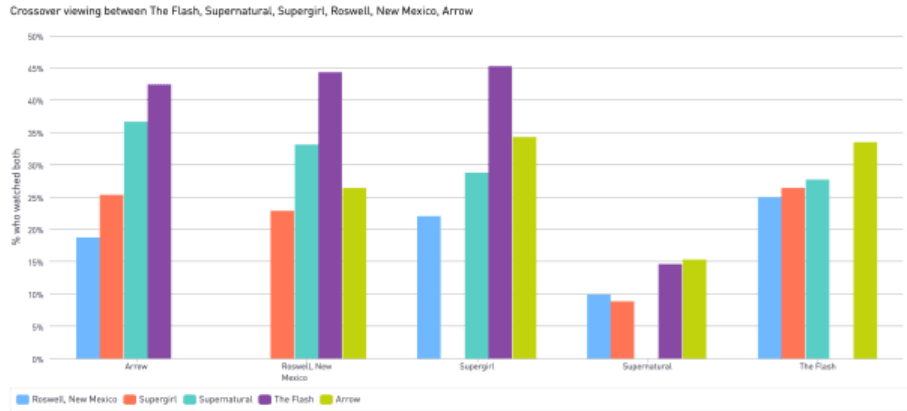
- Cross-platform campaigns generate significant lifts 36% more often than any individual platform
- Social + TV is 50% more effective influencing purchase intent and awareness than other media mixes
- 50% of measured campaigns had one video creative that was 6x more impactful than all other creatives, regardless of platform



[Network Spotlight: A Deep Dive Into Advertising and Viewership Trends for The CW](#)

Broadcasting & Cable, 9/11/19

The Flash was on the high end of crossover for multiple other shows: 45% of Supergirl viewers, 44% of Roswell, New Mexico viewers and 42% of Arrow fans tuned into it. On the flip side, people watching Supernatural were less likely in general to watch the other four shows, with the lowest crossover being 8.9% for Supergirl.



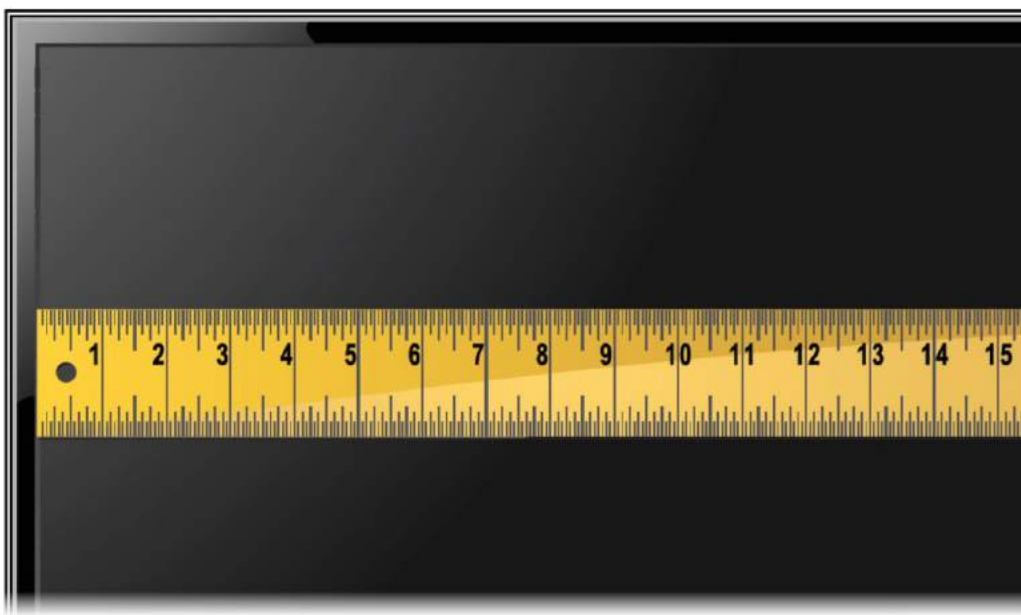
Via [inscape](#)

Multichannel NEWS

[Measuring the Measurers](#)

Multichannel News, 9/9/19

“If I dug a grave every time somebody said that TV was dead, I’d be in China right now,” Inscape founder and senior vice president of product Zeev Neumeier said. Inscape, a division of TV manufacturer Vizio, generates and licenses data from about 11 million smart TV sets from owners who have opted in to ad-technology companies, media buyers and networks. That data is increasingly being used by other measurement companies.

Top Stories**Cover Story: Measuring the Measurers**

Niche audience-measurement companies aim to give advertisers, programmers a fuller picture of who's watching

WHY THIS MATTERS: *The business of measuring who's watching what in an increasingly segmented TV industry has evolved from a simple count of basic viewership into a near frenzy for increasingly granular information.*



[Amobee Makes It Easier For Local CTV Advertisers To Buy, Measure Media](#)

MediaPost, 9/6/19

The integration with more than 60 data providers and marketplaces like Oracle Data Cloud, LiveRamp Data Store, IRI, Inscape, Lotame, Eyeota, and TruOptik gives advertisers access to more than 50,000 audience segments to create targeted campaigns for connected TV.



[Universal Addressability: Not Easy. But 'Within Reach.' Concludes New White Paper](#)

MediaPost, 9/6/19

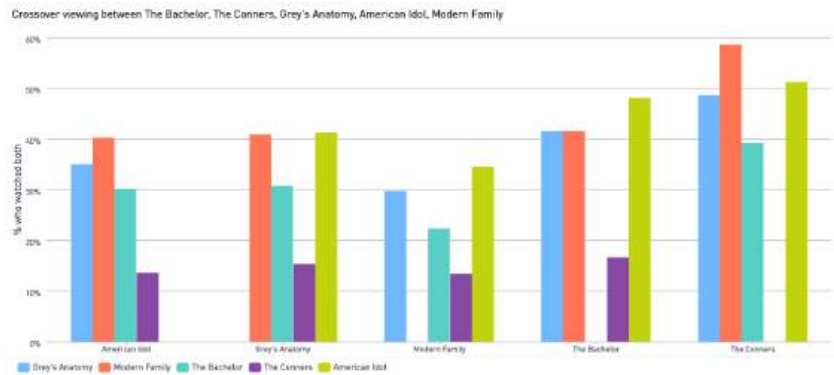
“The initiatives supporting ATSC3.0, the Nielsen/Sorenson ACR efforts, and Project OAR need to support a common approach to control, clock and cache — what I’ve dubbed ‘The Three C’s.’”

TV (R)EV

[Network Spotlight: Advertising and Viewership Trends for ABC](#)

TVREV, 9/4/19

Overall, there was low crossover with The Conners for the other shows: 13% of Modern Family fans, 14% of American Idol viewers and 15% of people who watched Grey’s Anatomy tuned into it. On the flip side, 59% of The Conners viewers tuned into Modern Family — the highest crossover rate on the chart.



Via inscape

[4C Recognized as a Leader in Independent Analyst Report on Cross-Channel Video Advertising Platforms](#)

GlobeNewswire, 8/29/19

For the evaluation, the 13 most significant providers in the category were assessed by Forrester across 10 criteria including Plan/Schedule Building, Buying (Traditional Linear, Set Top Box, OTT/CTV, and Online Video), Audience Discovery and Building, Measurement, Company Vision, Product Vision, and Product Roadmap. In the report, Forrester states that 4C “leads the pack with extensive linear and OTT/CTV inventory” and “is the best fit for companies that need a pure self-service tool.” Pluses identified by Forrester include “a strong identity graph, sophisticated data science, and additional TV data from Inscope, Nielsen, and others.”

Syndication: [Yahoo Finance](#), [MarTech Series](#)



[4C Ranked as a Leader in the 2019 Forrester Report on Cross-Channel Video Advertising Platforms](#)

MarTech Advisor, 8/30/19

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4C Ranked as a Leader in the 2019 Forrester Report on Cross-Channel Video Advertising Platforms

By Ameya Dusane
Aug 30 2019 | 12:00 AM | 2 Mins Read | [Read Mode](#)

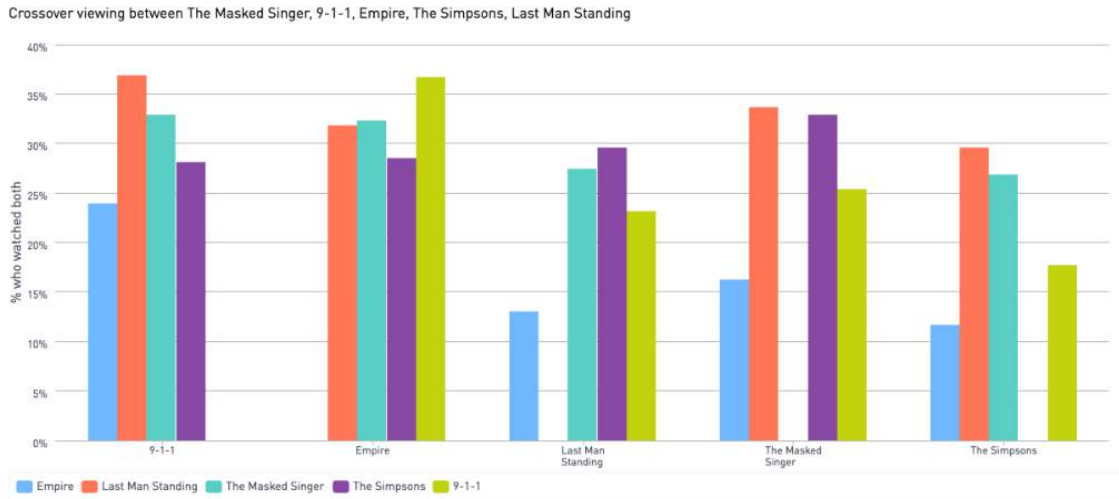
Connect with us



[Network Spotlight: A Deep Dive Into Advertising and Viewership Trends for Fox](#)

Broadcasting & Cable, 8/22/19

First, a look at the percentage of crossover among five of its series: The Masked Singer, 9-1-1, Empire, The Simpsons and Last Man Standing. A note about methodology: You have to do more than just flip past a station with your remote to count as a “crossover viewer” in Inscape’s system. For the data below, the minimum viewing threshold is 10 minutes.



Via *Inscape*



[TVOT NYC Moves to Tribeca!](#)
InteractiveTV Today [itvt], 8/21/19

TVOT NYC offers sponsors and exhibitors a range of innovative and effective ways to drive awareness of their brand, and the show's new location has allowed us to launch several exciting new sponsorship options and packages. We are pleased to announce that **Inscape**, Tavant , TiVo and Breakaway Communications have already signed on as sponsors.



Interactive TV Today - The first, best & most widely read news source on multiplatform interactive television

TVOT NYC Moves to Tribeca!

AUGUST 21, 2019

2019 Upcoming - TVOT NYC 2019 - December 4th



TVOT News

Radio ITVT: "How Attribution Will Change Not Only Advertising, But TV Itself" At TVOT SF 2019

Photos From TVOT SF 2019

TVOT SF 2019 Panel And Keynote Recordings Now Available

Radio ITVT: Addressable TV Leaders Roundtable At TVOT SF 2019

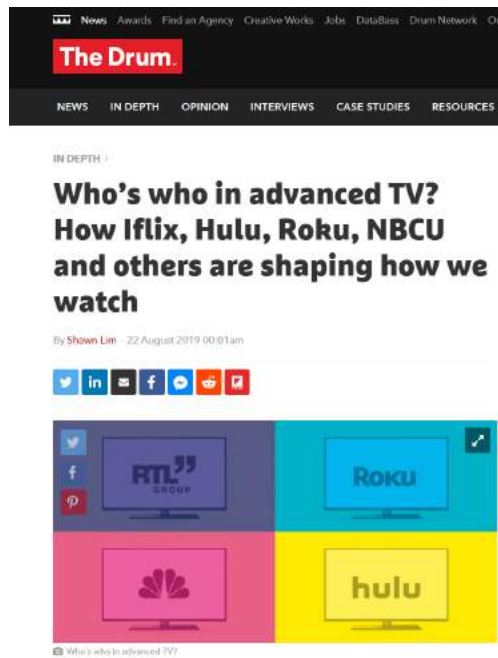


[Who's who in advanced TV? How Iflix, Hulu, Roku, NBCU and others are shaping how we watch](#)

The Drum, 8/22/19

“Sky also adopted CFlight, our NBCU cross-platform measurement solution, which has brought us one step closer to attribution,” says Colella.

“We have joined forces with the industry at large, with OpenAP and **Project OAR**, because we know we all need to work together to make change a reality in our industry. We know that making it easier for clients to adopt advanced advertising will help grow the industry and make advertising smarter.”





[Inscape On Addressable: We're Never Going To Get There Pushing An End-To-End Stack](#)
AdExchanger, 8/15/19

Inscape, Vizio's data and ACR unit, is developing the underlying technology. When the standard is ready, which could be as soon as the end of 2019 or early 2020, Vizio will deploy it across its footprint of around 10.5 million smart TVs.



[Amobee Launches Connected TV Data Marketplace for Advertisers](#)
Streaming Media, 8/15/19

Amobee partnered with companies including Oracle Data Cloud, the LiveRamp Data Store, IRI, Inscape, Lotame, Eyeota, and Tru Optik to build the database, which works by mapping personal devices and cookies to anonymous household data.



[TV Broadcasters Are Hot On Addressable – But CCPA Might Hamper Their Plans](#)
AdExchanger, 8/15/19

One of the biggest challenges is that every time a data company updates its privacy policy, it requires new firmware, which TV manufacturers don't love doing, said Jodie McAfee, SVP of sales and marketing at Vizio-owned data company Inscape.

"And we only have to deal with a single manufacturer," McAfee said. "Other companies that aggregate this type of data from multiple OEMs, well, god help them."

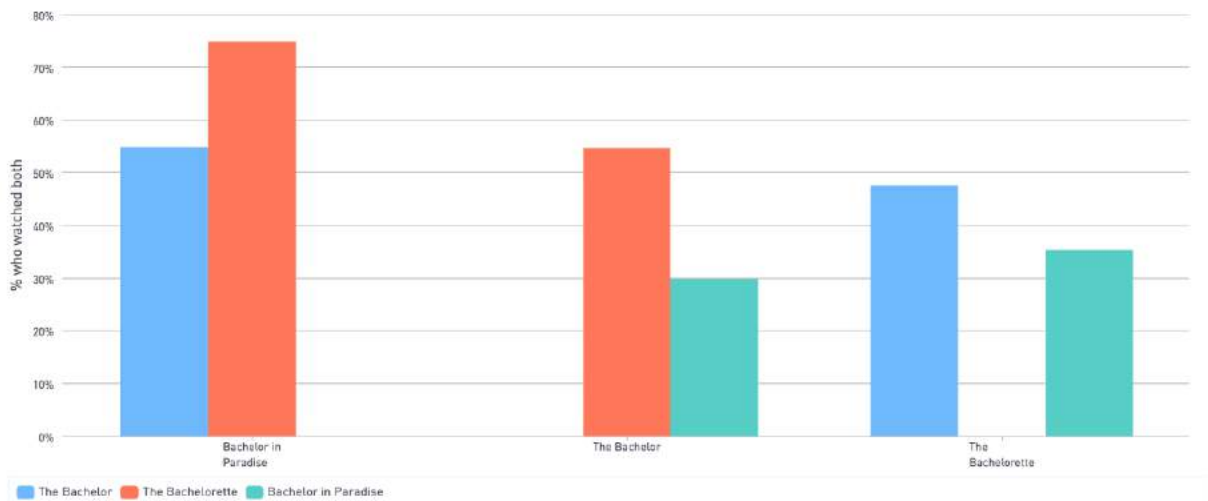


[The Five Brands Most in Love With ABC's 'Bachelor in Paradise'](#)

Broadcasting & Cable, 8/15/19

We also partnered with Inscope, the TV data company with glass-level insights from a panel of more than 11 million smart TVs, to take a look at viewership trends including crossover with the sister shows The Bachelorette and The Bachelor. Crossover for Bachelor in Paradise viewers was highest with the most recent season of The Bachelorette (75%) and on the low end, only 30% of The Bachelor viewers have tuned into this season of Bachelor in Paradise.

Crossover viewing between The Bachelorette, The Bachelor, Bachelor in Paradise



Via Inscope



[Inscape On Addressable: We're Never Going To Get There Pushing An End-To-End Stack](#)
AdExchanger, 8/15/19

In March, Vizio launched [Project OAR](#) (Open Addressable Ready), an industry consortium to create technical specs that will help TV programmers and platforms deliver targeted ads on smart TVs. Members include CBS, NBCU, Fox, AMC Networks, Turner, Xandr and Disney.



[What Will ViacomCBS Look Like on TV and Online Video?](#)
Broadcasting & Cable, 8/14/19

With Inscope, the TV data company with glass-level insights from a panel of more than 11 million smart TVs, we looked at viewer trends from January through May across some of the major shows from CBS.

CYNOPSIS

[08/13/19: Robert De Niro, Caitlyn Jenner and more set to roast Alec Baldwin](#)
Cynopsis, 8/13/19

Cable is quickly catching up on the latter thanks to initiatives from Project OAR, among others, but the ability to own the relationship with your viewer is a huge – and incredibly valuable – difference.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[Project OAR Support Added To Verance Aspect Platform](#)

Radio+Television Business Report, 8/13/19

Verance Corporation, known as a provider of standards-based watermarking, is moving forward with plans to add support for Project OAR (“Open Addressable Ready”) to its Aspect platform.



[VERANCE ADDING PROJECT OAR SUPPORT TO ITS ASPECT PLATFORM](#)

Broadcasting & Cable, 8/7/19

“**Project OAR** has made remarkable strides in bringing the industry groups together and readying a solution for today’s environment,” said Nil Shah, Chief Executive Officer of Verance. “Addressable advertising is poised to transform the television industry and watermarking will accelerate its benefits.”

TVTechnology

[Verance Announces Support For Project OAR](#)

TV Technology, 8/7/19

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CYNOPSIS

[08/05/19: Cynopsis Media Tech Update](#)

Cynopsis, 8/5/19

Data commercialization platform and marketplace Narrative struck a strategic relationship with **Inscape**, provider of smart TV viewing data, to integrate Inscape's ACR-generated, glass level insights from more than 11 million smart TVs into Narrative's raw data marketplace.

CYNOPSIS

[08/01/19: Big Four take aim at Locast](#)

Cynopsis, 8/1/19

“For the data economy to have less friction, marketers and publishers need to operationalize their data strategies as efficiently as possible, without giving up strategic control,” said Founder and CEO of Narrative Nick Jordan. “By integrating **Inscape's** Smart TV data, we are rounding out our full spectrum data marketplace and giving marketers access to more precise data sets.”



[Lotame Launches Lotame TV, a Connected TV Offering](#)

MarTech Vibe, 8/6/19

“As one of Lotame's longest-running partners, we are excited to continue creating value for marketers looking to reach television audiences,” said Greg Hampton, VP of Business Development at **Inscape**, adding, “Together, we can provide granularity, quality, timeliness, scale and safety and above all else actionability when it comes to viewership data.”

☰ **MarTech** **vibe**
 Middle East 🔍

Lotame Launches Lotame TV, a Connected TV Offering

Staff Writer — 1 day ago

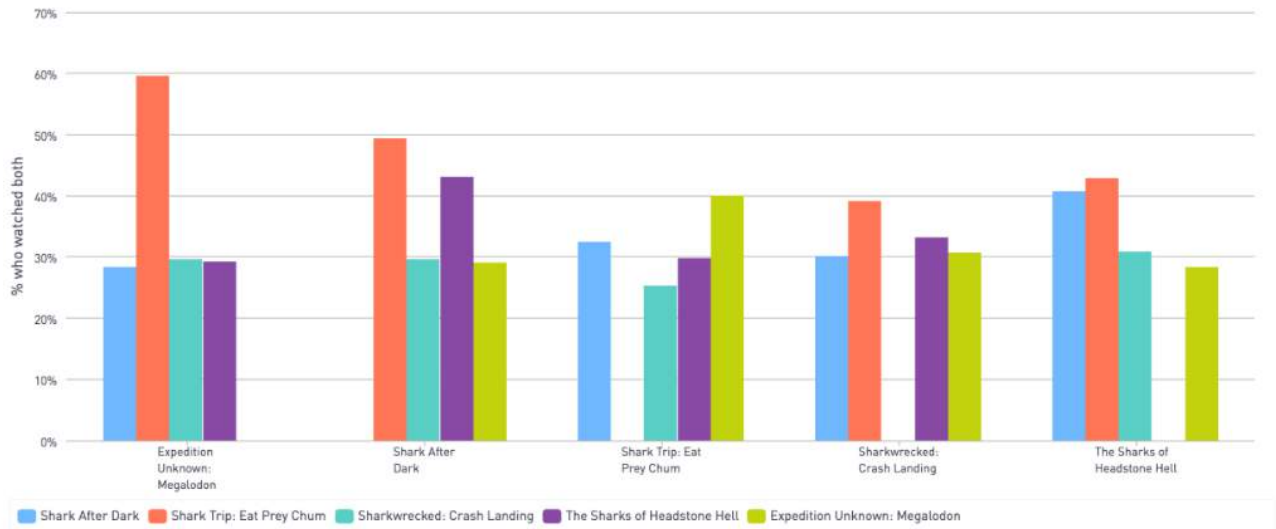
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[Shark Week 2019: Discovery Channel Sees 109% Jump in TV Ad Impressions](#)
Broadcasting & Cable, 8/6/19

Here’s a look at viewership crossover from some of the popular airings during Shark Week, also courtesy of Inscope. A note about methodology: You have to do more than just flip past a station with your remote to count as a “crossover viewer” in Inscope’s system. For the data below, the minimum viewing threshold is 10 minutes.

Crossover viewing between Sharkwrecked: Crash Landing, Shark After Dark, Shark Trip: Eat Prey Chum, Expedition Unknown: Megalodon, The Sharks of Headstone Hell



Via **Inscape**

BUSINESS INSIDER

[Data firm Lotame is pitching TV ad targeting to marketers to stay ahead of marketing cloud giants Adobe and Salesforce](#)

Business Insider, 8/5/19 (view [here](#))

Lotame CMO Adam Solomon said Lotame has already been pitching TV buyers data from Automated Content Recognition (commonly known as ACR), which it accesses through a partnership with Vizio's **Inscape**. The data analyzes what shows and TV commercials consumers watch on smart TVs, and Solomon said the company is looking to tap into other sources of ACR.

BI PRIME

A data firm claims it's found a way for marketers to better target digital ads by using TV data, and big names like ABC and Fox are on board

Lauren Johnson Aug. 7, 2019, 10:28 AM



Fox's "Empire." Fox

MARTECHSERIES

Marketing Technology Insights

[Lotame Unveils Industry's Most Connected TV Offering: Lotame TV](#)

MarTech Series, 8/6/19

“As one of Lotame’s longest running partners, we are excited to continue creating value for marketers looking to reach television audiences,” said [Greg Hampton](#), VP of Business Development at Inscope. “Together, we can provide granularity, quality, timeliness, scale and safety and above all else actionability when it comes to viewership data.”



[Lotame TV Connects TV Viewership Audiences for Cross-Screen Digital Campaigns](#)

EContent Mag, 8/6/19

In support of its TV offering, earlier this year, Lotame extended its strategic relationship with Inscope, which delivers viewing information from nearly 11 million connected VIZIO TVs.



[Narrative Adds Smart TV Data through Inscope Deal](#)

Mr. Web, 8/5/19

Narrative founder and CEO Nick Jordan (pictured) comments: 'For the data economy to have less friction, marketers and publishers need to operationalize their data strategies as efficiently as possible, without giving up strategic control. By integrating **Inscope's** Smart TV data, we are rounding out our full spectrum data marketplace and giving marketers access to more precise data sets.'



[Narrative integrates Inscope smart TV data](#)

Rapid TV News, 8/1/19

"Plain and simple, [Narrative](#) makes data monetisation and acquisition more efficient by bridging the gap between first- and third-party data without compromising consumer privacy," said Greg Hampton, VP, business development, [Inscope](#).



[Narrative Collaborates With Inscope to Add Smart TV Data](#)

MarTech Advisor, 7/31/19

By integrating Inscope's ACR-generated, glass level insights from more than 11 million smart TVs into Narrative's raw data marketplace, companies gain access to a suite of tools that make

it easy to standardize, price, manage and distribute data and the ability to integrate data into all platforms and applications.

MARTECHSERIES

Marketing Technology Insights

[Narrative Adds Smart TV Data Through Partnership with Inscape](#)

MarTech Series, 8/1/19

"By integrating **Inscape's** Smart TV data, we are rounding out our full spectrum data marketplace and giving marketers access to more precise data sets."

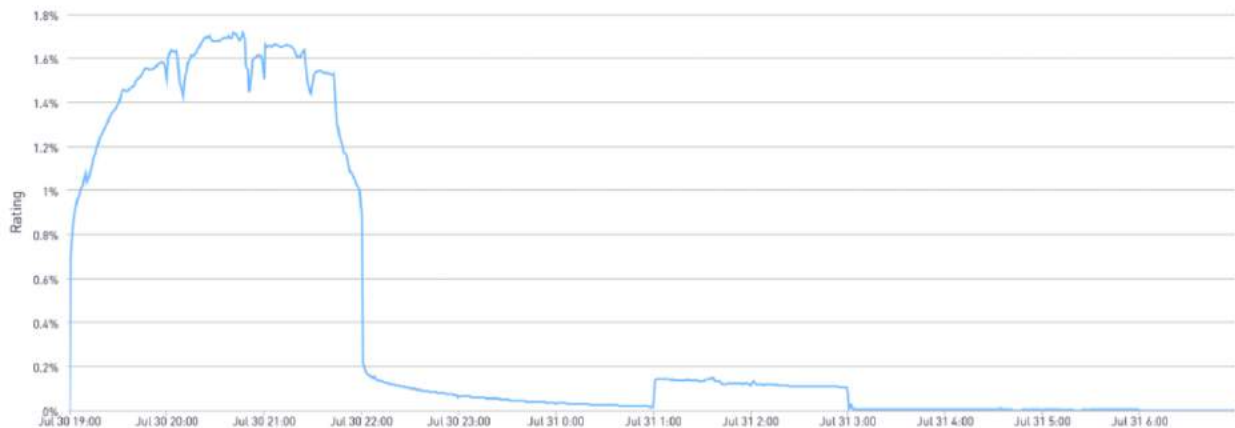


[CNN Democratic Debate, Night 1: Viewership Insights](#)

MediaNexis, 7/31/19

Below, we share minute-by-minute viewership of the debates as well as where people were tuning in from, courtesy of **Inscape**, the TV data company with glass-level insights from a panel of more than 11 million smart TVs. Also below: a look at the audience for three of last night's frontrunners.

Minute by minute viewing for 'Cnn Democratic Presidential Debate' on '2019-07-30 19:00:00'



Via **Inscape**



[Narrative Adds Smart TV Data Through Partnership with Inscape](#)

Cision PR Newswire, 7/31/19

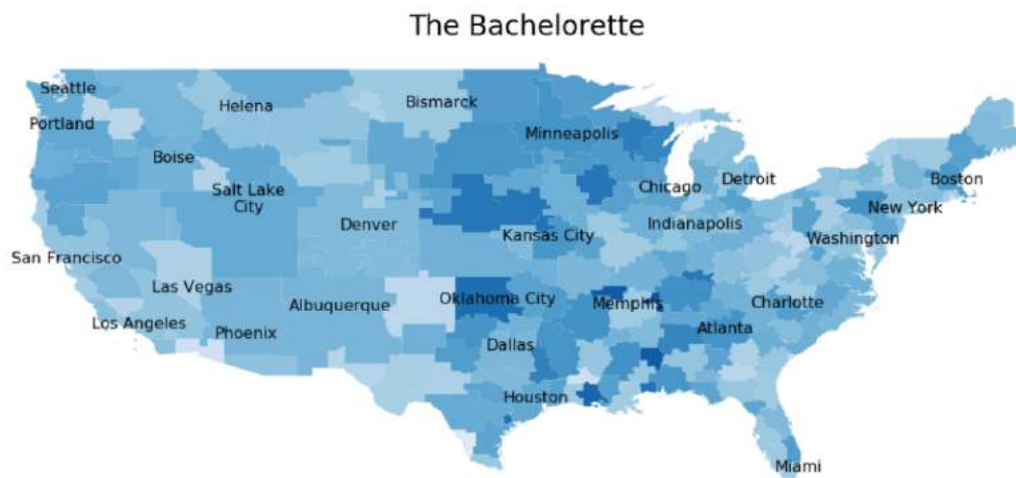
"By integrating Inscape's Smart TV data, we are rounding out our full spectrum data marketplace and giving marketers access to more precise data sets."



[Viewership Deep Dive: ABC's 'The Bachelorette'](#)

Broadcasting & Cable, 7/26/19

In general, the Southeast and Midwest parts of the country tuned in more, with a few hotspots of viewer location included the Jackson, TN; Jonesboro, AR; Meridian, MS; Lafayette, LA; and Oklahoma City, OK DMAs.

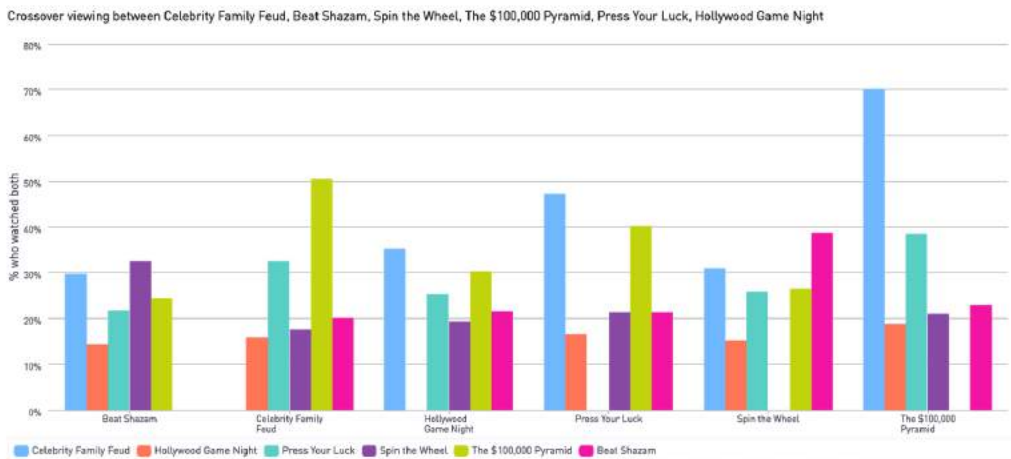


TV (R)EV

[Network Loyalty Plays Into Game Show Viewer Crossover](#)

TVREV, 7/26/19

At the high end of viewership crossover: an impressive 70% of The \$100,000 Pyramid viewers also watched Celebrity Family Feud, and half of Family Feud fans watched Pyramid. At the low end: only 14% of Beat Shazam viewers watched Hollywood Game Night, and 15% of Spin the Wheel fans tuned into Hollywood Game Night.



DIGIDAY

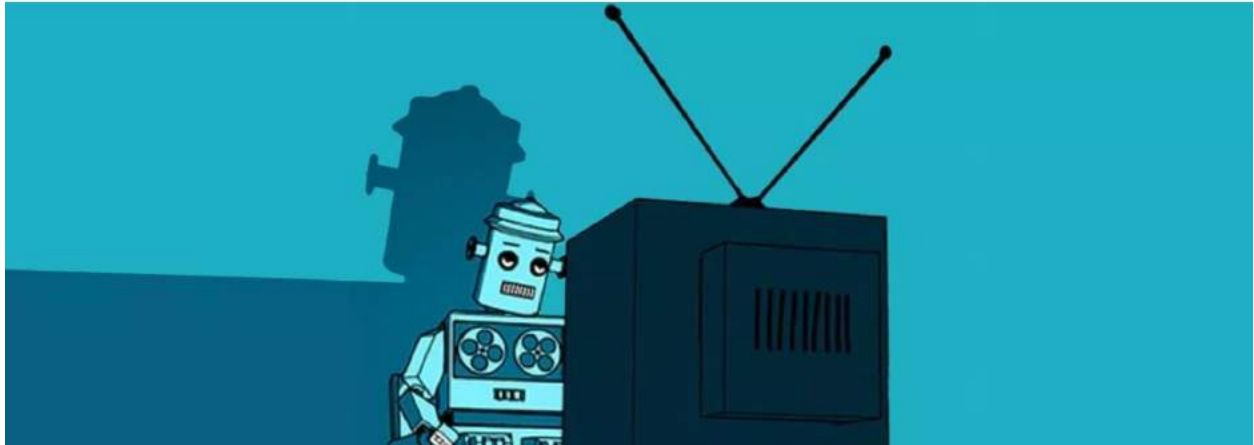
[‘To sell more TVs, we need to have better TV content’: Why Vizio is trying to standardize addressable TV advertising](#)

Digiday, 7/24/19

As **Project OAR’s** development continues and the agency members work on a corresponding measurement spec, Vizio and **Inscape** execs are now working to encourage other smart TV manufacturers to adopt Project OAR, which will be open source so that companies can customize it to their own needs. The participation of other TV manufacturers will be crucial to ensure Project OAR is able to offer enough scale to advertisers, since Project OAR relies on the smart TV to recognize when an addressable ad slot is available and to swap in the targeted ad.

'To sell more TVs, we need to have better TV content': Why Vizio is trying to standardize addressable TV advertising

JULY 24, 2019 by [Tim Peterson](#)



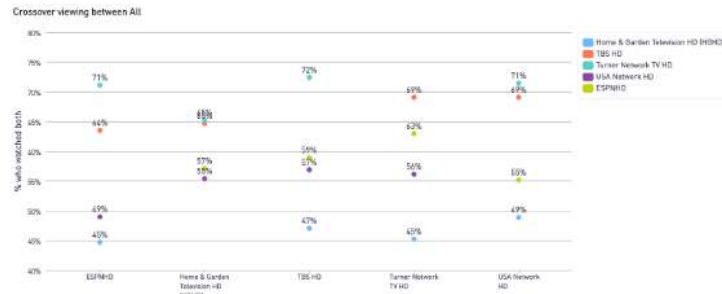
TV (R)EV

[Mid-Year Viewership Report: ESPN, HGTV, USA, TBS and TNT](#)

TVREV, 7/15/19

Key Insights

- There were high rates of viewership crossover between TBS and TNT, which makes sense given that those were two of the biggest networks for the 2019 NCAA Basketball Tournament.
- With some exceptions, viewership hot spots trended towards the Southeast, East Coast and Midwest
- Despite airing much of the 2019 NCAA Basketball Tournament, syndicated shows were more popular with TBS-viewing households.



Via **inscape**



[18% of OTT Ad Requests Are Fraudulent: AdLedger](#)

MarTech Advisor, 7/11/19

The AdLedger consortium also includes marquee leaders in advanced TV like Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.

MobileMarketing

[18 per cent of OTT ads are fraudulent: report](#)

Mobile Marketing Magazine, 7/11/19

The AdLedger consortium also includes Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.



[AdLedger Unites Brands, Agencies, TV And Technology Companies To Fight Ad Fraud On OTT](#)

MarTech Series, 7/10/19

The AdLedger consortium also includes marquee leaders in advanced TV like Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.



[Booming OTT Market Faces Ad Fraud Issues: Report](#)

Broadcasting & Cable, 7/10/19

AdLedger was founded by MadHive, Tegna and IBM. The consortium also includes Inscope, Viacom, Hearst Television, Liberty Global, and iSpotTV.



[TVadSync Taps Into TV Metadata To Detect Subtle Patterns In Viewing Behavior](#)

AdExchanger, 7/9/19

Through Inscope and LG/Gracenote, TVadSync claims to reach around 40% of US smart TV households. It's hoping to hit 20 million households by the end of the year.

DIGIDAY

[The war for streaming video has officially begun](#)

Digiday, 7/3/19

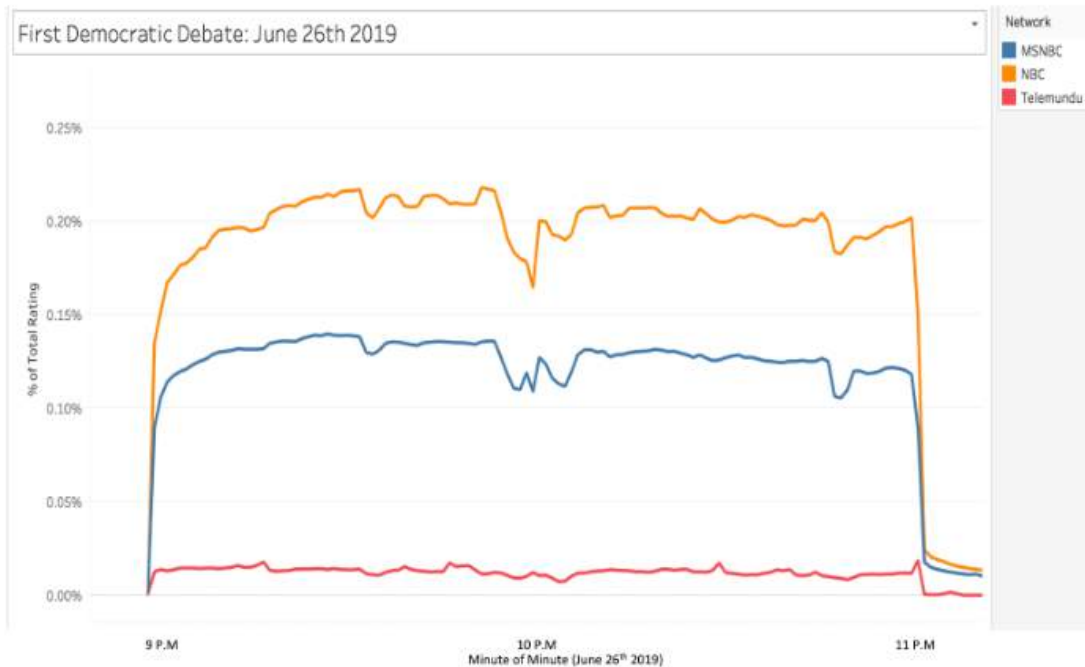
When this year's upfront cycle was only beginning to get underway, a consortium of TV networks banded together with Vizio's automated content recognition firm Inscope to form Project OAR, an effort to standardize targeted TV advertising on connected TVs. Then in the middle of the upfront season, another group of TV networks, OpenAP, announced it would roll out a buying platform for targeted TV advertising.



[The Democratic Debates: Minute-By-Minute Viewership, Ad Spend](#)

MediaNexis, 6/29/19

Perhaps predictably, NBC had the highest tune-in and viewership remained mostly steady with just a little bit of a gradual decrease as both evenings wore on. There was slightly more tune-in for the second night as well.



Via Inscape



[Viewership Insights: CBS' 'Big Brother' Season 21 Premiere](#)

MediaNexis, 6/27/19

Inscape also examined crossover viewership between last season (which aired June 27 – September 26, 2018) and the two night premiere this week. Only 11% of households who watched season 20 of Big Brother went on to watch the 21st season premiere, but 52% of viewers who tuned into the new season had also watched last season.

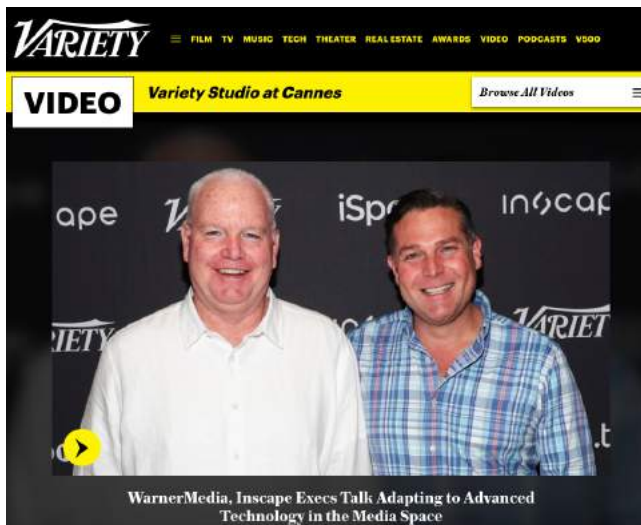
Crossover viewing before and after 2019-06-23 of Big Brother



VARIETY

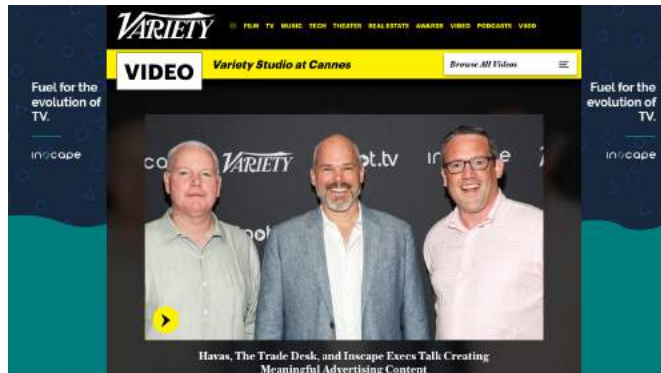
[WarnerMedia, Inscape Execs Talk Adapting to Advanced Technology in the Media Space](#)
Variety, 6/20/19

Jodie McAfee, senior VP of sales and marketing at [Inscape](#) and Jesse Redniss, executive VP of data strategy, WarnerMedia and general manager of WarnerMedia Innovation Lab, spoke to Variety's Todd Spangler at the Variety Studio at Cannes presented by Inscape & iSpot.tv about how a traditional media company can adapt to rapidly advancing technology.

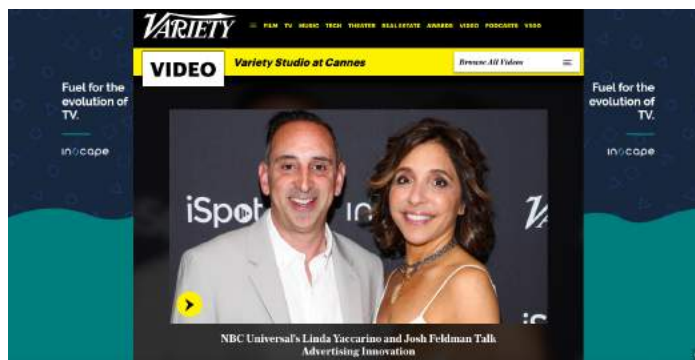


[Havas, The Trade Desk and Inscape Execs Talk Creating Meaningful Advertising Content](#)
Variety, 6/30/19

George Sargent, the president of Havas Media Boston; Jonathan Carson, the CRO of The Trade Desk; and **Jodie McAfee, the SVP of sales and marketing at Inscape**, spoke to Variety's Todd Spangler about creating meaningful advertising content that will resonate with consumers.



[NBC Universal's Linda Yaccarino and Josh Feldman Talk Advertising Innovation](#)
Variety, 6/25/19



[Google Exec Adam Stewart on the Tech Company's Advantages Over Other Media Players](#)
Variety, 6/27/19

[FreeWheel's David Clark Talks Addressable TV Advertising Initiative](#)
Variety, 6/27/19

[Jeff Goldblum & BETC Paris' Stephane Xiberras Talk Creativity](#)
Variety, 6/27/19

[L'Oreal's Camille Kroely Talks Personalizing Ads – Variety](#)
Variety, 6/27/19

[Sara Clemens Talks the Future of Twitch – Variety](#)

Variety, 6/27/19

[Style Icon Jenna Lyons on Launching New Unscripted Series](#)

Variety, 6/26/19

[Big Sean and Business Partners Talk Digital Versus Traditional](#)

Variety, 6/26/19

[Lance Neuheuser & Adam Helfgott Talk Sequential Messaging](#)

Variety, 6/25/19

[NBCUniversal and iSpot.tv Executives Talk Evolution of TV Campaigns](#)

Variety, 6/25/19

[CBS' Radha Subramanyam Talks Marketing Analytics](#)

Variety, 6/25/19

[Pandora Execs Explain Why Everyone Is Obsessed With Podcasts](#)

Variety, 6/25/19

[Tony Wiesman and Tosh Hall of Dunkin' Talk Rebranding](#)

Variety, 6/25/19

[Omnicom Digital CEO on the Importance of Using a Digital Platform in the Modern Marketing Space](#)

Variety, 6/24/19

[Taco Bell's Marisa Thalberg Talks Spoof Trailers & Viral Videos](#)

Variety, 6/24/19

[Activists Blair Imani and Akeem Ali on Why Brands Need to Embrace Inclusivity](#)

Variety, 6/24/19

[Shonda Rhimes Wants to Change How Advertisers Choose Stock Images](#)

Variety, 6/23/19

[Wyclef Jean Warns Democrats: 'Trump Can be Re-Elected'](#)

Variety, 6/21/19

[CEO of AT&T's New Advertising Company Xandr Talks Reaching Maximum Advertising Reach in the Modern Age](#)

Variety, 6/20/19

[Omnicom's Jonathan Steuer Talks TV Targeting](#)

Variety, 6/20/19

“The biggest challenge in the TV targeting space is getting all the pieces to work together,” said Steuer.

[Quibi Has Already Booked \\$100 Million in Ad Sales, Jeffrey Katzenberg and Meg Whitman Say](#)
Variety, 6/19/19

[NBA Star Dwyane Wade on Supporting His Son's Attendance at Miami Pride](#)
Variety, 6/18/19

[Variety Cannes Studio to Feature Jeffrey Katzenberg, Shonda Rhimes, Meg Whitman](#)
Variety, 6/11/19

+ Shared on Variety's [on LinkedIn](#) and [on Twitter](#)

"...The only thing more fascinating than looking at all the innovations that happened since last year is the anticipation for what's in store this year," said **Jodie McAfee, SVP of sales and marketing for Inscape**, the TV data company with ACR data from over 11 million smart TVs.

[VideoAmp 'Lifts Off' at 2019 Cannes Lions International Festival of Creativity with Thought Leadership Content, Yacht Cruises, Cocktail Parties, & a Celebrity DJ](#)
Cision PR Newswire, 6/13/19

Forbes

[How William Wang And VIZIO Are Bringing TV Into The 21st Century](#)
Forbes, 6/27/19

How William Wang And VIZIO Are Bringing TV Into The 21st Century



Alan Wolk Contributor 
Hollywood & Entertainment
I cover the future of television, from broadcast to digital to social



In order to do that, **VIZIO is turning to Inscape**, its wholly-owned data collection arm. Inscape collects viewership data from over 11 million opted-in VIZIO smart TVs. VIZIO licenses household-based viewership data to TV and measurement companies who are looking to provide viewers with more relevant programming and advertising. But it also uses that data for its own purposes.

Project OAR just launched this March, but already has all of the major network groups (Disney, NBCU, CBS, Fox, WarnerMedia, AMC, Hearst and Discovery) plus most all of the major ad agency groups (Publicis, Omnicom, GroupM, IPG/Magna, Dentsu, Havas and Horizon) and two of the largest ad-serving platforms: Comcast's Freewheel and AT&T's Xandr.

TV (R)EV

[The Last Great American TV Manufacturer: Q&A With VIZIO's William Wang](#)

TVREV, 6/19/19

View This Email in Your Browser

TV (R)EV



Last week, Alan Wolk sat down with William Wang, the Founder and CEO of VIZIO, the American Smart TV company. Their conversation was wide-ranging.

The greatest thing the internet has given us is the capability to know our customers better. The data we get from **Inscape** is probably the most important piece for us to understand consumer behavior, so we can help to improve their experience in the long run.

Project OAR is really about dynamic ad insertion, or DAI, the ability to insert ads into content based on who the viewer is, what they're watching and where they are. That's what built Google into the multibillion dollar company it is today. And we wanted to be able to bring that capability to linear TV.

Not everybody is watching OTT, which can handle dynamic ad insertion. Far more people are watching linear TV, which is not designed to handle DAI. So the question was how do you bring DAI to linear TV? And we think that our ad overlay system, which relies on Inscape data, is the answer.

+ Article sent as a **TVREV newsletter** to ~7k media executives

← BACK TO POSTS



The Last Great American TV Manufacturer: Q&A With VIZIO's William Wang



[The Marketer's Guide To ACR Tech In Smart TVs](#)

AdExchanger, 6/27/19

Although Vizio lost millions of viewers from its footprint when it switched to an opt-in, Inscape now claims to do opt-ins better than the rest of the smart TV pack.

Other manufacturers don't follow the FTC's requirements, Inscape SVP of sales and marketing Jodie McAfee said. "We have been through the exercise of unboxing every smart TV in the business to see if they are FTC compliant, and they are not."



[Connected TV spots make up 49% of all video ad impressions, study says](#)

Marketing Dive, 6/26/19

Smart TV company Vizio and several media and technology companies in March formed Project OAR (Open Addressable Ready), a consortium to develop new standards for addressable advertising for CTV.



[Will Spurt in Addressable TV Ads Mar FB, GOOGL's Duopoly?](#)

Zacks, 6/24/19

In March, Disney, Warner Media's Turner, Comcast's FreeWheel, NBCUniversal, Xandr, CBS, Discovery, Hearst Television and AMC Networks in collaboration with the US smart TV company, Vizio, formed a consortium called Project OAR (Open Addressable Ready) for defining addressable TV advertising standard.

Syndication: [Yahoo Finance](#)

TV (R)EV

[Week In Review: Cable Goes Addressable, Locast Goes To California](#)

TVREV, 6/21/19

So let's assume it's Door #1, addressable, which then opens the door (see what I did there) for networks to use Open AP 2.0 to plan addressable buys, a proposition made all the more interesting by the rapid growth of **Project OAR**, which uses **Inscape's** ACR data to insert addressable ads as overlays on VIZIO smart TVs.



[Inscape's McAfee: OAR Consortium Offers Flexibility To Scale Addressable TV](#)

BeetTV, 6/20/19



Inscape's McAfee: OAR Consortium Offers Flexibility To Scale Addressable TV



By seeking an open standard, Vizio decided against “trying to force the entire market to jump into a single stack and adopt a single solution,” McAfee says. Given that “NBC’s going to want to use FreeWheel, WarnerMedia’s going to want to use Xandr, Disney has their deal with Google,” allowing flexibility “is the only way you’re going to get to scale.”



[Why Audience Measurement Change Is So Difficult](#)

MediaPost, 6/19/19

"It is super frustrating," says Jodie McAfee, senior vice president sales and marketing at Vizio's **Inscape** during a conversation after the panel.

DIGIDAY

[Project OAR's bid to standardize addressable TV advertising moves into phase two](#)

Digiday, 6/19/19

- **Project OAR** demonstrated its first working prototype for members in May.
- That prototype showed the ability to dynamically replace an ad creative in a linear feed.
- With a working prototype in hand, Project OAR has moved to the next phase of ensuring the technology can plug into the rest of the TV advertising ecosystem.
- Also in May, the consortium convened the first meeting of its agency advisory committee.
- The agency advisory committee has formed a sub-group to focus on measurement.
- The measurement sub-group is drafting a spec to guide measurement providers' adoption of Project OAR.

+ Featured in the [Digiday Video Briefing newsletter](#)

Multichannel^{NEWS}

[Comcast, Charter and Cox Make Industry-Wide Push for Addressable Advertising](#)

Multichannel News, 6/18/19

For example, **Project OAR** (Open Addressable Ready) was established earlier this year to develop and deploy a new, open standard for delivering ads to individual households on smart TVs. Members include not only Comcast's FreeWheel advanced ad unit, but also Disney Media Networks, WarnerMedia, AT&T's Xandr, CBS, Fox, Discovery, Hearst Television and AMC Networks, as well as **Inscape**, a division of Vizio that is developing the technology.



[Comcast partners with Charter, Cox to advance targeted advertising](#)

Reuters, 6/18/19

Xandr and Comcast-owned advertising technology company FreeWheel are both part of **Project OAR**, a consortium of companies that is trying to standardize addressable advertising.

Syndication: [Yahoo Finance](#)

AdAge

[COMCAST TAKES CANNES. URGES TV INDUSTRY TO EXPAND ADDRESSABLE ADVERTISING](#)

Ad Age, 6/18/19

Project OAR, which stands for Open Addressable Ready, was established earlier this year to develop and deploy a new, open standard for delivering ads to individual households on smart TVs. Members include Disney Media Networks, WarnerMedia, AT&T's Xandr, CBS, Fox, Discovery, Hearst Television and AMC Networks, as well as **Inscape**, a division of Vizio that is developing the technology.

 **MediaPost**

[Comcast Pushes New Addressable Advertising Group](#)

MediaPost, 6/18/19

In March, a TV networks-based industry group called **Project OAR** -- which stands for Open Addressable Ready -- started an addressable advertising group. This consortium includes NBC Universal, CBS, Disney Media Networks, Fox, Discovery, AMC Networks, Turner, AT&T's Xandr, Comcast's FreeWheel and Hearst TV.

Cablefax

[Fox Corp Jumps Onboard Project OAR](#)

Cablefax, 6/14/19

Fox, Disney Media Networks, WarnerMedia, Xandr, FreeWheel, NBCU, CBS, Discovery, Hearst Television, AMC Networks, as well as smart TV company VIZIO and TV data company **Inscape** will all serve as members of the primary Steering Committee, working to create standard by which all parties in the TV ecosystem can collaborate and unite on addressable advertising.

AdAge

[FOX, AGENCIES JOIN ADDRESSABLE TV CONSORTIUM](#)

Ad Age, 6/13/19

Fox is the latest TV network to join Project OAR, the TV consortium designed to standardize addressable TV buying.

The group also announced the formation of an agency advisory committee that includes Publicis Media, Omnicom Media Group, GroupM, IPG's Magna Global, Dentsu Aegis, Havas and Horizon Media.

+ Featured in FierceVideo Newsletter

Syndication: [TVNewsCheck](#)

AdAge

[KRAFT'S CONTEST FOR DEVIIOUS PARENTS AND NIKE'S TRIBUTE TO KEVIN DURANT: THURSDAY WAKE-UP CALL](#)

Ad Age, 6/13/19

Broadcast news: "Fox is the latest TV network to join Project OAR, the TV consortium designed to standardize addressable TV buying," Ad Age's Jeanine Poggi [reports](#).

ADWEEK

[Fox Joins Project OAR Consortium to Bolster Addressable TV Standards](#)

Adweek, 6/13/19

Audience data company **Inscape** is leading the technical development of the open standard. The company's founder and svp of technology Zeev Neumeier remarked that a clear technical roadmap for all sides of the market to adhere to was necessary for its success.



[Fox, ad agencies join addressable TV consortium Project OAR](#)

The Drum, 6/13/19



Fox now joins the consortium's steering committee, alongside OAR founding members Disney Media Networks, Warner Media, Xandr, FreeWheel, NBC Universal, CBS, Discovery, Hearst Television, AMC Networks, smart TV company **Vizio** and TV data company **Inscape**.



[Fox Corporation and Leading Agencies Join Project OAR to Provide Buy-Side & Sell-Side Guidance for New Addressable TV Standard](#)

Broadcasting & Cable, 6/13/19

And third, meaningful input and involvement from the buy side,” said Zeev Neumeier, founder and SVP of Technology at Inscope, which is leading the technical development of the open standard. “All three are happening and we’re happy with the progress.”



[Fox Corporation and Leading Agencies Join Project OAR to Provide Buy-Side & Sell-Side Guidance for New Addressable TV Standard](#)

MarTech Series, 6/13/19

“There are three important factors in making meaningful progress. First, the consensus from TV networks and media companies on the core principles and features an open addressable standard must adhere to. Second, a clear technical roadmap and the actual development it takes to make it work for all systems. And third, meaningful input and involvement from the buy side,” said Zeev Neumeier, founder and SVP of Technology at **Inscope**, which is leading the technical development of the open standard. “All three are happening and we’re happy with the progress.”



[Fox Joins Project OAR](#)

VideoAd News, 6/13/19

Fox will serve as a member of the primary steering committee alongside the likes of Disney Media Networks, Warner Media, NBCUniversal and AMC Networks, which aims to “create a standard by which all parties in the TV ecosystem can collaborate and unite on addressable advertising.”

TVTechnology

[Fox Joining Project OAR For Addressable TV Advertising](#)

TV Technology, 6/13/19

In the Steering Committee, Fox joins Disney Media Networks, Warner Media, Xandr, Comcast's FreeWheel and NBCUniversal, Hearts Television, AMC Networks, Vizio and **Inscape**.

TV (R)EV

[MadHive Goes Local: Q&A with CEO Adam Helfgott](#)

TVREV, 6/20/19

So where do **Inscape and their ACR data** come in on this?

What we're initially doing with Inscape is to look at what networks in the local market are driving action. So it's not individual viewers, it's looking at say, does WXYZ drive more traffic to the local Ford dealer than WABC?

Forbes

[Bridging The Linear-OTT Gap For Local Advertisers.](#)

Forbes, 6/12/19

New Partnership Aims To Bridge The Linear-OTT Gap For Local Advertisers



Alan Wolk Contributor @
Hollywood & Entertainment

I cover the future of television, from broadcast to digital to social

Using the ACR (automatic content recognition) data that **Inscape** collects from 11 million opted-in VIZIO smart TVs, MadHive is able to determine what shows viewers are watching on both linear and OTT, and use that data to deliver targeted advertising across all platforms.



FierceVideo

[18% of OTT advertising inventory is fraudulent - report](#)

FierceVideo, 6/12/19

“Advertisers are increasingly looking to take advantage of optimized OTT ad buys especially using local broadcaster inventory,” said **Jodie McAfee, senior vice president of sales and marketing at Inscope**, in a statement. “This deal brings optimized cross-platform advertising to all local TV markets in the U.S. regardless of what service provider a home uses to bring OTT into the home.”



[MadHive Adds Inscope Data for Local OTT Campaigns](#)

Broadcasting & Cable, 6/12/19

Inscope's data is being used by a growing number of platforms and analytics providers as a way to use and measure over-the-top viewing.



[MadHive Integrates Inscope Data To Aid OTT Advertisers](#)

MediaPost, 6/12/19

MadHive, a blockchain-based/cryptography advanced TV advertising company, has struck a deal with Vizio's Inscape, the smart TV data company, to integrate Inscape data from 11 million smart TVs.



[MadHive, Inscape enable cross-platform planning, activation, attribution](#)

Rapid TV News, 6/12/19

MadHive, best known for delivering evidence-based accountability with cryptography, will integrate **Inscape's** glass level TV viewing data from more than 11 million smart TVs into its proprietary artificial intelligence advertising platform to enable broadcast networks to sell linear advertising alongside data enriched OTT inventory. It will also provide brands with the ability to plan, target, measure and optimise cross-platform linear and OTT campaigns in real-time.



[Companies Partner To Provide Smart TV Data To Local Broadcasters](#)

TV Technology, 6/12/19

"OTT allows advertisers to leverage the precision targeting of digital on the TV screen, but at the same time it's also contributing yet another platform to an already fragmented media landscape," said **Adam Helfgott, CEO at MadHive**. "This partnership enables advertisers to holistically analyze cross-screen linear and OTT campaigns, while calibrating audiences to drive real business outcomes."



[MadHive, Inscape enable cross-platform planning, activation, attribution](#)

Rapid TV News, 6/12/19

"Advertisers are increasingly looking to take advantage of optimised OTT ad buys especially using local broadcaster inventory," added Jodie McAfee, **Inscape** SVP of sales and marketing. "This deal brings optimized cross-platform advertising to all local TV markets in the US regardless of what service provider a home uses to bring OTT into the home."



[MadHive and Inscape Partner to Blend OTT and Linear TV Ad Buys](#)

Streaming Media, 6/14/19

By incorporating Inscape's data, Madhive believes that it can now deliver the ability to plan, buy, and analyse [OTT performance](#) against linear TV data, allowing true optimisation across screens at the local level, translating to significant incremental reach.



[MadHive Partners with Inscape to Improve Data for Advertising](#)

MarTech Advisor, 6/13/19

By incorporating Inscape's data, Madhive can now deliver the ability to plan, buy, and analyze OTT performance against linear TV data, allowing true optimization across screens at the local level, translating to significant incremental reach.



[MadHive, Inscape Partner To Enable Cross-Platform Linear, OTT Planning, Activation and Attribution For Local TV Broadcasters and Advertisers](#)

MarTech Series, 6/13/19



[MadHive, Inscape Partner To Enable Cross-Platform Linear, OTT Planning, Activation and Attribution For Local TV Broadcasters and Advertisers](#)

Business Wire, 6/12/19

Syndication: [Yahoo](#)



[Ad Execs Bemoan Addressable TV's Progress, Say Legacy Thinking Persists](#)

MediaPost, 6/18/19

Clients continue to request forward-thinking measurement numbers, but then they add that say they need to make it look more like Nielsen numbers, said Jodie McAfee, senior vice president-sales and marketing at Vizio's **Inscape** unit on Tuesday. "It is a massive shift to get them to wean them off of yesterday's data structure," **Inscape's** McAfee groused.

THE WALL STREET JOURNAL.

[Targeted TV Advertising Is Taking Off](#)

The Wall Street Journal, 6/16/19 ([read here](#))

A handful of media companies recently teamed up with **Inscape**, a data company owned by smart-TV manufacturer Vizio Inc., to form a consortium called **Project OAR**. The group will develop technology that makes it easier for traditional programmers—such as CBS, ABC and NBC—to place targeted ads into shows through certain internet-enabled TVs, instead of relying on cable and satellite providers to place those ads for them.



JOSH COCHRAN

TV (R)EV

[Week In Review: Ad Agencies Join Project OAR, AT&T To Make DirecTV Now Part Of WarnerFlix](#)

TVREV, 6/14/19

Project OAR, to refresh your memory, is being skipped (see what we did there) by **Inscape**, VIZIO's wholly-owned ACR data collecting subsidiary.



[Viewership Insights: St. Louis Blues Win First Stanley Cup](#)

Broadcasting & Cable, 6/14/19

Inscape, the TV measurement company with glass-level data from a panel of more than 11 million smart TVs and devices, looked at audience trends across the entire series, and mapped out the top DMAs, by rating, in the continental U.S.



(data via [inscape](#) May 27-June 12, 2019)



[FreeWheel's Marcus: How Smart TV's Complement Cable Box Viewing Data](#)

BeetTV, 6/13/19

Earlier this year, FreeWheel licensed VIZIO smart-TV data from **inscape** and built a nationally representative model “which is really a co-mingled data set between the Comcast set-top box data and the smart-TV data.”

FierceVideo

[Addressable TV advertising success boils down to standards](#)

FierceVideo, 6/12/19

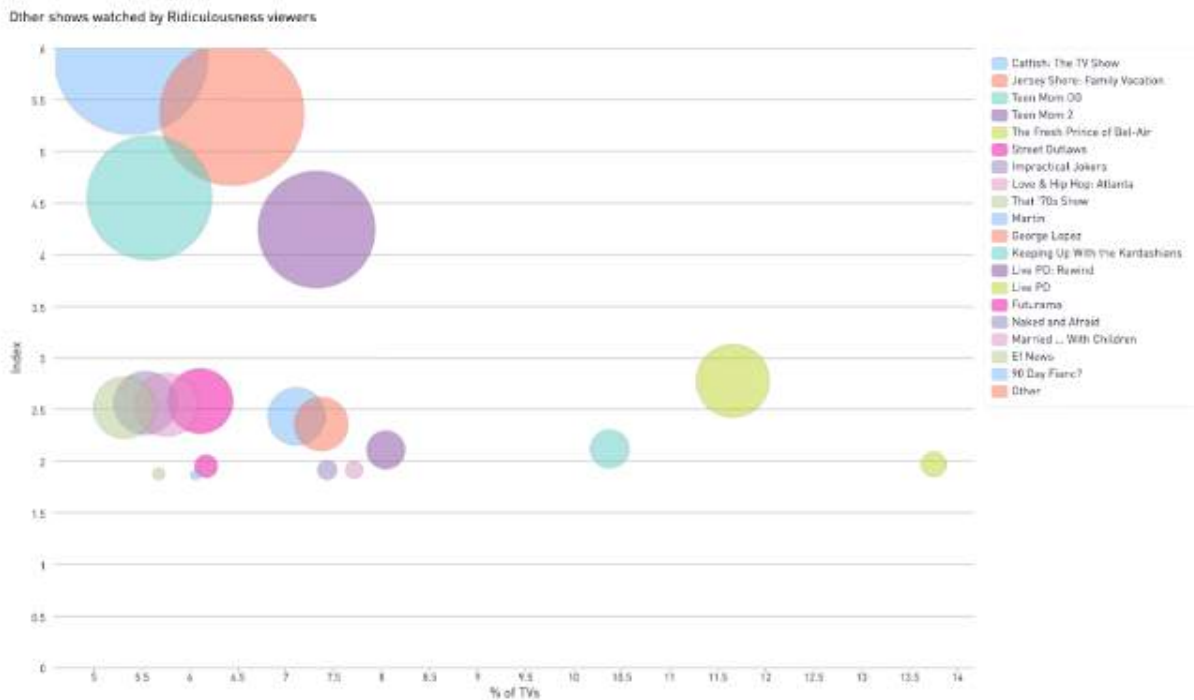
Zeev Neumeier pointed toward [Project OAR](#), an inventory expansion for addressable that has attracted partners including CBS, Comcast, Disney, NBCUniversal and Xandr. He said that **Vizio**, which owns **inscape**, knew Project OAR wouldn't work as a closed standard. He said the project needed to open up its stack and help other people adopt the standard so it can get to scale.

TV(R)EV

[These Five Direct-to-Consumer Brands Are Spending Big on TV in 2019](#)

TVREV, 6/11/19

We used **Inscape**, the TV data company with glass-level insights from a panel of more than 11 million smart TVs, to see what other shows Ridiculousness viewers have been watching to surface additional placements those advertisers may want to consider across both new and syndicated programming currently on the air. Topping the list: *Catfish: The TV Show*, *Jersey Shore: Family Vacation*, *Teen Mom OG*, *Teen Mom 2* and *The Fresh Prince of Bel-Air*.



TV(R)EV

[The Confusion Between Data and Measurement](#)

TVREV, 6/10/19



Independent companies like **Inscape.tv**, which licenses glass level viewing detection from over 11 million **VIZIO SmartTVs**, are offering datasets that are

being incorporated into new systems used by networks, agencies and brands. All of this is at the center of the new addressable advertising consortium, **Project OAR**, which currently has nine networks signed on. All of these efforts successfully move data from its raw form into a projectable measurement that can be applied to business intelligence.



[Tracking Incremental Reach Expands With ACR Data: FreeWheel's Wallach](#)

Beet.tv, 6/6/19

FreeWheel's already formidable footprint in tracking video viewing across screens got a boost when it began to factor in smart-TV data from **Inscape**. And with TVSquared as a partner, campaign attribution and optimization can happen much sooner than has traditionally been the case.



[Think beyond walled gardens to reach TV audiences](#)

Ad Age, 6/5/19

The industry has taken first steps, including Xandr's announcement of [Community](#); Comcast, Charter and Cox's support of NCC's new model; and [Project OAR](#). But we can't let well-intentioned initiatives like these become new silos in their own right.



[Inside the NBA Conference Finals: An Advertising and Viewership Deep Dive](#)

Broadcasting & Cable, 5/30/19

As you may expect, the majority of people were tuning in from the West Coast (San Francisco and Portland DMAs in particular), and around Milwaukee, Green Bay and Madison (on the maps below, the darker the color, the more households were tuning in).



Via [Inscape](#)

Forbes

[Incremental Reach May Be OTT's Most Important Metric](#)

Forbes, 5/29/19

Brands will include pixels on their commercials that allow them to be tracked across multiple viewing platforms by companies like [iSpot](#) that use **ACR data (in iSpot's case, from the over 10 million TVs tracked by Vizio's [Inscape](#))** to determine what viewers are seeing on a "glass level" (e.g., on their TV screens) and what the source was—linear, OTT, VOD or DVR.



[CTV Data Is Massively Fragmented: Here Are Three Ways The Industry Is Stitching It Back Together](#)

AdExchanger, 5/23/19

And Project OAR (Open Addressable Ready), announced this year, will see programmers band together to create an addressable TV standard that will allow them to run ads on Vizio smart TVs. "OAR and OpenAP are the first steps in creating those standards,"

+ Featured in the [AdExchanger newsletter](#) & [State of the Screens newsletter](#)



[The TV of Tomorrow Show \(TVOT\) to Feature Keynote by William M. Arkin and Panels on TV News, Measurement, Attribution, AI, Monetization, Local TV, ATSC 3.0 and More](#)

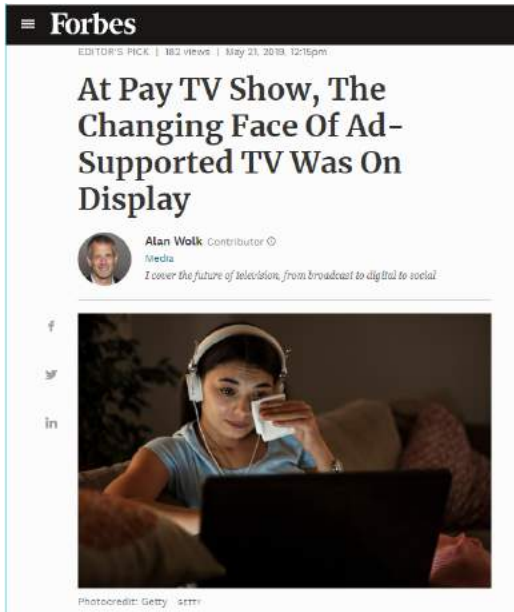
Cision PR Web, 5/23/19

TVOT SF 2019 sponsors include **Inscape**, C3 Metrics, Imagine Communications, INVIDI....

Forbes

[At Pay TV Show, The Changing Face Of Ad-Supported TV Was On Display](#)

Forbes, 5/21/19



iSpot, which uses **Inscape's ACR data** to understand which commercials viewers watched, when and where, is able to gauge which ads caused which viewers to take which actions via a sophisticated modeling technique that involves the creation of "lookalike audiences"—audiences that are identical in terms of demographics, but which have not been exposed to the ads.



[Viewership Insights: A Final Farewell to 'Game of Thrones'](#)

Broadcasting & Cable, 5/21/19

Inscape, the TV measurement company with glass-level data from a panel of more than 10 million smart TVs and devices, examined viewership trends for the Game of Thrones audience, including other shows watched by GoT fans this season. It's a fairly diverse list, topped by The Walking Dead, NFL RedZone, Brooklyn Nine-Nine, Modern Family and Saturday Night Live.

TTVT

[ANNOUNCING THE SCHEDULE OF SESSIONS FOR TVOT SF 2019](#)

ITVT, 5/18/19

Addressable TV Leaders Roundtable: Zeev Neumeier
 Measurement Mini-Track II: Responding to the Needs: Zeev Neumeier
 Data and Privacy: An Industry Adapts to a New Reality: Greg Hampton

4:40-5:30PM

Hawthorn Room

Anne Ramberg



Senior Partner
 Perkins Coie

Greg Hampton



VP of Business Development
 Incape

Lawrence Chan



EVP of Data Ecosystems
 Cuebiq

John Meyer



Partner
 Transpire Ventures



[4C State of Media Report](#)

4C, 5/15/19

Jodie: With connected TV, in addition to household viewership, geographic viewership, and view-time metrics, marketers can now access glass-level, first-party metrics for everything that

appears on the screen, and use match key linking to connect the dots between the TV, other devices, and KPI data. In this way, in-the-moment audience data can be gathered across multiple content sources and tied back to business outcomes.

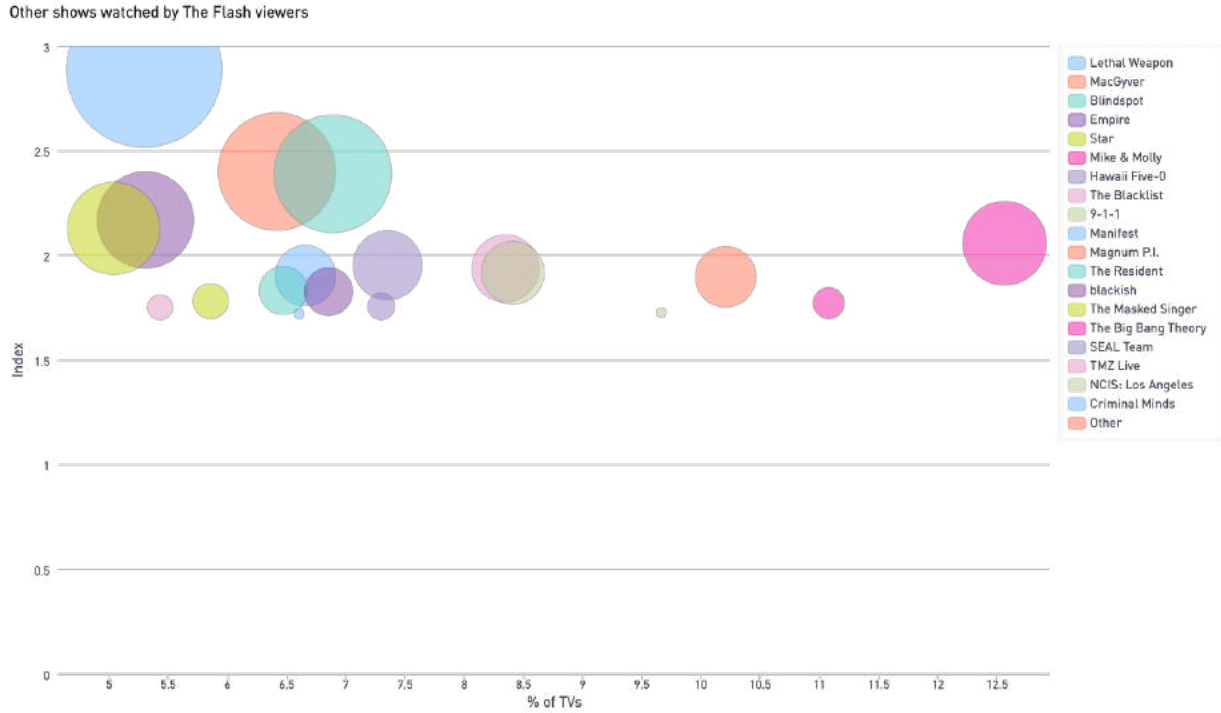


TV (R)EV

[Prep for The CW Upfront With These Advertiser and Viewer Insights](#)

TVREV, 5/15/19

According to Inscape, other shows watched by *Flash* fans include *Lethal Weapon*, *MacGyver*, *Blindspot*, *Empire* and *Star*.



TV (R)EV

[Data Dose: This week's snackable stats on the Bachelorette, Uber, PlayStation, Big Bang Theory & Detective Pikachu](#)

TVREV Newsletter, 5/15/19

Viewership hotspots for ABC's The Bachelorette Reunion: The Biggest Bachelorette Reunion in Bachelor History Ever! (which aired Monday May 6) revealed a decidedly middle-America audience.

AXIOS

[The rise of addressable ad alliances](#)

Axios, 5/14/19

Be smart: No TV network has the ability to serve addressable ads at scale alone, that's why they're developing addressable advertising alliances. Michael Beach has a good breakdown of the alliances via his must-read newsletter "The State of the Screens:"

- Community: WarnerMedia's CNN, TNT, TBS, truTV, B/R Live, Otter Media, and Warner Bros., as well as VICE -Together with Hearst Magazines, Newsy, Philo, Tubi, and Xumo
 - NCC Media: Comcast, Cox, Charter
 - **Project OAR**: AMC Networks, AT&T, CBS, Comcast NBCUniversal, Discovery, Disney, Freewheel, Hearst, **Inscape**, Turner, Xandr, **Vizio**
- + Featured in the [Axios Media Trends newsletter and post](#)

TV (R)EV

[Prep for the CBS Upfront With These Advertiser and Viewer Insights](#)
TVREV, 5/14/19

According to **Inscape**, *Survivor* fans watch other CBS shows including *Big Brother*, *The Late Late Show With James Corden*, *CBS Evening News With Jeff Glor*, *The Talk* and *SEAL Team*. Off-network, this audience watched series including *MasterChef*, *Hell's Kitchen*, *American Ninja Warrior*, *Little Big Shots* and *The Bachelorette*.



[Takeaways from the IAB NewFronts Insights Symposium 2019](#)
IAB, 5/10/19

ACR data company **Inscape** and cross-platform advertising optimization company VideoAmp tag-teamed on a presentation that highlighted recent campaign results using ACR data. They also offered a glimpse at what a more efficient TV and Digital Video marketplace could look like if new addressability efforts (like the recently announced **Project OAR**), succeed.



[What to Know Ahead of Disney's Upfront](#)
Broadcasting & Cable, 5/8/19

We also looked at viewership crossover from the networks above using data from Inscape. A note about methodology: You have to do more than just flip past a station with your remote to count as a "crossover viewer" in **Inscape's** system. For the data below, the minimum viewing threshold is 2 minutes.



[4INFO, Inscape partner for cross-platform and smart-TV measurement](#)

Rapid TV News, 5/15/19

By integrating **Inscape's ACR-generated**, glass level insights from more than 11 million smart TVs with 4INFO's advanced TV platform — marketers are better able to match online and offline data to smart-TV viewing data with accuracy, reach and scale.



[4INFO Adds Smart TV Data Through Partnership with Inscape](#)

Broadcasting & Cable, 5/14/19

“4INFO is making it possible for media companies, brands and marketers to plan future marketing initiatives based on real viewing data that we’re generating from millions of connected TVs and gaining a better understanding for the business outcomes and results of omnichannel campaigns,” said Greg Hampton, Vice President of Business Development at Inscape.



[More Data Isn't Needed: 4INFO's Tangredi On Inscape Tie-Up](#)

Beet.tv, 5/14/19

Tangredi was speaking as 4INFO announced a partnership with **Inscape**, a company which uses automated content recognition (ACR) to collect data on real TV show and ad viewership.

- [Inscape](#) is the unit of TV maker Vizio that deals with automated content recognition (ACR), giving it access to anonymized viewing data from over 11 million TV sets in the US.



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More Data Isn't Needed: 4INFO's Tangredi On Inscape Tie-Up



MARTECHSERIES
Marketing Technology Insights

[4INFO Adds Smart TV Data Through Partnership with Inscape](#)

MarTech Series, 5/15/19

"In the world of advanced TV — an effective identity solution has to deliver on scale, accuracy and cross-screen capabilities required from these increasingly complex data ecosystems," said [Tim Jenkins](#), CEO for 4INFO. "By matching 4INFO's unique identity mapping capabilities with Inscape's Smart TV data, we are able to provide a holistic view of audience data without compromising consumer privacy."

mrweb

[4INFO Adds Smart TV Data through Inscape Partnership](#)

MRWeb, 5/15/19

'By matching 4INFO's unique identity mapping capabilities with **Inscape's** Smart TV data, we are able to provide a holistic view of audience data without compromising consumer privacy'.



[4INFO Adds Smart TV Data Through Partnership with Inscape](#)

PR Web, 5/14/19

Syndication: [Benzinga](#)



Adobe

[Report: Ad Advertiser's Guide to Data-Driven, Advanced TV.](#)

Adobe

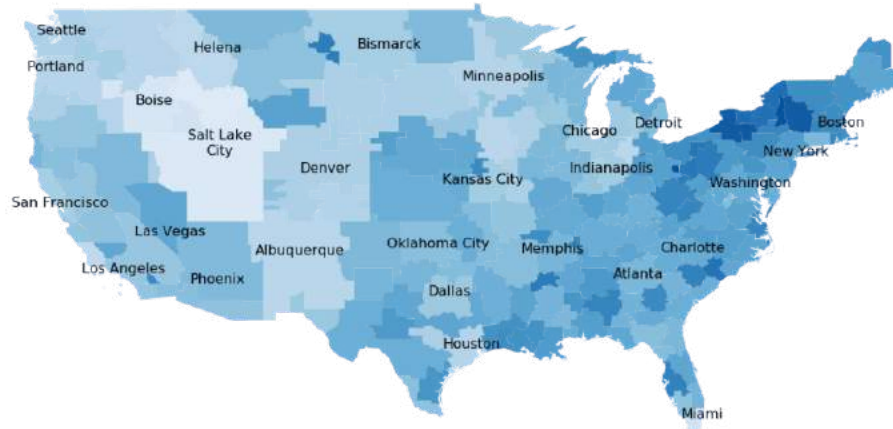
According to **Jodie McAfee, SVP of sales and marketing at Inscape**, the concept of a primary currency is an outdated notion. “I don’t think we’re going to see one winner in ‘the currency wars’ per se,” he says. “What we’ll see is a number of options in the market and different buyers will use them for different types of guarantees.” Smart TVs, in partnership with data providers like **Inscape**, offer automatic content recognition—the ability to access and collect viewing data.



[What to Know Ahead of NBCUniversal's Upfronts](#)

Broadcasting & Cable, 5/3/19

Today's deep dive covers [NBCUniversal](#), with a specific focus on its cable properties USA Network, Bravo, Syfy, MSNBC and NBC Sports. Below are topline ad and viewership trends from TV ad measurement and attribution company [iSpot](#), and [Inscape](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs. The data here covers Jan. 1 through April 26. .. Inscape's audience location heatmap shows that the Northeast in particular has a high concentration of viewers.



[IAB NewFronts Insights Symposium](#)

IAB, 5/1/19

11:30 AM - 11:50 AM

Building and Reaching New Audiences across Linear and Connected TV

With the Automated Content Recognition (ACR) TV Viewership data that Vizio's Inscape makes available today, marketers have a whole new way to target their buys across linear and connected TV, OTT and digital video. VideoAmp and Inscape share real-world case studies on how this is changing everything from activation to attribution.

Sponsored by

Speakers



Ken Norcross
Head of Business Development, Inscape



Jay Prasad
Chief Strategy Officer, VideoAmp

TTVT

[Last Chance to Purchase Discount Tickets to TVOT SF 2019](#)

ITVT, 5/1/19

TVOT SF 2019's roster of around [150 speakers](#) will include luminaries from all areas of the TV and video world. Here's a partial list of speakers confirmed to date:

Jodie McAfee, SVP of Sales and Marketing, Inscape
Zeev Neumeier, Founder, Inscape (Vizio)

Steven Oh



Chief Business Officer
The Young Turks



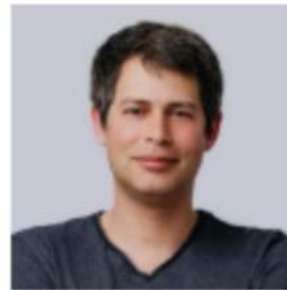
Jessica G. Hill...



Story Analyst
HBO



Zeev Neumeier



Founder
Inscape

in/cape

TV (R)EV

[Addressable Advertising: A Primer](#)

TVREV, 4/24/19

It provides a way for broadcast and cable networks to sell addressable directly, without going through the MVPDs. OAR members make use of Inscape, Vizio's ACR (automatic content recognition) arm to identify the (over 10 million opted-in) households that are watching the show. The targeted ads are then inserted as overlays using Inscape ACR, no MVPDs involved. (NB:

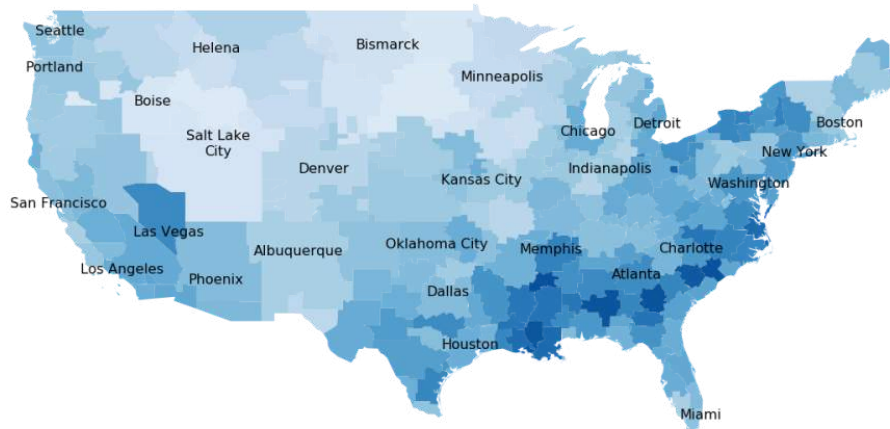
Nielsen recently bought a company called Sorenson that can do similar overlays via Nielsen's Gracenote ACR technology on LG TVs.)



[Viacom's Gearing Up for the NewFronts -- Here's What You Should Know](#)

Broadcasting & Cable, 4/23/19

In advance of the media giant's presentation, we're taking a look at the four key Viacom TV properties — [BET](#), [Comedy Central](#), [MTV](#) and [Nickelodeon](#) — that will likely factor into Viacom's NewFronts in some way. We've put together topline ad and viewership trends from TV ad measurement and attribution company [iSpot](#), and [Inscape](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs.



[OpenAP Faces An Uncertain Future – But Don't Write It Off Yet](#)

AdExchanger, 4/23/19

But even if OpenAP does start to crumble – it's unclear what Fox might do now that it's owned by Disney – there are also other advanced TV outfits with the same raison d'être as OpenAP pushing for industry standards. There's [Project OAR](#), for example, a consortium that launched in March with NBCU, Disney, Discovery, AMC Networks, Turner, Xandr, FreeWheel, Hearst TV and Vizio's Inscope.

TV (R)EV

[Why Open AP Won't Close \(Just Yet\)](#)

TVREV, 4/21/19

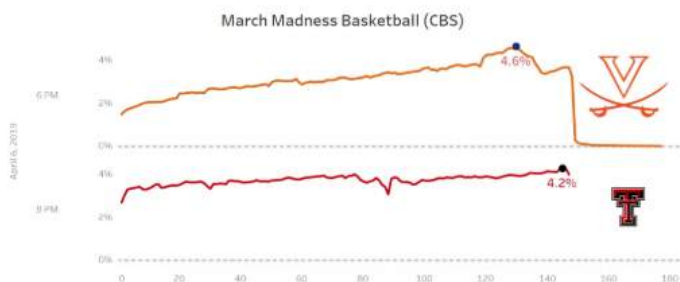
And now that [Inscope's](#) screen-level ACR data is getting baked into net generation TV products, all sorts of things are changing when it comes to targeting. Brands now have cross-platform advertising and ad activation data from companies like [4C](#) and [VideoAmp](#) via Omnicom where segments get refined, dynamically with deep granularity.

TV (R)EV

[NCAA Tournament a Slam Dunk for Brands in 2019](#)

TVREV, 4/12/19

Using data from [Inscope](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs, we were able to look at the minute-by-minute audience numbers, and the increases that came from the Final Four's most exciting moments.



[Automated Content Recognition \(ACR\): The Field-Leveling Technology for TV/Video](#)

AdMonsters, 4/9/19

[Ad Age](#) recently revealed that **NBC Universal, CBS, Disney Media Networks, Discovery, AMC Networks, Turner, AT&T's Xandr, Comcast's FreeWheel and Hearst TV** have formed a consortium with Inscope, a division of **Vizio** (10 million Smart TVs) to develop open standards for ACR, DAI and addressability across all Smart TVs. It is called [OAR](#), for Open Addressable Ready.



Automated Content Recognition (ACR): The Field-Leveling Technology for T/V (Television/Video)

By John Osborn April 09, 2019

FOUND IN: [Data Management](#) [Video](#) [Viewability](#) [ACR](#) [addressability](#) [connected TV](#) [OTT](#) [Smart TV](#) [TV](#)
[tv measurement](#) [video](#) [joshorn](#)



The emerging technology Automatic Content Recognition (ACR) is upending the way television has always been measured as an advertising medium. ACR allows TV, still the largest vehicle for ad industry spending, to compete with and defend against other digital video advertising platforms. With most consumers, by 2021, able to view content on Connected/Smart TVs, smartphone screens and other connected mobile devices, ACR is

opening doors for the old television industry to re-imagine itself as a driving force behind an exciting, new digital T/V (Television/Video) ecosystem.

CYNOPSIS

[Challenges and Opportunities in Advanced Television](#)

Cynopsis, 4/7/19

Measurement predicated on granular data points that are collected passively, and with privacy compliance, is improving. Jodie McAfee, SVP Sales and Marketing, Inscope, noted that her company, “generates TV viewing data on 10.5 million active TVs that must be connected to internet and opt-in to privacy.” Since all TVs sold today are connected TVs, the future will be more and more on the IP and thus facilitate the collection of all relevant consumption data. Inscope, according to McAfee, has a match key to the TV in the home anchored to the multi-touch devices, enabling better collection of usable data.

TV[R]EV

[TV\[R\]EV At NAB](#)

TVREV, 4/5/19

Panelists include: Jodie McAfee (SVP, Sales and Marketing, Inscape), Rob Gill, (VP, Data Strategy & Operations, WarnerMedia), Geoff Wolinetz, (SVP, Client Relationships, FreeWheel) and Mike Rosellini (VP, Digital Operations, Hearst)



[Special Session just added to the #streamingsummit: "Project OAR, Making Addressable Ads On TV A Reality"](#)

Streaming Media, 4/1/19

At the [Streaming Summit](#), taking place April 8-9, at the NAB Show, members of the OAR consortium will talk about the deployment of a new, open standard for addressable advertising on connected TVs. Confirmed speakers include:

- Moderator: Alan Wolk, Co-Founder/Lead Analyst, TV[R]EV
- **Jodie McAfee, SVP, Sales and Marketing, Inscape**
- Mike Rosellini, VP, Digital Operations, Hearst
- Rob Gill, VP, Data Strategy & Operations, WarnerMedia
- Geoff Wolinetz, SVP, Client Relationships, FreeWheel



[605 Doubles National TV Audience Footprint With Inscape Licensing Deal](#)

Beet.TV, 3/31/19

With the addition of Inscape data, 605 can measure more than 20 million households—slightly less than 20% of the TV viewing universe—in a further move away from panel-based research methodology.



605 Doubles National TV Audience Footprint With Inscape Licensing Deal



MARTECHSERIES

Marketing Technology Insights

[Expands National TV Dataset to More Than 20 Million Households with Inscope Dataset](#)

MarTech Series, 3/29/19

Inscope data is the largest single source of opt-in smart TV viewing data available in the market today. It is complementary to 605's existing dataset which, through a strategic partnership with Charter announced in 2017, includes aggregated and anonymized television platform data from all of Charter's cable system operations nationally. The robust combined dataset provides significant and unique benefits to 605's brand, agency, content provider, and multichannel video programming distributor (MVPD) clients, enabling them to more accurately target and measure audiences, improve campaigns and maximize the return on investment for every advertising dollar.



[605 expands US TV ad dataset with Inscope Read more: 605 expands US TV ad dataset with Inscope](#)

Rapid TV News, 3/28/19

“The [Inscope smart TV viewing dataset](#) provides a massive volume of granular data that can be matched against other data sources and used for TV measurement, attribution, and reporting,” added Greg Hampton, vice president, business development, Inscope. “It is important to have a relatively even distribution of these connected smart TVs across the nation’s demographic and geographic make-up, and our partnership with [605](#) allows them to be more effective and accurate with their analytics and measurement products and services.”



[605 Deal Adds to National TV Dataset](#)

Mr. Web, 3/28/19

The firm now has access to Inscope's single source, opt-in, smart TV viewing data, which it says is complementary to its own dataset. The latter includes national aggregated and anonymized TV platform data, sourced via a partnership with cable firm Charter. According to 605, the combined dataset enables clients to more accurately target and measure audiences, improve campaigns and maximize the return on investment.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[Inscape Arrangement Widens lanes For 605](#)

Radio + Television Business Report, 3/27/19

“From a historical standpoint, sample sizes within the industry have been small and consumer behavior is constantly changing, creating a void in measurement that is large and growing,” said Colleen Moraghan, Senior Vice President/Data Solutions at 605. “By expanding our viewing data with Inscape, 605 now has a combined set-top-box and ACR-based viewing dataset that few can rival.”

FierceVideo

[Inscape sets smart TV data deal with analytics firm 605](#)

FierceVideo, 3/27/19

605 said the deal will expand its set-top box viewership data measurement footprint to include more than 20 million households across all 210 designated market areas (DMAs). In addition to Inscape’s smart TV data, acquired using the company’s automatic content recognition technology, 605 gathers over-the-air and OTT video viewership data.



MediaPost

[Data Analytics Company 605, Inscape Strike Smart TV Deal](#)

MediaPost, 3/27/19

Dolan Family Ventures’ data analytics company 605 has struck a deal with Vizio’s Inscape for its automatic content recognition technology tied to 10.5 million smart TV sets.

The data company says it is one of the few to measure both set-top-box data and other sources of TV viewership data, over the air and OTT platforms, offering “the industry’s largest matchable television datasets.”



[605 Expands National TV Dataset to More Than 20 Million Households with Inscope Dataset](#)
BusinessWire, 3/27/19

605 is now one of the few within the industry to capture and measure both set-top-box data—boasting one of the industry’s largest matchable television datasets—together with other sources of TV viewership data, such as over the air (OTA) and basic over-the-top (OTT) viewing data from Inscope’s more than 10.5 million smart TVs.



[605 Expands TV Data Through Deal with Inscope](#)
Broadcasting & Cable, 3/27/19

“The Inscope smart TV viewing dataset provides a massive volume of granular data that can be matched against other data sources and used for TV measurement, attribution, and reporting,” said Greg Hampton, VP business development for Inscope. “It is important to have a relatively even distribution of these connected smart TVs across the nation’s demographic and geographic make-up, and our partnership with 605 allows them to be more effective and accurate with their analytics and measurement products and services.”



[Week In Review: Project OAR Looks To Make Addressable More Real, Netflix Expands Lower-Priced, Mobile-Only Plans To India](#)
TVREV, 3/22/19

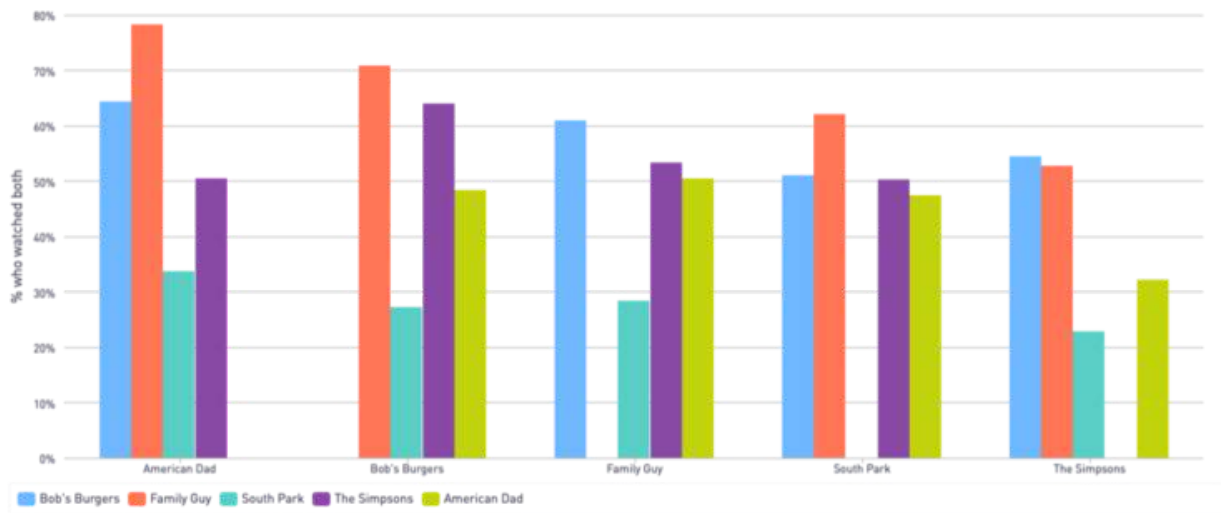
Project OAR was launched last week as a Vizio/Inscope-led initiative to make addressable linear TV advertising happen for networks. It’s particularly notable in that it has a whole lot of big guns on board—CBS, NBC and ABC, Discovery, AMC, Hearst and Turner, plus Freewheel and Xandr.



[How Audiences of Hit Animated TV Shows Compare](#)
TVOxMind, 3/22/19

In order to do this it was necessary to turn to Inscape, a TV data company that offers insights from over 10 million smart TVs. At this point the data range given is from Jan. 1 2018 to the present moment. As you can see below, the threshold of about 10 minutes of viewing is used to see just how each show stands up to the other.

Crossover viewing between Bob's Burgers, Family Guy, The Simpsons, South Park, American Dad



BUSINESS INSIDER

[It's a complex ecosystem': Ad-tech firms promise OTT advertisers granular measurement, but marketers say there are holes in their pitches](#)
Business Insider, 3/22/19

Vizio-owned Inscape, for example, is one of the largest sources of smart TV data available to several ad-tech companies, but it represents a small portion of smart TVs. Inscape [recently reported](#) that it has data from more than 10 million smart TVs in the US. But according to eMarketer, [46 million US households](#) used a smart TV monthly last year.

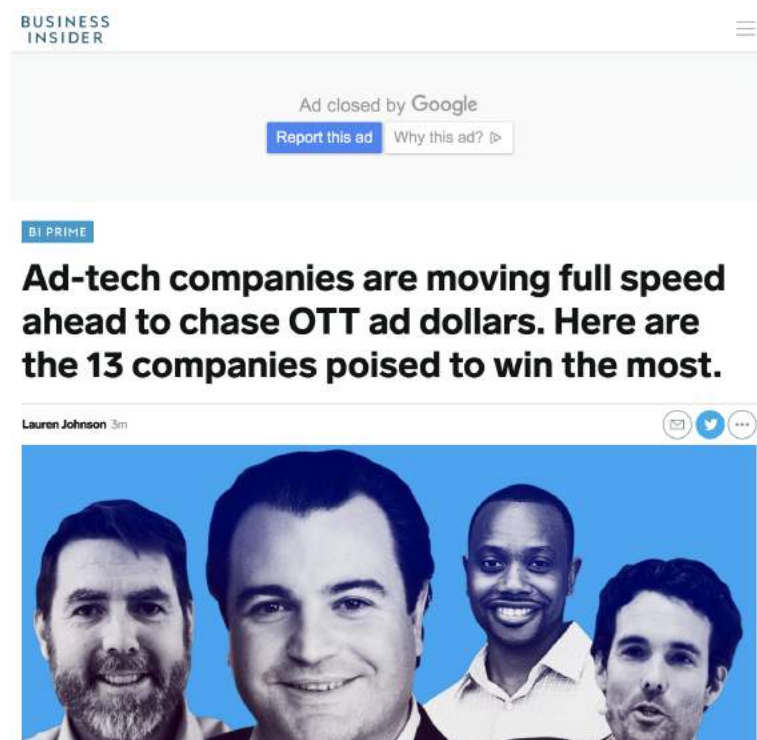


[By the Numbers: America's Favorite Reality Singing Shows](#)
Broadcasting & Cable, 3/21/19

We also worked with Inscape, the TV data company with glass-level insights from a panel of more than 10 million smart TVs, to check out the audience crossover and other shows watched by viewers of the three shows. A note about methodology: You have to do more than just flip past a station with your remote to count as a "crossover viewer" in Inscape's system. For the data below, the minimum viewing threshold is 10 minutes.

BUSINESS INSIDER

[Ad-tech companies are moving full speed ahead to chase OTT ad dollars. Here are the 13 companies poised to win the most](#)
Business Insider, 3/20/19



Through a deal with smart TV manufacturer Vizio's analytics arm Inscape, advertisers can use viewing data from 10 million smart TVs to create ad-targeting audiences. Freewheel also works with 20 measurement firms including Data Plus Math to analyze attribution and measurement for advertisers.



[Comcast's FreeWheel Taps Into Screen-Level Smart TV Data with Inscope](#)

Broadcasting & Cable, 3/19/19

"Inscope's data will enable development of a robust nationally representative model for U.S. TV viewing data in all 210 DMAs, all major cable, satellite and telco pay-TV distributors, and over-the-air TV households," said Claudio Marcus, General Manager for the FreeWheel Data Platform.



[FreeWheel turns to Inscope for screen-level smart TV data](#)

Rapid TV News, 3/19/19

"Inscope's data will enable development of a robust nationally representative model for US TV viewing data in all 210 DMAs, all major cable, satellite and telco pay-TV distributors, and over-the-air TV households," explained Claudio Marcus, general manager for the FreeWheel data platform. "While [FreeWheel](#) sets the standard for so much of the broader TV economy, using [Inscope viewing data](#) will help to bolster the quality, speed and reliability of FreeWheel's advanced TV advertising offerings and ability for marketers to reach consumers across the new TV landscape," said Jodie McAfee, SVP of sales and marketing at Inscope.



[Leading Media Companies, Smart TV Maker VIZIO Come Together for "Project OAR" - A Consortium Dedicated to Establishing an Addressable Advertising Standard](#)

Martech Series, 3/18/19

With oversight from a committee comprised of representatives from Disney's Media Networks (ABC, ESPN and Freeform), Comcast's FreeWheel and NBCUniversal, Discovery, CBS, Xandr,

Turner, Hearst Television and AMC Networks, the technology will be developed by Inscape, the TV ACR data company owned by VIZIO.



[Omnicom's Steuer Wants More 'Democratized' Set-Top, ACR Data](#)

Beet.TV, 3/17/19

[Omnicom](#) has been using data from Vizio-owned Inscape "pretty deeply" for the past nine months and is currently working with [VideoAmp](#) to conjoin set-top box and ACR data. "I was pleased to see this morning that FreeWheel [announced](#) they're doing the same thing with Comcast and Vizio Inscape ACR data."

Omnicom's Steuer Wants More 'Democratized' Set-Top, ACR Data



Omnicom Media Group's Jonathan Steuer is encouraged by the emergence of solutions that "co-mingle" set-top box and automatic content recognition viewing data, the most recent example of which is FreeWheel Media working with Inscape.

At the recent FreeWheel [NOWFRONT](#) event in Manhattan, Steuer, who is Chief Research Officer, welcomed the "consistent effort across almost all of the networks and network groups to try to make advanced TV solutions work" he explains in this [Beet.TV](#) interview.

FierceVideo

[Comcast's FreeWheel teams with smart TV data company Inscope, rebrands media sales Fierce Video, 3/14/19](#)

“While FreeWheel sets the standard for so much of the broader TV economy, using Inscope viewing data will help to bolster the quality, speed and reliability of FreeWheel’s advanced TV advertising offerings and ability for marketers to reach consumers across the new TV landscape,” said Jodie McAfee, SVP of sales and marketing at Inscope.

The screenshot shows the FierceVideo website interface. At the top, there is a navigation bar with a menu icon, the 'FierceVideo' logo, and a search icon. Below the navigation bar, there is a 'Video' tab. The main content area features a news article titled 'Comcast's FreeWheel teams with smart TV data company Inscope, rebrands media sales' by Ben Munson, dated Mar 14, 2019. The article includes a video player showing a presentation slide for 'THE FREEWHEEL NOWFRONT 3.13.19'. Below the video player, there is a social media share icon and a short text snippet: 'Comcast's ad tech division FreeWheel is partnering with Inscope, a smart TV data company owned by Vizio, to gain access to the company's more than'. To the right of the article, there is a promotional banner for 'THE Pay TV SHOW MAY 13-15, 2019 DENVER, CO' with a 'REGISTER NOW!' button. Below the banner is a 'GET THE NEWSLETTER' form with an email input field, a checkbox for terms and conditions, and a 'SIGN UP' button.



[Vizio wants next-generation smart TVs to target ads to households](#)

Reuters, 3/12/19

The consortium of companies, dubbed Project OAR, or Open Addressable Ready, hopes to define the technical standards for TV programmers and platforms to deliver addressable advertising on smart TVs, which are WiFi-enabled TVs with apps for services like Netflix Inc and Hulu, by the end of this year, McAfee said.



Syndication: [CNBC](#), [New York Times](#), [KFGO](#) and more...



TECHNOLOGY NEWS MARCH 12, 2019 / 3:07 AM / UPDATED 5 HOURS AGO

Vizio wants next-generation smart TVs to target ads to households

Sheila Dang

3 MIN READ

(Reuters) - Smart TV manufacturer Vizio has formed a partnership with nine media and advertising companies to develop an industry standard that will allow smart TVs to target advertisements to specific households, the companies said Tuesday.

ADVERTISEMENT



THE WALL STREET JOURNAL

[TV Networks Form New Consortium to Advance Targeted Advertising](#)

Wall Street Journal, 3/12/19

Top television networks have teamed up to create a technology standard that they say will make it easier for them to sell targeted advertisements, the latest collaborative effort from a historically competitive industry. Inscape, a data company owned by TV manufacturer Vizio Inc., will develop the watermark standard with input from consortium members, the group said. Vizio will equip its TVs to read the watermark; the group will ask other TV makers to do the same.

CMO TODAY

TV Networks Form New Consortium to Advance Targeted Advertising

Rivals team up on a system for addressable ads on smart TVs



Inscape, a data company owned by Vizio Inc., will develop a watermark to help programmers target ads to smart TVs. PHOTO: LAURA BUCKMAN/BLOOMBERG NEWS

[TV's True Target](#)

CMO Today, 3/12/19

In the latest case, Disney, NBCUniversal, CBS, Discovery, Turner and others joined with Xandr, Freewheel and TV manufacturer Vizio to create a digital watermark standard they say [will make it easier to sell targeted ads on smart TVs](#). The project joins other collaborations like OpenAP, which has standardized a way for advertisers use the same data sets to inform their media plans across networks.

VARIETY

[Disney, NBCU, Turner, CBS and More Join Vizio-Led Addressable TV Advertising Consortium](#)

Variety, 3/12/19

A new consortium, led by TV manufacturer Vizio, is promising to assemble the right technology platform and media partners to make addressable ads on television a reality — as soon as early 2020. The group, dubbed “Project OAR” (for “Open Addressable Ready”), said it will define technical standards for TV programmers and platforms to deliver targeted advertising in linear and on-demand formats on smart TVs. The founding members include Disney Media Networks (which includes ABC, ESPN and Freeform), Comcast’s FreeWheel and NBCUniversal, Discovery, CBS, AT&T’s Xandr and WarnerMedia’s Turner, Hearst Television and AMC Networks. OAR’s enabling technology will be developed by Inscope, the automatic content recognition (ACR) and data-tracking company owned by Vizio — but the group says the technical standards will be fully open and available to all comers. The consortium aims to have a working product to demo this spring 2019 with full deployment targeted for early 2020.

Disney, NBCU, Turner, CBS and More Join Vizio-Led Addressable TV Advertising Consortium

By [TODD SPANGLER](#)



Can the TV biz finally get its act together to target ads to viewers the way internet companies have done for years?

AdAge

[TV Networks Partner To Standardize Addressable Advertising](#)

AdAge, 3/12/19

Much of the issues stem from disparate technologies, data sets and measurement approaches, says Jesse Redniss, exec VP of data strategy at WarnerMedia and general manager of the innovation lab. The goal of Project OAR is to streamline the process so advertisers and their agencies do not have to replicate the process in slightly different ways depending on who they are working with.

TV NETWORKS PARTNER TO STANDARDIZE ADDRESSABLE ADVERTISING

NBCU, Turner, CBS, Disney, among media companies forming yet another industry consortium

By [Jeanine Poggi](#). Published on March 12, 2019.

AdAge

[Tuesday Wake-Up Call](#)

Ad Age, 3/12/19

Smarter TV ads: "Yet another consortium is forming among TV companies—this time to establish standards in addressable advertising," or ads that get sent to smart TVs in individual households, Ad Age's Jeanine Poggi [reports](#). It's called Project OAR, and so far its members include NBC Universal, CBS, Disney Media Networks and more.

ADWEEK

[TV's Biggest Media Companies Team Up to Create an Addressable Advertising Standard](#)

Adweek, 3/12/19

While Inscope is most interested in dynamic ad insertion on Vizio TVs, said McAfee, "we know we stand a better chance of being successful if other smart TVs are also able to execute addressable, because that is going to be more interesting to the inventory owners."

In addition to scale, "we think a certain level of flexibility is required in order for a standard to get adopted," said McAfee. "We view what we are doing as building blocks," and designing a standard that will meet specs and can be built upon by individual networks and OEMs (original equipment manufacturers). "Where you are from there is up to you, so if you want to plug into FreeWheel, great. If you need it to interoperate with Xandr, awesome. If you want to use another source of data, OK. To us, flexibility is key."

TV's Biggest Media Companies Team Up to Create an Addressable Advertising Standard

Project OAR consortium draws Disney, AT&T, Comcast and others

By Jason Lynch | 2 hours ago





[News Round Up - Addressing Television](#)

AdExchanger, 3/13/19

TV networks are banding together to create a standard that will enable addressable advertising on smart TVs. NBC Universal, Disney, Discovery, Turner, AMC Networks, Xandr, FreeWheel and Hearst TV are part of Project OAR (Open Addressable Ready), and Vizio's Inscape will power the tech, available across its 10 million devices. Smart TVs give TV networks a way to sell addressable inventory, which previously had only been available through cable set-top boxes and video-on-demand. "This shows the industry is leaning in, especially the broadcasters that have been left out," Matter More Media CEO Tracey Scheppach told AdExchanger. With a smart TV standard, marketers can buy addressable TV through programmers, not just content distributors. [Read more](#).



[Disney, NCBU, Turner, CBS and More Join Vizio-Led Addressable TV Advertising Consortium](#)

Variety, 3/12/19

OAR's enabling technology will be developed by [Inscape](#), the automatic content recognition (ACR) and data-tracking company owned by [Vizio](#) — but the group says the technical standards will be fully open and available to all comers. The consortium aims to have a working product to demo this spring 2019 with full deployment targeted for early 2020.

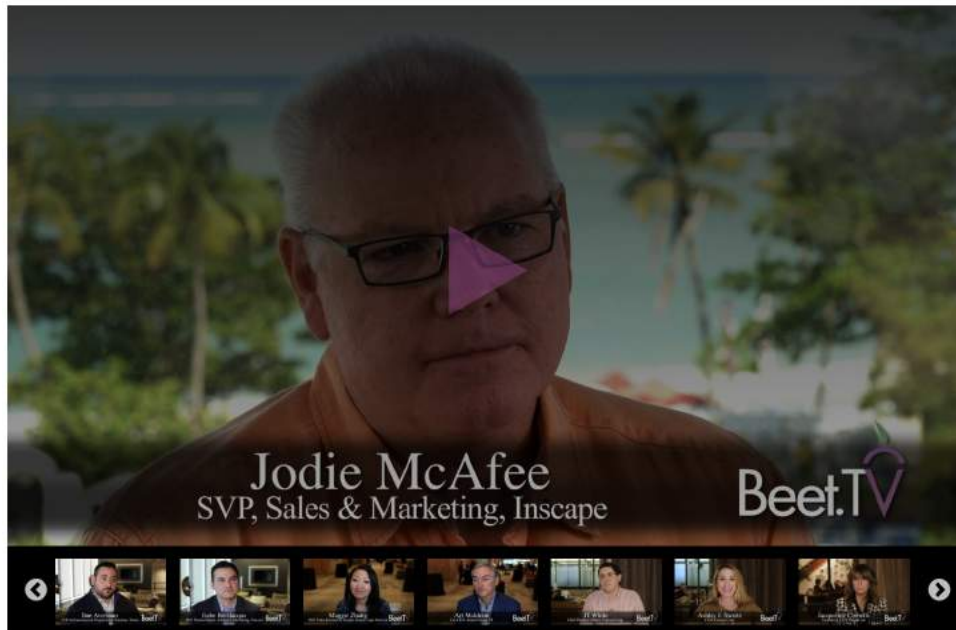


[Vizio, Inscape Form Addressable Ad Standard Consortium With AMC, CBS, Discovery, FreeWheel, Hearst, NBCU, Disney And Xandr](#)

Beet.TV, 3/12/19

In announcing the consortium, Vizio said that TV manufacturers use different technology and standards to enable addressable advertising. “It creates a level of complication for (TV networks), and scale is critical,” Reuters quotes Inscape SVP Jodie McAfee as saying.

Vizio, Inscape Form Addressable Ad Standard Consortium With AMC, CBS, Discovery, FreeWheel, Hearst, NBCU, Disney And Xandr



Smart-TV manufacturer Vizio is teaming up with nine major media and technology companies to create an addressable advertising standard for the industry. Along with Vizio and its data unit Inscape, the consortium’s members are AMC Networks, CBS, Discovery, FreeWheel, Hearst Television, NBCUniversal, The Walt Disney Co. and Xandr, as Reuters reports.

Forbes

[Disney, Turner, NBCUniversal Join Vizio To Unlock Riches Of Smart TV Advertising](#)

Forbes, 3/12/19

Disney Media Networks, Turner, Comcast's NBC Universal and its ad-tech division FreeWheel, CBS, Discovery, Hearst Television, AMC Networks and AT&T's advertising and analytics unit Xandr have teamed up with TV manufacturer Vizio and subsidiary Inscope, which specializes in automatic content recognition, in a new consortium.

Forbes

[Project OAR Aims TO Make Linear Addressable A Reality For Networks](#)

Forbes, 3/12/19

OAR, which counts Disney, NBCU, Discovery, CBS, Turner, Hearst, and AMC as founding members, along with ad powerhouses FreeWheel and Xandr, is being spearheaded by Vizio, which many people seem surprised to learn is the second largest TV manufacturer in the U.S., with somewhere close to 30% of the market and 10.1 million smart TVs opted in to its Inscope ACR product.



[Consortium of media, technology companies tackles need for addressable TV ad standards](#)

Marketing Dive, 3/13/19

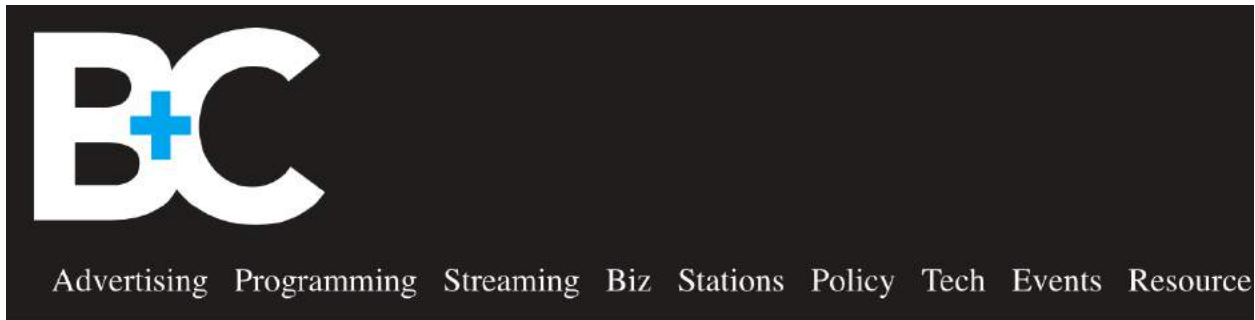
Along with Vizio, the consortium includes Disney's Media Networks, Turner, Xandr, Comcast's FreeWheel and NBCUniversal, CBS, Discovery, Hearst Television, AMC Networks and Inscope.



[Top Media Companies Aim to Set Addressable Standard](#)

Broadcasting & Cable, 3/12/19

“The standard will define the baseline for ad delivery, impression verification and privacy compliance, but networks will have plenty of room to create unique and enriched advertising experiences,” said McAfee. “We are making this flexible enough to enable interactivity and other bells and whistles that have yet to be imagined.”



[Home](#) > [News](#) > [Business](#) > [Advanced Advertising](#)

Top Media Companies Aim to Set Addressable Standard

Disney, AT&T, Comcast, Discovery, Hearst, AMC, Vizio and Inscope are members

Jon Lafayette · 7 hours ago



Top media and technology companies have gotten together to try to create a new open standard for addressable advertising on connected TVs.



[New Vizio-Led Addressable Ad Group Develops Standards For Smart TV](#)

MediaPost, 3/12/19

Vizio's TV ACR (automated content recognition) data company, Inscope, is also part of the group, which has a footprint of 10 million smart TV and connected devices. The group is dedicated to the development and deployment of a new, open standard for addressable advertising on connected/smart TVs. Specifically, OAR is looking at "a direct dynamic ad-management pathway between content owners and TV devices."

MediaPost News Events Awards Members More

Television NewsDaily

New Vizio-Led Addressable Ad Group Develops Standards For Smart TV

by Wayne Friedman , 2 hours ago



A major new industry-wide addressable advertising consortium, called Project OAR (Open Addressable Ready), has formed. It is led by smart TV manufacturer Vizio, along with eight TV-media companies.

Television News Daily: Addressable Ad Group Develops Smart TV Standards; Film Spend For TV Dips Inbox x

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Television NewsDaily

Tuesday, March 12, 2019

Today's Sponsor:

FierceVideo

[CBS, Comcast, Disney and others form addressable advertising standards group](#)

FierceVideo, 3/12/19

"We all recognize the most important goal of this initiative is to drastically enhance the TV experience for people at home," said William Wang, founder and CEO of Vizio, in a [statement](#).

FierceVideo
VIDEO · CABLE

CBS, Comcast, Disney and others form addressable advertising standards group

by Ben Munnich | Mar 12, 2019 10:55am

OPEN · ADDRESSABLE · READY

The standard will define guidelines for ad delivery, impression verification and privacy compliance. (Project OAR)

TV maker Vizio and several media companies including CBS, Comcast and Disney are part of a new group dedicated to developing an open standard for addressable ads on smart TVs.



[Top media companies form consortium to standardize addressable TV advertising](#)

The Drum, 3/12/19

Jodie McAfee, senior vice-president at Inscope, said: "The standard will define the baseline for ad delivery, impression verification and privacy compliance, but networks will have plenty of room to create unique and enriched advertising experiences. We are making this flexible enough to enable interactivity and other bells and whistles that have yet to be imagined." With the promise of addressability – the ability to target viewers individually – CTV advertising is on the rise.



[Project OAR aims to make addressable ads on TV a reality](#)

TVB Europe, 3/12/19

A new consortium made up of leading media and technology companies is aiming to create a new open standard for addressable advertising on connected TVs.

Disney's Media Networks, AT&T's Xandr and Turner units, Comcast FreeWheel and NBCU units, CBS, Discovery, Hearst Television, AMC Networks, Vizio and Inscope are working on Project OAR, or Open Addressable Ready.

The consortium will try to define technical standards for TV programmers and platforms in order to deliver more relevant advertising within linear and on-demand formats on smart TVs.

The logo for TechSpot, featuring the word "TECHSPOT" in white, bold, uppercase letters on a black rectangular background. The letter "O" is replaced by a white circle containing a black triangle pointing upwards.

[Vizio plans to use future generation TVs for targeted ad serving](#)

TechSpot, 3/12/19

Vizio has plans to work with a total of nine businesses for the purpose of [serving targeted ads to households](#) with the help of smart TVs. The group of nine companies is mainly comprised of TV networks such as NBCUniversal and CBS, both owned by Comcast, and AT&T's advertising firm Xandr.

The logo for The Verge, featuring the words "THE VERGE" in white, bold, uppercase letters on a black rectangular background.

[Vizio wants to bring targeted ads to smart TVs](#)

The Verge, 3/12/19

With nine other companies involved in the consortium — including TV networks like CBS and NBCUniversal as well as advertising companies like AT&T's Xandr — Project OAR could become a reality. There aren't many places left where you can be free of targeted ads, and soon, the biggest screen in your house won't be among them.



[Vizio to make smart TV standards for targeted advertisements](#)

Markets Morning, 3/15/19

To the day, TV manufacturers remained using different standards and technologies to make addressable marketing possible which hindered the growth of the TV industry, said Jodie McAfee, senior vice president of sales and marketing at Inscope, a subsidiary of Vizio.



[Industry Group to Define How Targeted Smart TV Advertising Will Work](#)

Sound & Vision, 3/15/19

“The standard will define the baseline for ad delivery, impression verification and privacy compliance, but networks will have plenty of room to create unique and enriched advertising experiences,” said Jodie McAfee, SVP at Inscope. “We are making this flexible enough to enable interactivity and other bells and whistles that have yet to be imagined.”



[Vizio Is Pushing for Household Targeted Ads on Smart TVs](#)

PCMag, 3/12/19

The desired goal of the consortium is to create a standard for addressable advertising specifically through [Smart TVs](#) that are connected to the internet. Vizio would include it as a feature of its new TVs, but the standard would be open allowing all TV manufacturers to adopt it if they so wish.



[Leading Media Companies, Smart TV Maker VIZIO Come Together for "Project OAR" - a Consortium Dedicated to Establishing an Addressable Advertising Standard](#)

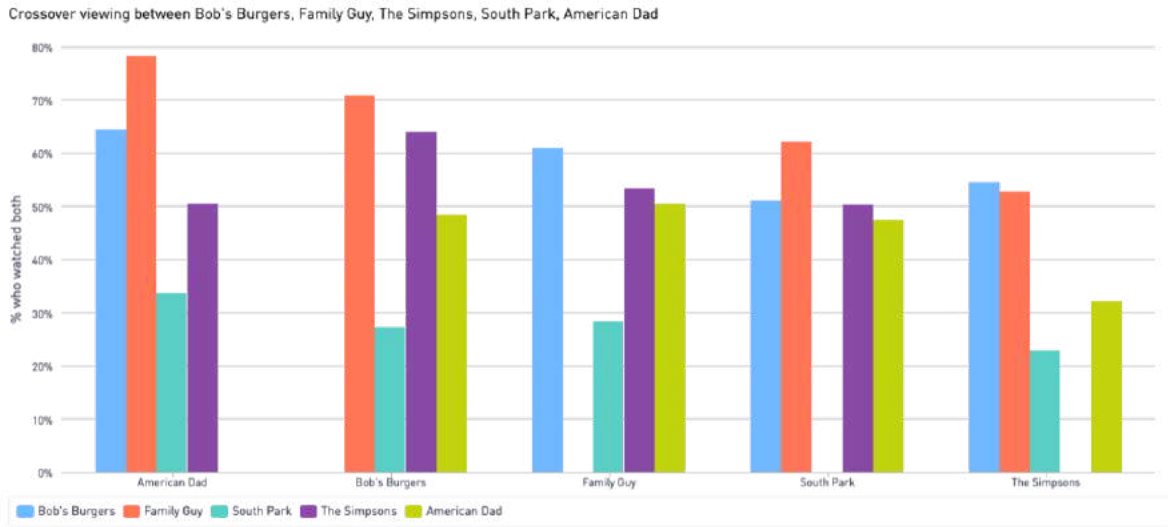
PR Newswire, 3/12/19

With OAR, media companies can deliver ads that are relevant to the household and, more importantly, improve the linear viewing experience for consumers. "We all recognize the most important goal of this initiative is to drastically enhance the TV experience for people at home," said VIZIO Founder and Chief Executive Officer, William Wang.



[Viewership Deep Dive: How Audiences of Hit Animated TV Shows Compare](#)
Broadcasting & Cable, 3/8/19

First, a look at audience crossover among all of the shows. A note about methodology: You have to do more than just flip past a station with your remote to count as a “crossover viewer” in Inscape’s system. For the data below, the minimum viewing threshold is 10 minutes.\



AdAge

[Comcast's FreeWheel to host its first upfront event](#)

AdAge, 3/8/19

As part of its pitch on March 13, FreeWheel will announce a deal with Inscope, a subsidiary of Vizio, to utilize data from more than 10 million Vizio smart TVs to better target specific demographic and audience segments in its TV ad deals.

AdAge

COMCAST'S FREEWHEEL TO HOST ITS FIRST UPFRONT EVENT

Will unveil deal to utilize Vizio smart TV data

By [Jeanine Poggi](#). Published on March 08, 2019.



Credit: FreeWheel

Most Popular



Google's ad manager will move to first-price auction



Instagram has a new ad format for branded content



Bar fight: Clif challenges Kind Snacks to go organic, Kind fires back



[Live PD has gone from reality TV to real world phenomenon](#)

Fansided, 3/6/19

The A&E series has become a staple on Friday and Saturday nights. Its hashtag regularly trends on Twitter, and an Inscape survey in December declared it the most-watched TV show of 2018 in all but one category.

TV (R)EV

[Inside the Mega-Hits of The CW](#)

TVREV, 2/28/19

First, we looked at audience crossover among all of the shows. A note about methodology: You have to do more than just flip past a station with your remote to count as a “crossover viewer” in Inscape’s system. For the data below, the minimum viewing threshold is 10 minutes

At the top end of things, 50% of Arrow viewers have tuned into The Flash during the current season, while 44% of Legacies fans have watched Charmed episodes and 44% of households tuned into The Flash have also checked out Arrow. On the flip side, only 13% of Charmed viewers have watched Riverdale or Legacies.



[Last Chance Super-Early-Bird Tickets to TVOT SF 2019](#)

ITVT, 2/27/19

TVOT SF 2019's roster of close to 200 speakers will include such luminaries as Zeev Neumeier, Founder, Inscape (Vizio)--to name but a few.



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Last Chance Super-Early-Bird Tickets to TVOT SF 2019

FEBRUARY 27, 2019



40% Discount on Tickets to the TV of Tomorrow Show Ends Midnight, Tonight

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THE TV OF TOMORROW SHOW
tvotshow.com @TVOTshow



TV (R)EV

[Measuring OTT Ads: Always On Attribution with iSpot CEO Sean Muller](#)

TVREV, 2/25/19

iSpot.tv began life as a way for brands to keep track of where their ads—and, more importantly, their competitor’s ads were running. The business has evolved considerably since then and now provides brands with something iSpot calls “attention measurement”—a way to track a particular piece of creative across multiple platforms and devices. To do this, iSpot relies on ACR (automatic content recognition) data from VIZIO smart TVs, which it gets from Inscape.



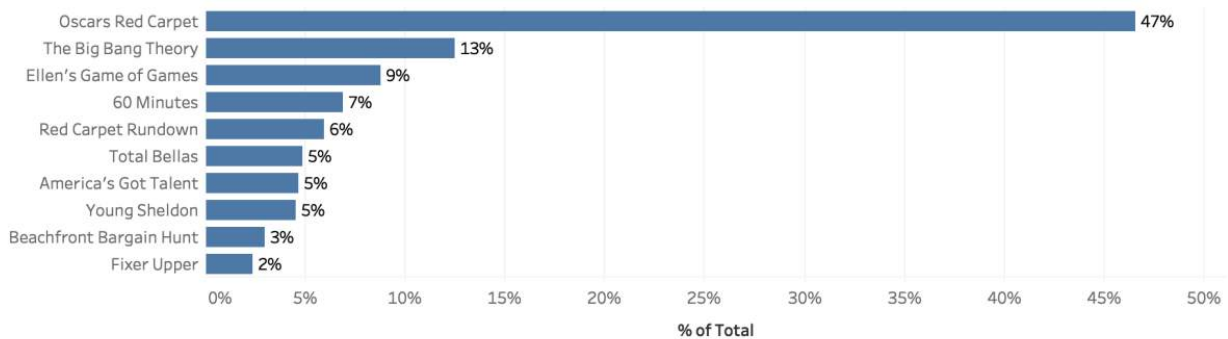
[By the Numbers: The 2019 Oscars](#)

Broadcasting & Cable, 2/25/19

We also worked with [inscape](#), the TV data company with glass-level insights from a panel of more than 10 million smart TVs and devices, to look at viewership trends around the show.

Predictably, the Oscars Red Carpet show was the most popular choice before the awards got underway, with 47% of Oscars viewers tuning in. In second place was The Big Bang Theory and Ellen’s Game of Games.

What People watched before Oscars 2019





[Why are TVs so cheap now? Well, your smart TV is watching you and making extra money, too](#)
USA Today, 2/21/19

"This pales in comparison," says Jodie McAfee, a senior vice-president of Inscape, which collects data from over 10 million Vizio smart TVs. "What a TV is generating on data is not nearly as granular. It just knows what shows I'm watching and whether the ad is being viewed."

TV (R)EV

[OTT Unlocks New Audiences & Revenue: Q&A with Inscape's Jodie McAfee](#)
TVREV, 2/20/19

Jodie McAfee asks provocative questions. Right now, from the media industry's point of view, the excitement around OTT advertising mostly revolves around TV networks finding new, 'extra' audiences and revenue.

What is your company doing to transform TV advertising?

Inscape delivers glass-level TV transparency and near real-time viewing data to tech providers, networks and agencies. This data helps everyone in the TV ecosystem unlock additional revenue, make decisions with greater certainty and move at the speed of the digital age. We are the backbone of TV attribution models and the key ingredient for cross-platform planning tools. We are also making some huge strides working with networks on addressable solutions inside of linear and VOD.

- + [Featured in a special TVREV Newsletter Blast](#): OTT Unlocks Audiences: Inscape's Jodie McAfee



[Viewership Deep Dive: Conan's New Format, and Other Late Night Trends](#)

Broadcasting & Cable, 2/18/19

First, let's dive into the new season of Conan, which began airing on Jan. 22. Of the viewers who watched the old, 1-hour episodes last year, only 16% have gone on to watch episodes so far this year, while 46% of people tuning in to the 2019 season are new viewers.



[Does Your Omnichannel Marketing Work? 3 Ways to Measure its Success](#)

MarTech Series, 2/13/19

Unfortunately, omnichannel analytics are difficult to track. In fact, a 2016 study from Periscope found that 67 percent of retailers surveyed struggled to collect consumer analytics across channels. New partnerships like LiveRamp and Inscope are trying to mitigate this issue – but, for now, brands need to use any resource at their disposal to track and analyze their consumers' journeys.



[Tackling Ad-to-In-Store Attribution Q&A With Placed's David Shim](#)

MediaPost, 2/13/19

(Contributed by Charlene Weisler, Head, Weisler Media LLC) In the last two quarters, we have announced partnerships with such companies as Adobe, Inscope, Pandora, Roku, Roku and others. This ability to drive adoption across TV, digital, audio, and OTT is the basis for enabling true attribution.

VIDEO AD NEWS

[How Smart TV Manufacturers Are \(and Aren't\) Getting into Advertising](#)

Video Ad News, 2/11/19

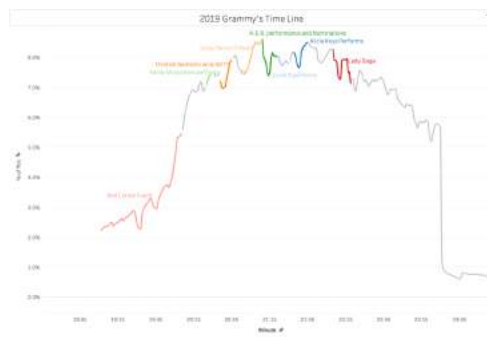
But this could change. Jodie McAfee, SVP of sales and marketing at Vizio subsidiary Inscope (which handles advertising for Vizio TVs) believes high competition between various content providers will put more power in manufacturers' hands. "As hundreds of MVPDs, networks, apps and the rest compete for attention, Smart TV makers are an essential and unskippable access point to the customer," he said. "Traditionally that relationship is a commodified one, but as technologies enable interactivity, and UX becomes a key differentiator, the game is changing."

BC+

[By the Numbers: 61st Annual Grammy Awards on CBS](#)

Broadcasting & Cable, 2/11/19

According to Inscope, the ACR data company with opt-in screen level data from 10 million VIZIO TVs, the Grammys audience spent the majority of time on TV screens in 7% of households with an hour-long culmination starting on the rising trends driven by Dolly Parton that peaked for the start of H.E.R. and rebounded again during Alicia Keys's performance.

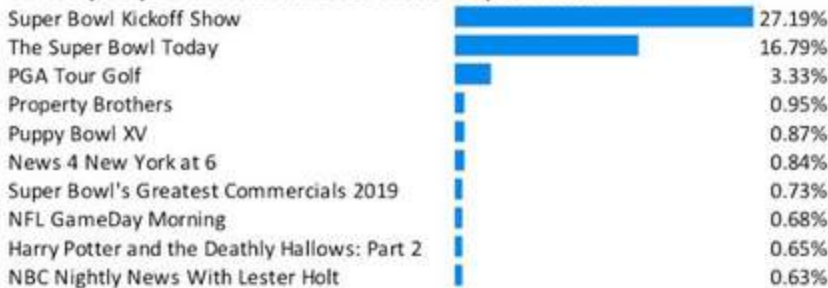


TV (R)EV

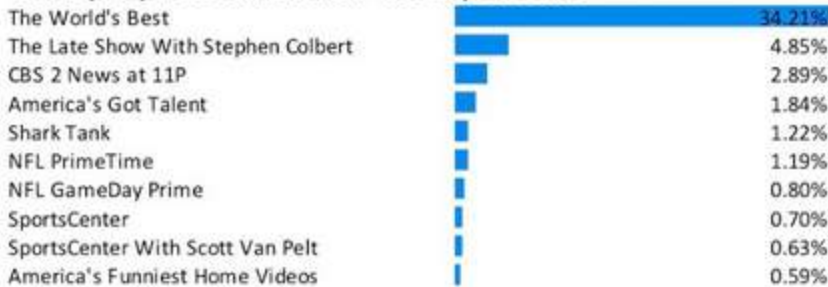
[Who Won Audiences in the Super Bowl?](#)
 TVREV, 2/7/19

What set the mood for the Big Game? **Inscape data** reveals what America was watching before the game: the Super Bowl Kickoff Show (>27%) and Super Bowl Today (>16%) dominated pre-show viewership.

What people watched before the Super Bowl



What people watched after the Super Bowl



[ITVT Presents...The TV of Tomorrow Show, San Francisco 2019](#)
 ITVT, 2/5/19

John Collins (Mediastorm), **Zeev Neumeier (Inscape)**, Arthur Orduna (Avis Budget), Michael Collette (Dativa), Chris Falkner (Cuebiq)



[When a Super Bowl Ad Comes On, Advertisers May Know if You Watch or Click Away](#)
Consumer Reports, 2/2/19

Alphonso is just one supplier of ACR technology. A number of Sony TVs incorporate ACR technology from a company called Samba TV. Nielsen, the TV ratings company, has an ACR subsidiary called Gracenote, and Vizio owns its own ACR company, Inscope.

Syndication: [Yahoo](#)



['Live PD' Recovers From Dip in Saturday Night TV Ratings](#)
PopCulture, 2/23/19

According to a report by [Deadline](#), *Live P.D.* was named [the most-viewed show of 2018 on streaming platforms](#), DVRs and on-demand services. The data came from a survey of smart TV data by Inscope, a subsidiary of Vizio. The company found that, across about 9 million households ranging in different demographic and geographic territory, *Live P.D.* was the show to watch last year.



[Viewership Deep Dive: A Season-Long Look at 'The Conners'](#)
Broadcasting & Cable, 1/25/19

Viewership data from Inscope, the TV data company with glass-level insights from a panel of more than 10 million smart TVs and devices, shows that while 31% of the households that watched the ill-fated Roseanne reboot last year tuned into *The Conners* this season, 47% of *Conners* viewers had watched *Roseanne*.



[Consumer Data, Privacy Initiatives As Dissected By Inscape, iSpot.tv, Nielsen Catalina](#)
Beet.TV, 1/18/19

“We never see any private data, but it’s very important to us that rules are followed and you don’t breach anything. I think **VIZIO’s done a spectacular job of making sure that everything’s on the up and up,**” said Bareuther.

Unless and until the consumer clicks ‘I accept,’ data collection is default off on our TV’s, so it is a full, true opt-in regime,” said [McAfee](#).



CYNOPSIS

[01/18/19: The Kominsky Method scores second season renewal from Netflix](#)
Cynopsis, 1/18/19

Inscape, Vizio’s automatic content-recognition research unit, which gets its data largely from smart TVs, reports that it now monitors some 10 million connected TV devices. Used by TV networks, media agencies, ad tech and research companies, Inscape says it’s the largest single-source opt-in smart TV viewing research in the U.S.



[Inscape Claims Viewing Data From 10M Connected TVs](#)

Broadcasting & Cable, 1/17/19

“Glass-level data is fast becoming the backbone of TV attribution models and the key ingredient for cross-platform planning tools,” said **Jodie McAfee, senior VP of Sales and Marketing at Inscape**. “Business outcome-based measurement and planning is reshaping TV. We are partnering with some of the most forward-thinking businesses to help marketers navigate media fragmentation and optimize effectiveness against their digital target audiences on TV.”



[Inscape Monitors 10M Connected TV Devices](#)

MediaPost, 1/17/19

Inscape, Vizio’s automatic content recognition (ACR) research unit, with data coming largely from smart TVs -- says it now monitors some 10 million connected TV devices. The company says the research -- used by TV networks, media agencies, ad tech, and research companies -- is the largest single-source opt-in smart TV viewing research in the U.S. Previously, Inscape was around the 9 million mark. Media/advertiser researcher iSpot.tv uses Inscape’s TV panel to provide measurements for major brands/advertiser across all categories. Inscape says it was key piece a recent deal iSpot.tv made with NBCUniversal for advertising and business outcome data.



[CBS Has A Plan B. And Its Name Isn't Nielsen](#)

TVREV, 1/10/19

The rationale was the same exact one we based our prediction on: Second-by-second data from the over 9 million households that Inscape measures versus 40,000 paid Nielsen panelists.

MARTECH TODAY

[Cuebiq, Verve-HERE announcements show utility of location as targeting, attribution tool](#)

MarTech Today, 1/9/19

As with Foursquare and others, Cuebiq is working with [Inscape](#), which is owned by TV manufacturer Vizio. The company also said it's "the first location intelligence company to leverage Gracenote ad exposure data derived from its proprietary ACR technology running on millions of Smart TVs." TV viewing data are matched to mobile devices in an aggregated (and anonymous) way, allowing advertisers to see which audiences were exposed to ads and then visited particular stores within a designated attribution window.

ADVANCED TELEVISION

[Cuebiq expands attribution solution](#)

Advanced Television, 1/8/19

Cuebiq's integration of **Inscape's** automatic content recognition (ACR) viewing data, gives the company access to glass level insights from more than 10 million Smart TVs.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[Cuebiq Expands Its Client Attribution Solution](#)

Radio+Television Business Report, 1/7/19

Cuebiq's integration of **Inscape's** automatic content recognition (ACR) viewing data gives the company access to glass level insights from more than 10 million Smart TVs.

MARTECHSERIES

Marketing Technology Insights

[Cuebig Expands Attribution Solution to Include Linear and Advanced TV for Cross-Channel Measurement](#)

MarTech Series, 1/7/19

With Inscope and Gracenote Among Its Partners, Cuebig Connects In-Store Visitation Behavior of More Than 13 Million Households with TV and Cross-Channel Ad Exposure.



[No Nielsen? Here's How Networks Can Use Other Measurement Tools](#)

Broadcasting & Cable, 1/8/19

First off, viewership data down to a second-by-second look can be found using [Inscope](#), the TV data company with glass-level insights from a panel of more than 9 million smart TVs and devices. The chart below, accessible on [Inscope's website here](#), shows tune-in for the top 10 shows, refreshed every few seconds.

TV (R) EV

[The Year Ahead. Our Fearless Predictions For 2019. Part 2 of 2](#)

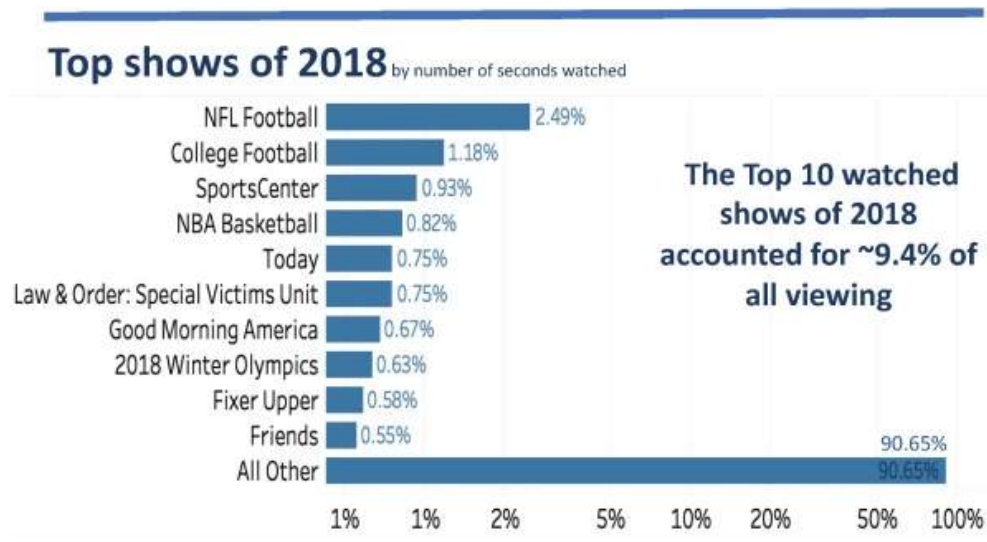
TVREV, 1/6/19

This will not come as a shock to anyone. Nielsen, in fact already owns ACR-data firm Gracenote, whose publicly available data is second only to Vizio's **Inscope**. (While Gracenote collects data from Samsung and Roku, that data is not available to third parties.).

DEADLINE

[‘Live PD’ Is Most-Viewed Show Of 2018 On OTT, VOD And DVR – Survey](#)
Deadline, 12/28/18

A subsidiary of smart-TV maker [Vizio](#), **Inscape** surveys viewing across some nine million households, spanning all demographics and geographic areas. Compared with Nielsen and other firms, it is able to measure streaming and linear across a wider sample set that is gaining currency among ad buyers and networks. The 2018 findings (see below) offer more evidence of the fragmenting state of TV, with the top 10 shows accounting for just 9.4% of total viewing.



DVR

1. Live PD
2. This is Us
3. The Voice
4. The Walking Dead
5. Jersey Shore: Family Vacation
6. Grey's Anatomy
7. The Good Doctor
8. The Challenge
9. Teen Mom OG
10. Chicago Fire

VOD

1. Live PD
2. Grey's Anatomy
3. The Walking Dead
4. This Is Us
5. Jersey Shore: Family Vacation
6. Teen Mom OG
7. The Voice
8. 9-1-1
9. The Real
10. Vanderpump Rules

OTT

1. Live PD
2. The Voice
3. Grey's Anatomy
4. This Is Us
5. The Walking Dead
6. Jersey Shore: Family Vacation
7. America's Got Talent
8. The Real
9. Mayans MC
10. American Horror Story

LIVE

1. NFL Football
2. College Football
3. SportsCenter
4. NBA Basketball
5. Today
6. 2018 Winter Olympics
7. Good Morning America
8. MLB Baseball
9. Friends
10. College Basketball