

# in<sup>s</sup>cape

**2018**

fabric

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## What the Media is Saying

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*“Compared with others in the measurement game, smart-TV players like **Inscape** have access to a much broader sample of viewers. That means they can go granular and capture more precise information on viewing, regardless of whether programming is watched live via antenna, internet or cable box, or time-shifted via VOD or DVR.”* ([Deadline](#))

*Inscape has been on a roll lately, picking up partners left and right.* ([AdExchanger](#))

*“Inscape for instance can tell you **viewing patterns at a granular level**, things like— households that watch GMA tend to do so on a smaller device in the kitchen.”* ([TVREV](#))

*Inscape has doubled the number of partners it works with in the first quarter to a total of about 20, according to McAfee. “We’ve got literally dozens and dozens and dozens of companies in the queue right now,”* ([Broadcasting & Cable](#))

*“Inscape’s comprehensive metrics deliver highly accurate, real-time cross-platform viewing behavior at scale. **We arm the industry with the jet fuel that enables stakeholders to move faster, smarter and more accurately.** We help our customers develop a deeper understanding of audiences, make more intelligent ad-buying decisions and be better prepared for changes in the marketplace.” - Jodie McAfee, SVP, Sales and Marketing, Inscape* ([MarTech Series](#))

***Zeev Neumeier, co-founder and senior VP, product for Inscape, is the kind of guy who won’t back away from a challenge.** He found his way into the TV measurement space almost a decade ago, long before metrics were a hot topic. Vizio-owned Inscape is a TV intelligence company that captures highly accurate, up-to-date viewing data from millions of smart TVs.* ([Broadcasting & Cable](#))

*“Inscape, an ACR company owned by Vizio, beat the senators’ call to action, [posting a blog about the latest dust-up on July 11](#) that took a firm stance on the transparency of opt-in data campaigns like the ones reportedly used by Samba TV.”* ([DMNews](#))

*The ability to correctly identify segments in order to make more informed TV buys is the impetus behind the recent [announcement](#) of a deal between Inscape, an ACR data company that uses glass-level insights from Vizio smart TVs and LiveRamp, an identity unification platform.* ([Forbes](#))

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## What Partners are Saying

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*“We need the full scope in what we’re calling the ‘premium TV landscape.... That’s where folks like Inscope can really come in and help us be able to optimize where the most [viewing] time is being spent.” -- John Povey, SVP of marketing and analytics at A4 ([AdExchanger](#))*

*“With Inscope, we get the most accurate, minute-by-minute smart TV viewing data available on the market,” said Jay Prasad, Chief Strategy Officer, VideoAmp. ([Broadcasting & Cable](#))*

*“This is a very strategic integration that brings the **speed, scale and transparency of Inscope’s smart TV viewing data to LiveRamp’s ecosystem** platform partners, agencies and brands who leverage LiveRamp for identity resolution,” said Allison Metcalfe, general manager for TV at LiveRamp.” ([Broadcasting & Cable](#))*

*“iSpot works with Inscope, a subsidiary of Vizio, to pull anonymous viewing data from the company’s millions of opted-in TV sets in the U.S. Once the campaign runs, iSpot can detect the ad exposures from Vizio TV sets within households and match those households to people who visited the automotive website.” ([Wall Street Journal](#))*

*“Lotame’s asTV product suite (launched in January 2017) is powered by Inscope’s data.” ([Synopsis](#))*

*“With much of the article focusing on the privacy implications for consumers, it’s an important reminder that the standard must be 100% opt-in as exhibited by our partners at Inscope.” - Aaron Goldman, Chief Marketing Officer 4C Insights ([4C Blog](#))*

*“4C’s partnership with Inscope fuels an unparalleled and **frictionless audience-based approach through the combination of Inscope’s second-by-second TV viewing data from millions of Smart TVs** and 4C’s industry-leading TV, social and premium video tools together in an integrated platform.” ([FierceCable](#))*

*The **addition of Inscope’s opt-in smart TV viewing data adds new insights to comScore’s measurement footprint** for its custom marketing solutions, which help brands understand the impact of their advertising efforts across platforms. ([Advanced TV](#))*

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## Earned Media Placements in 2018

### UNIQUE PUBLICATIONS

**35**

Articles in: New York Times, Variety, Business Inside5r, Deadline, Adweek, Ad Age, AdExchanger, Forbes, Rapid TV News, Broadcasting & Cable, Marketing Land, TV[R]EV and more..

### ESTIMATED ONLINE READERSHIP

(Publications' Combined Viewership)

**653 Million**

### ESTIMATED ONLINE REACH

(Estimated Actual Post Views)

**1.51 Million**

### UNIQUE ARTICLES GENERATED

**186**

### SOCIAL SHARES OF ARTICLES

**18.7K**

## The LinkedIn Targeting Program

**TARGETED IMPRESSIONS:**

**245,783**

**CLICKS:**

**1,511**

**\$4.61 Avg. CPC**

**TOTAL SPENT: \$6,700**

### Brands Reached:

- Microsoft (140 clicks)
- Amazon (104 clicks)
- YouTube (81 clicks)
- Google (77 clicks)
- Apple (72 clicks)

### Seniority:

- Seniors (998 clicks)
- Managers (360 clicks)
- Directors (257 clicks)
- VPs (198 clicks)
- Owners (61 clicks)

### Job Function:

- Media & Comm (410 clicks)
- Marketing (292 clicks)
- Sales (258 clicks)
- Operations (240 clicks)
- Business Dev (227 clicks)

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## Twitter Program

**FOLLOWERS GAINED**

**+1,182**

**TARGETED IMPRESSIONS**

**527,680**

**CLICKS**

**5,935**

**ADDITIONAL ENGAGEMENTS SUPPORTING CANNES**

**10,658**

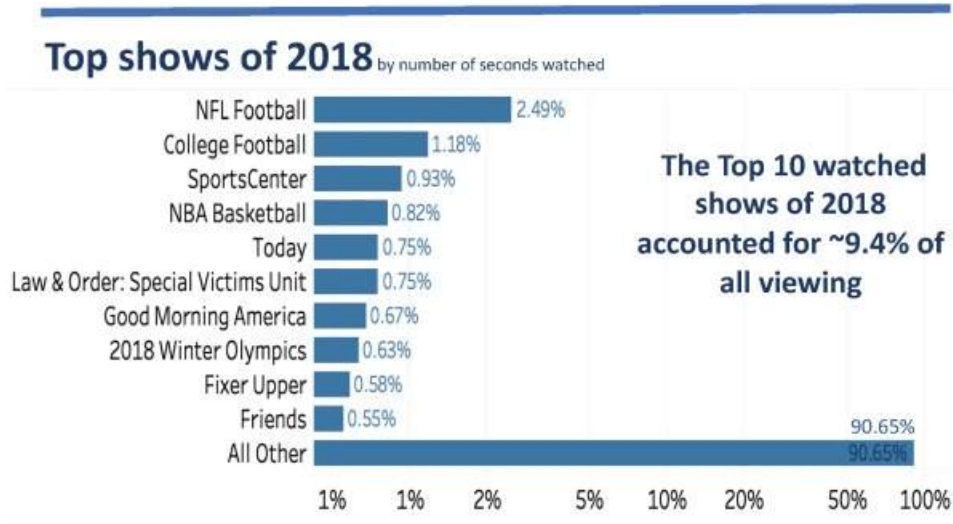
**TOTAL SPENT: \$2,000**

# DEADLINE | HOLLYWOOD

[‘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 Housewives of Beverly Hills
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 Housewives of Orange County
9. Mayans MC
10. American Horror Story

#### LIVE

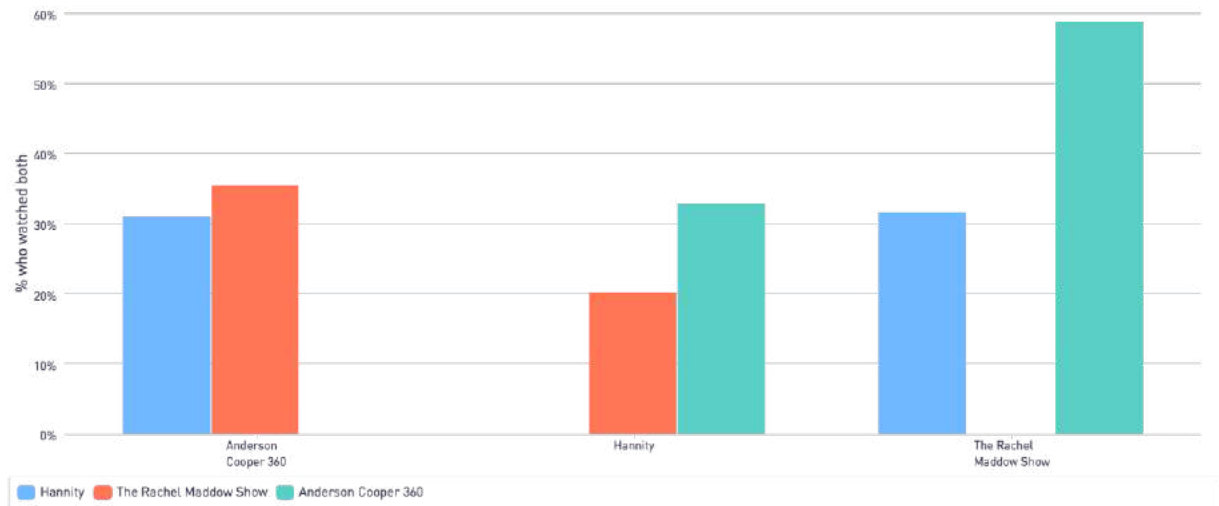
1. NFL Football
2. College Football
3. SportsCenter
4. NBA Basketball
5. Today
6. 2018 Winter Olympics
7. Good Morning America
8. MLB Baseball
9. Friends
10. College Basketball



[Year-End Report: Viewership Trends Across Cable News Channels](#)  
*Broadcasting & Cable*, 12/31/18

We also looked at crossover between popular primetime shows on these channels: *Hannity* on Fox News, *Anderson Cooper 360* on CNN and *The Rachel Maddow Show* on MSNBC. With the two-minute threshold, the biggest crossover was between *Maddow* and *Cooper*, with over half (59%) of Maddow’s viewers also tuning in to Cooper’s show. For *Hannity*, 33% watched *AC360* and just 20% checked out *Maddow*. Anderson Cooper fans were more likely to take a more balanced approach, with 35% also watching *Maddow* and 31% seeing *Hannity*.

Crossover viewing between *Hannity*, *Anderson Cooper 360*, *The Rachel Maddow Show*





[VideoAmp's Prasad Discusses Beet Retreat 2018, Event-Level Forecasting](#)

Beet.TV, 12/18/18

Prasad describes “a really busy last two years” in which VideoAmp has been assembling its marketing investment platform, which encompasses data-driven, cross-screen planning and measurement, activation and programmatic. This year, the company acquired TV-data processing provider IronGrid Data Services, which when combined with a partnership with **Inscape** formed the basis for the new Data & Emerging Products Division, as Variety reports.



## VideoAmp's Prasad Discusses Beet Retreat 2018, Event-Level Forecasting







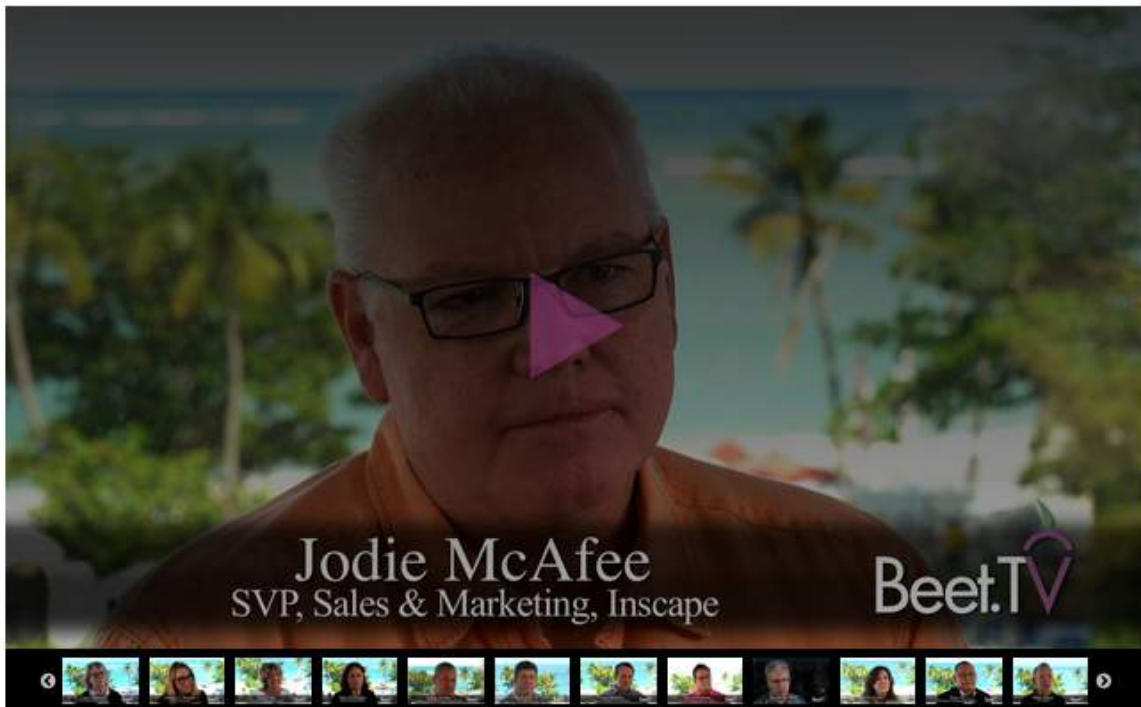
[Inscape's McAfee Traces The Arc Of VIZIO's Data Privacy Regime](#)

Beet.TV, 12/16/18

Being a pioneer has always carried risks and rewards. Smart-TV manufacturer VIZIO's **Inscape** data unit found this out when the Federal Trade Commission a couple of years ago first started looking into what happens to viewer data collected with automatic content recognition, says Inscape SVP of Sales & Marketing Jodie McAfee.



## Inscape's McAfee Traces The Arc Of VIZIO's Data Privacy Regime





[Assessing the National Representativeness of Inscope Smart TV data](#)

*Broadcasting & Cable*, 12/11/18

With more than nine million smart TVs nationwide, the **Inscope** smart TV data set provides a massive volume of granular data that can be matched against other data sources and used for TV measurement, attribution, and reporting. However, to be effective for these applications, it's important to have a relatively even distribution of these connected smart TVs across the nation's demographic and geographic make-up.

## ADVANCED TELEVISION

[SSi and iSpot partner for ad analysis](#)

*Advanced Television*, 12/7/18

Matching Research Now SSI's millions of opted-in consumers with iSpot's ad measurement (from **Inscope's** panel of 9+ million opted-in TV households) links commercial exposure with customer survey data to give brands and agencies unparalleled insight into the effectiveness of their linear and OTT TV advertising.



[Research Now SSI and iSpot.tv Partner to Measure Ad Effectiveness at Unprecedented Scale](#)

*Broadcasting & Cable*, 12/6/18

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# CISION®

## PR Newswire

[Research Now SSI and iSpot.tv Partner to Measure Ad Effectiveness at Unprecedented Scale](#)

*Cision PR Newswire, 12/6/18*

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Syndication: [FOX 40 WICZ TV](#), [Crossroads Today](#), [Life in a House](#), [NewsOn6.com](#), [Newswire - Roseman Solutions LLC](#), [Tech Social Net](#), [ABC6 News](#), [ABC-7.com](#), [KTVN Channel 2](#), [KXXV-TV News Channel 25](#)



[Viewership Deep Dive: How Some of TV's Top Reality Series Compare](#)

*Broadcasting & Cable, 12/5/18*

Crossover viewership data from **Inscape**, the TV data company with glass-level insights from a panel of more than 9 million smart TVs and devices, shows varied crossover among these series. Also, 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 two minutes. Some specific insights:

- Perhaps somewhat predictably, the highest crossover (49%) is between *Dancing With the Stars* and *The Voice*.
- 48% of the people watching *Survivor* also check out *The Voice*.
- The lowest crossover (19%) is between *The Voice* and *Hell's Kitchen*.

# CISION®

## PR Newswire

[The TV of Tomorrow Show \(TVOT\) Returns to New York with a Lineup of Innovations in Advanced Advertising, Audience Measurement, ATSC 3.0, OTT, News Programming and More](#)

*Cision PR Web, 11/28/18*

TVOT NYC 2018 sponsors include C3 Metrics, 7Park Data, **inscape**, Lotame, Applicaster, VideoAmp, TiVo, Lotus Biscoff, LG, Canoe, Comcast Technology Solutions, Gracenote, Daddi Brand Communications, The Vertere Group, LLC, nScreenMedia, Hub Entertainment Research, Interactive Television Alliance, Park Boulevard Productions and Breakaway Communications.

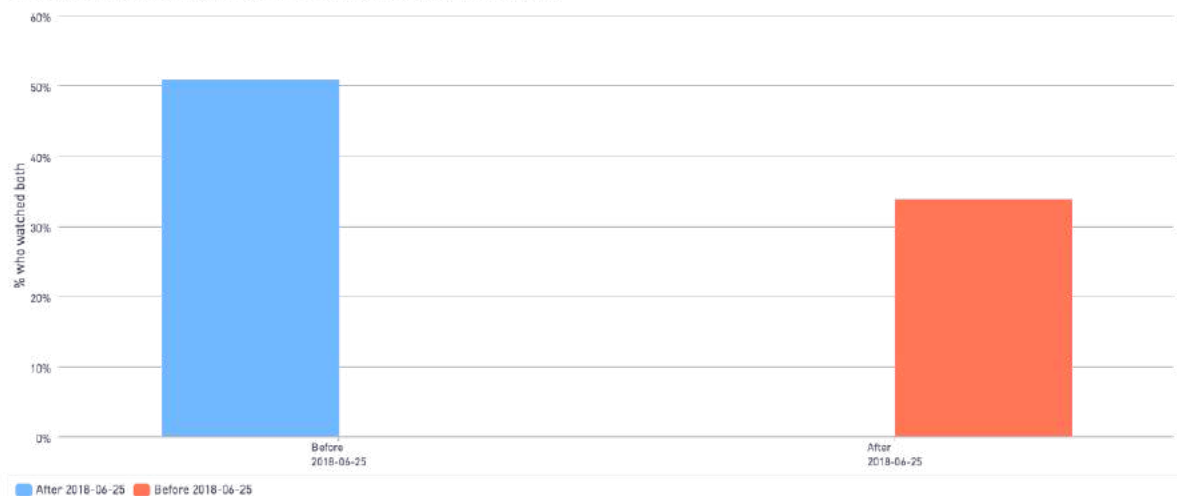
Syndication: [ABC FOX Montana](#) [ABC-7.com](#) [The Valley's CW](#) [KRGV.com](#) [FOX 14 TV](#) [107.7 Yes FM](#) [WFMJ TV-21](#) [93.7 The Eagle](#) [Hometownstations.com](#) [NBC Right Now - KNDO/KNDU](#)



[As 'Parts Unknown' Wraps Up, Fans and Brands Say Farewell to Anthony Bourdain](#)  
*Broadcasting & Cable, 11/16/18*

And finally, according to [inscape](#), the TV data company with glass-level insights from a panel of more than 9 million smart TVs and devices, over half (51%) of people who watched season 11 of Parts Unknown went on to watch at least some of season 12, but only 34% of viewers who tuned in to season 12 had also watched season 11, meaning 66% of the season 12 viewers were new to the show.

Crossover viewing before and after 2018-06-25 of Anthony Bourdain: Parts Unknown



# TTVT

[Announcing the Schedule of Sessions for TVOT NYC 2018](#)

*ITVT*, 11/14/18

Topics to be discussed include best practices for analyzing and benchmarking big data and successful strategies for optimizing internal initiatives; recent innovations in the use of data for advanced advertising, content discovery, churn reduction and more; how to address issues of consumer privacy, cost, incorrect analysis and other potential pitfalls; and new opportunities that big data analytics could enable in the coming years. Panelists include:

[Jodie McAfee](#), SVP of Sales and Marketing, Inscape

In conclusion, they will each share something new and surprising that they have learned about TV and video consumption in the course of their efforts. Panelists include:

[Zeev Neumeier](#), Founder, Inscape (Vizio)

# TV[R]EV

[Watch 'Axios On HBO' Sunday. Ponder The TV\[R\]evolution](#)

*TVREV*, 11/9/18

For example, it will be interesting to look at Inscape data from 9 million+ TVs to understand where the audience is coming from pre-show and jumping to afterwards. (To get an idea of what we might surface with **Inscape**, TV[R]EV analyst Eleanor Semeraro has a great post on cross-over political viewing over at Broadcasting & Cable.)



[Foursquare teams with Inscape to bring attribution to TV](#)

*Rapid TV News*, 11/8/18

In a move that sees the location technology company add TV viewing data/insights collected from over nine million smart TVs, Foursquare has entered a partnership with automated content recognition provider **Inscape**.

# Marketing Land

[Foursquare can now measure impact of TV ads on offline store visits](#)

*Marketing Land*, 11/7/18

Partnership with Inscope. There are now several companies that do TV-to-store measurement, including Placed, PlacelQ, Simplifi and NinthDecimal. Foursquare joins them through a partnership with **Inscope**, which is owned by TV maker Vizio.

# VARIETY

[Subway Teams With Foursquare to Measure TV Ad Effectiveness](#)

*Variety*, 11/7/18

Foursquare has offered the technology since 2016, but the field is crowding as more advertisers obtain more granular measures of their advertising. A+E Networks, for example, last month said it would measure such elements as foot traffic, sales and website traffic in a bid to tie results to a schedule of TV commercials. AT&T's Turner has also begun to guarantee specific business outcomes as part of ad sales. Foursquare matches exposure to TV ads measured by a partner, **Inscope**, to a consumer panel.

# TV (R)EV

[Maddow Shares Viewers with Hannity? And More Election Day Stats](#)

*TVREV*, 11/6/18

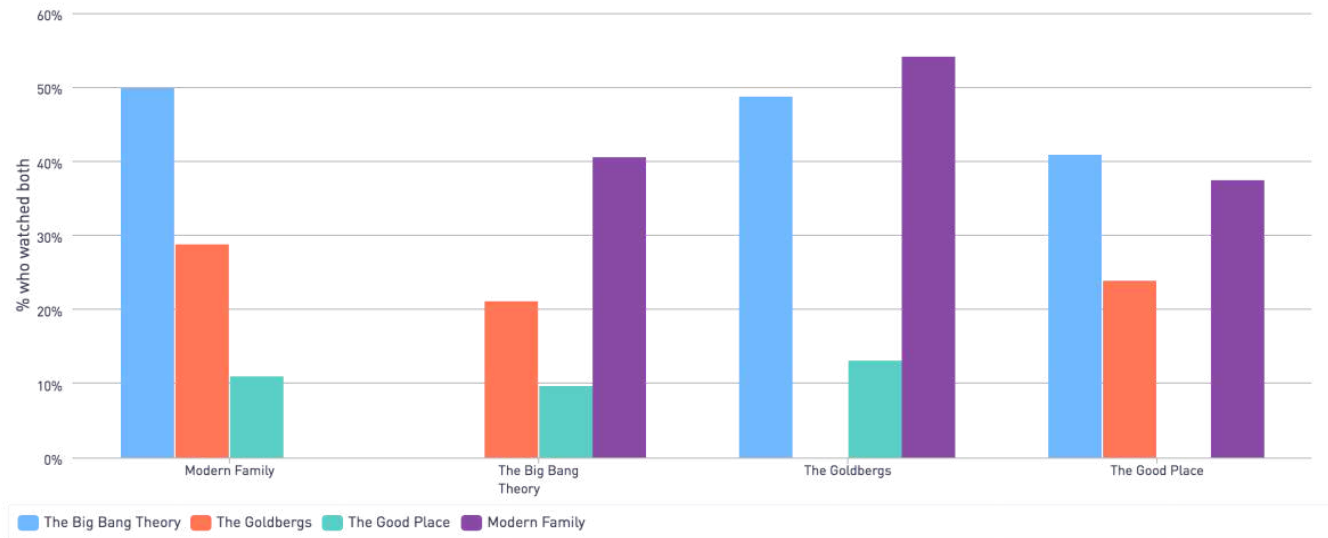
While it's true 86% of primary Fox viewers didn't visit MSNBC for as much as two minutes, some 24% of MSNBC viewers did spend at least 10 minutes on Fox News per month. However, 7.6% of Hannity viewers gave Maddow at least 2 minutes in one month, and 14% for Cooper, so maybe we're getting somewhere? Perhaps unsurprisingly, folks that watch more C-SPAN are also by a wide margin the most likely to spend time on both CNN and Fox (57% for each).



[Viewership Deep Dive: How Some of TV's Top Comedy Series Compare](#)  
*Broadcasting & Cable, 11/1/18*

Crossover viewership data from **Inscape**, the TV data company with glass-level insights from a panel of more than 9 million smart TVs and devices, shows varied crossover among these series. Also, 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.

Crossover viewing between The Big Bang Theory, The Goldbergs, Modern Family, The Good Place



[NFL Ad Revenues Up 4%. But Season Performance Still Uncertain](#)  
*MediaPost, 11/2/18*

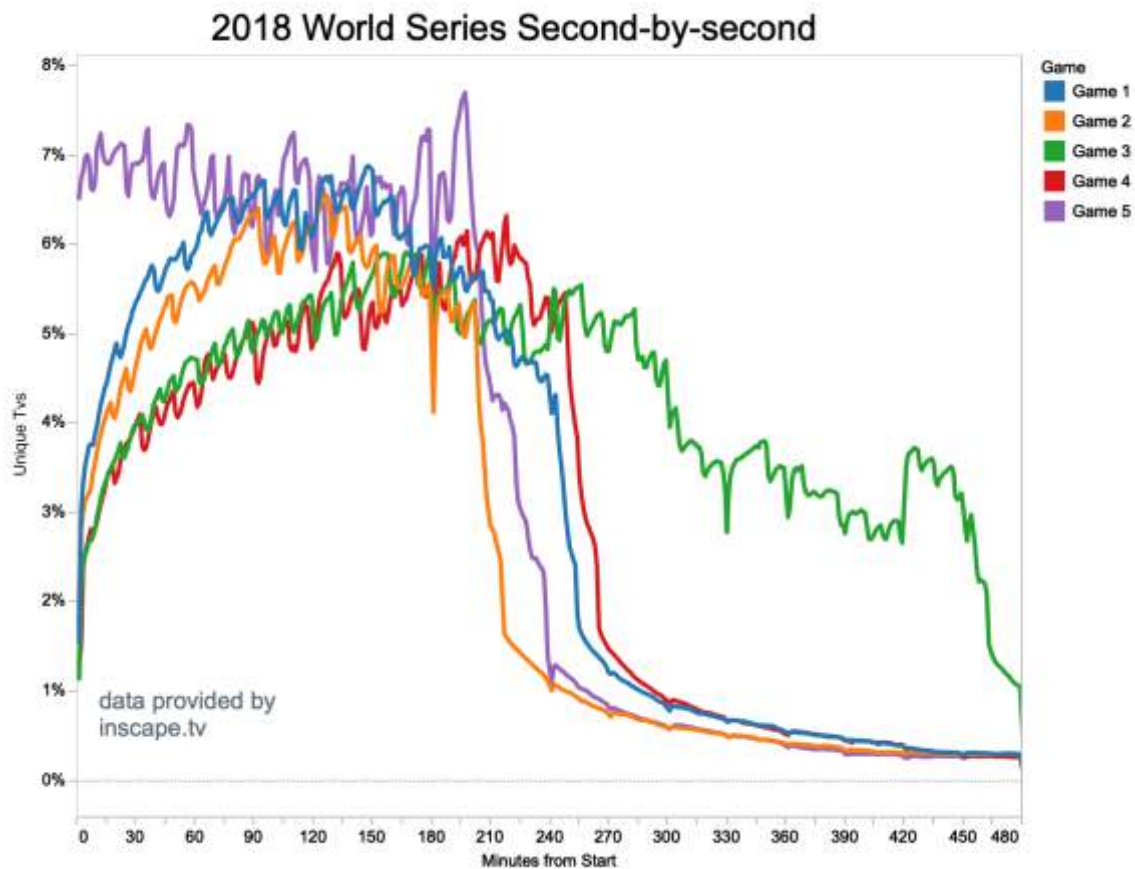
Advertising estimates for iSpot.tv comes from a combination of using SQAD pricing data and ACR (automatic content recognition) data through smart TV sets -- around 8 million TV sets/devices via Vizio’s data business, **Inscape**.



### [Three TV Data Takeaways from the 2018 World Series](#)

*Broadcasting & Cable*, 10/31/18

Game three's 18-inning marathon also provided some unique insights: similar to other games, viewer numbers rose gradually for three hours, but then jumped back up numerous times as both teams looked poised to break open the longest game in World Series history. You see spikes in the 13th inning when both teams tacked on another run to make it 2-2.



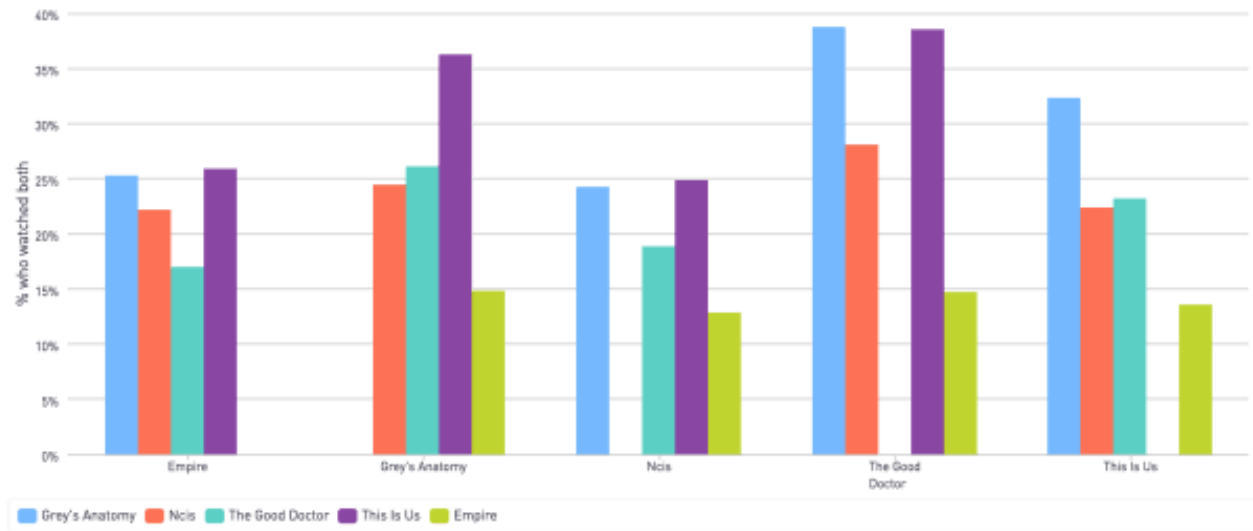




[Viewership Deep Dive: Fall Dramas Are Back - Here's How They're Measuring](#)  
*Broadcasting & Cable, 10/23/18*

Viewership data from [Inscape](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, shows varied crossover among these series.

Crossover viewing between This Is Us, The Good Doctor, NCIS, Empire, Grey's Anatomy



Data from Inscape



[VideoAmp's New Advanced TV Tool Maps Viewership](#)  
*MediaPost, 10/24/18*

The company says that putting together smart TV data -- from automatic content recognition (ACR) systems and set-top-box TV viewership -- creates greater scale for advertisers when looking at total U.S. TV viewership. With regard to ACR data, VideoAmp has a partnership with smart TV set manufacturer Vizio's **Inscape** unit. It collects anonymized television viewing on some 9 million Vizio smart TVs.

## MARTECHSERIES

Marketing Technology Insights

[VideoAmp Launches TV Viewership Audiences to Drive Advertising Impact, Performance, and Efficiency](#)

*MarTech Series*, 10/24/18

They leverage VideoAmp's growing set-top box data assets and [unique partnership with Vizio's Inscape](#).

## CISION®

PR Newswire

[VideoAmp Launches TV Viewership Audiences To Drive Advertising Impact, Performance, And Efficiency](#)

*Cision PR Newswire*, 10/24/18

They leverage VideoAmp's growing set-top box data assets and [unique partnership with Vizio's Inscape](#).

Syndication: [Benzinga](#), [LA Biz Journal](#), [Newstage](#) and more...



['Great Connections, Conversations': Beet Retreat 2018 Comes At Industry Turning Point says NBCU's Colella](#)

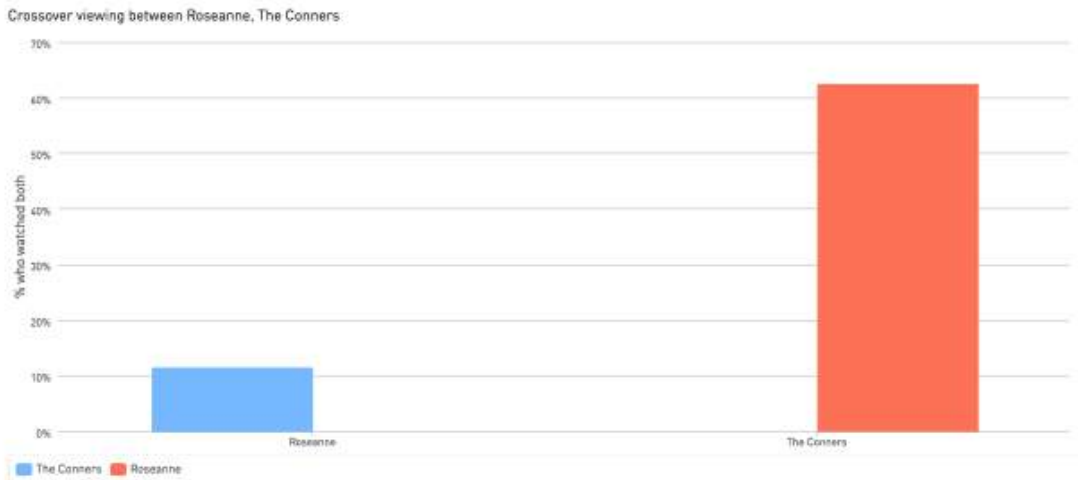
*Beet.TV*, 10/22/18

In addition to covering the world of advanced TV, the Retreat will examine the changes and broader implications for the media industry from the devastation wrought by Hurricane Maria in 2017 led by executives from Procter & Gamble, Hearts & Science, Telemundo, GroupM and **Inscape**.



[Here's How Viewers Reacted to 'The Conners' and Who Was Watching](#)  
Broadcasting & Cable, 10/18/18

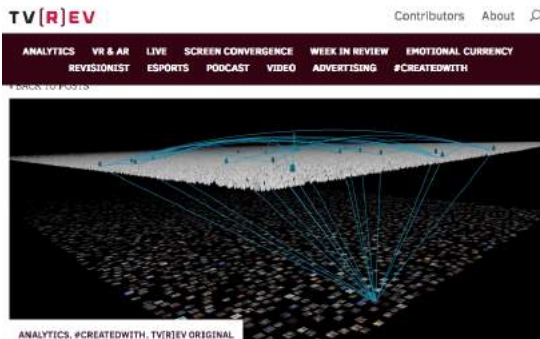
Viewership data from **Inscape**, the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, shows that while only 12% of the households that watched the Roseanne reboot earlier this year tuned into The Conners, a whopping 63% of Conners viewers had watched Roseanne.



Via Inscape

# TV (R) EV

[How Can Networks be Better Than Netflix? Follow the Math](#)  
TVREV, 10/12/18



**Inscape for instance can tell you viewing patterns at a granular level**, things like– households that watch GMA tend to do so on a smaller device in the kitchen. Those folks also tend to watch crime shows at night, and are less likely to interrupt ads on the whole.

## How Can Networks be Better Than Netflix? Follow the Math

# Forbes

[Why TV Is Winning The Transparency Wars](#)

Forbes, 10/8/18



Privacy and data are on the forefront of everyone's mind these days. And not just because 50 million Facebook accounts (and all the third-party authentication that goes with it) got hacked last week.

It's why the introduction of a "data transparency label" (with graphics that cleverly make it look like a food nutrition label) was one of the bigger announcements to come out of Advertising Week. Four advertising trade bodies are behind it too— ANA, IAB, ARF and CIMM.

It's a step forward for the ad industry and the hope is that the labels will be available on platforms like Google and Facebook so that advertisers can check to see where their data is actually coming from.

Which is all well and good, only someone seems to be missing from this equation: the consumer.

You know, the people who actually provide the data all these digital platforms are providing to advertisers. Because chances are, when it comes to Facebook, Google and mobile apps, consumers have no idea how the data is being used, collected, or shared and aside from some location or social features, people have no idea how it makes their experience better.

This new labeling movement is notable in that it shows a consolidated industry effort to clean up the market and has potential implications for the future behavior of agencies and brands in regards to data collection.

There's also the fact that compared to all other media, TV currently has the strictest guidelines around data collection and privacy.

Following a ruling that involved VIZIO's use of consumer viewing data, the FTC issued clear and concise guidelines for all smart TV manufacturers that were intended to establish a much higher bar for gaining consumer consent and opt-in than other devices in the home.

**Admittedly, the "VIZIO standard" is not being followed by cash-sensitive TV makers** because among other things, compliance costs money. Which is one reason why [Senator Ed Markey \(D-MA\) is calling on more investigations: to ensure compliance.](#)

**"What people truly dislike is when companies try and hide what they are doing,"** said **Jodie McAfee, SVP of Sales and Marketing at Inscope, the ACR data firm that's owned by VIZIO during a [panel on the future of CTV ads](#) last week at Advertising Week New York.** "Too many companies in the space will try and mask the fact that they're collecting data by disguising it as a way to make better recommendations. Or they'll bury the data collection notice in 30 pages of TOS (Terms of Service) in the hopes that consumers won't notice it. That's annoying; and it certainly isn't FTC compliant," he said.

"Our data collection notification pops up in its own separate window when you're setting up the TV for the first time," McAfee advised. "And we tell them, in plain English: here's what we're going to do, this is how we do it, here's who we're going to give it to and here's what they're going to do with it. **When you're clear and honest about it, viewers will opt in. We have not seen opt-in rates go down since implementing our new privacy regime in early 2017.**"

**McAfee raises a solid point:** while what users do on Google, Facebook, and mobile phones in general tells advertisers a great deal about those users and their habits—even with PII stripped out—what we watch on television is rather generic. There's not all that much of it (at least compared to the number of mobile apps and websites) and beyond an affinity for crime procedurals or the Los Angeles Dodgers, people's viewing habits aren't all that telling. Or that personal.

What's more, users already gladly share their viewing patterns with Netflix, their listening habits with Spotify and their reading habits with Amazon, with few qualms or hesitations. So why all the fuss about TV manufacturers knowing our viewing habits?

TV sets aren't portable either. So it's not as if VIZIO or Sony or Samsung can use them to track our location.

### **Fueling The Television Ad Ecosystem**

What smart TVs are though, is a valuable piece of the new television economy. The ACR (automatic content recognition) data they capture can help advertisers to better target ads, something that is going to be critical as the growth of OTT and digital delivery of linear TV via vMVPDS (virtual MVPDs like Sling and Hulu Live TV) continues to grow.

Those digital system can support addressable advertising where different viewers see different ads based on demographic information or viewership patterns. That puts TV on the same footing as digital, where that sort of targeting has proven very enticing to advertisers, many of whom pulled budgets from TV in order to achieve that sort of addressability.

The perils posed by the “Four Horsemen” of ad fraud: fake views, viewability issues (ads appearing in places where consumers are unlikely to see them), increased usage of ad blocking software and brand safety concerns, have all helped to stem the flow of money away from television, but that’s likely just a temporary respite, and TV needs to get on the addressable bandwagon.

While digital advertisers may need nutrition labels to tell them where the data they’re relying on came from (but not, it seems, how it was obtained), television advertisers can rest assured that all their data came from opted-in smart TVs. **That’s if the rest of the industry follows VIZIO’s lead by maintaining full transparency (and given the fact that such transparency doesn’t seem to impact opt-in rates, there’s no reason for them not to) then TV will have another advantage still, for advertisers, and, especially for consumers.**

Call it the Fifth Horseman.

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[Visionaries Leading the Video Industry Through an Era of Change, Disruption](#)

*Broadcasting & Cable, 10/8/18*

### **ZEEV NEUMEIER**

*Co-Founder and SVP of Product, Inscape*

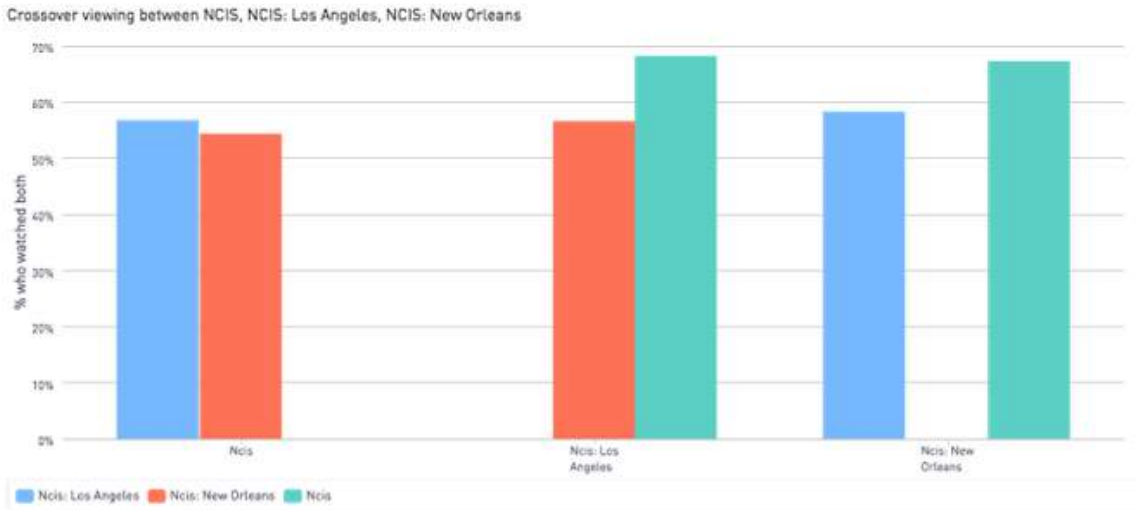
Zeev Neumeier, co-founder and senior VP, product for **Inscape**, is the kind of guy who won’t back away from a challenge. He found his way into the TV measurement space almost a decade ago, long before metrics were a hot topic. Vizio-owned Inscape is a TV intelligence company that captures highly accurate, up-to-date viewing data from millions of smart TVs. The company is a leading provider of Automatic Content Recognition (ACR) technologies and comprehensive cross-screen metrics. Inscape’s TV audience viewing data is leveraged by original equipment manufacturers, brands, agencies, networks, measurement companies, data management platforms and marketing technology platforms to power massive transformations in the industry. Its glass-level insights bring a new level of speed, transparency and actionability to the global TV marketplace. Inscape has 40 employees and operates as a wholly-owned subsidiary of Vizio, based in San Francisco, Calif.





[Viewership Deep Dive: 'NCIS' and Its Spinoffs](#)  
*Broadcasting & Cable, 10/3/18*

We started by examining viewership crossover since Sept. 1, 2017 between these three shows and discovered that 57% of *NCIS* watchers also tuned into *NCIS: Los Angeles*, while slightly fewer (55%) watched *NCIS: New Orleans*. Of the *Los Angeles* audience, 57% watched *New Orleans* while an impressive 68% watched the original *NCIS*. Finally, 59% of the *New Orleans* viewers checked out *Los Angeles*, while 67% also tuned in to the original.



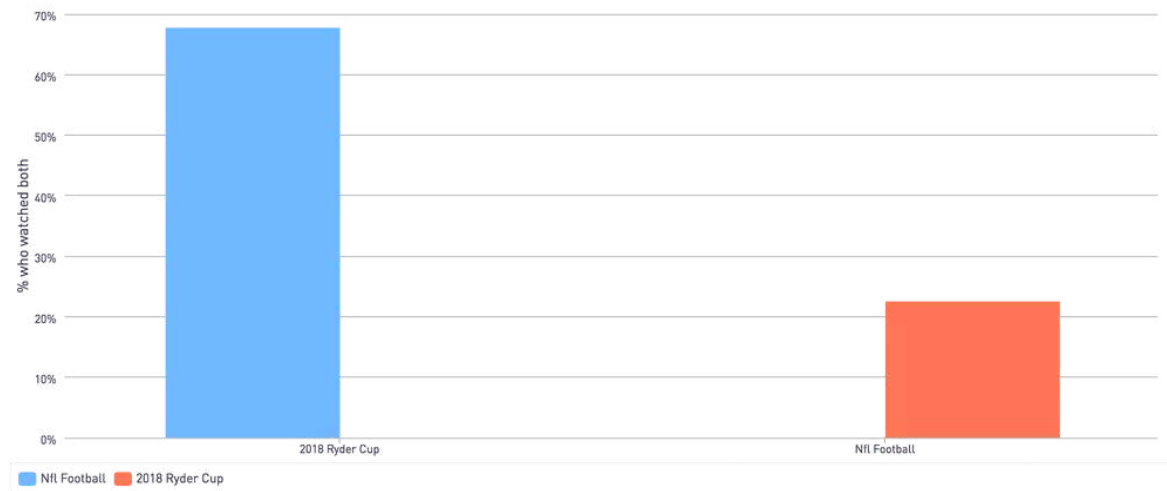
# TV (R)EV

## [TV Viewership Head-to-Head: How the Ryder Cup Fared vs. the NFL](#)

TVREV, 10/3/18

Crossover viewership data from [Inscope](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, shows that 68% of people who watched the 2018 Ryder Cup over last weekend also tuned into NFL football, while only 22% of people who watched NFL football also viewed the Ryder Cup.

Crossover viewing between NFL Football, 2018 Ryder Cup



## [Samsung Ads Makes Its Pitch. What's It Selling?](#)

AdExchanger, 10/2/18

Samsung's strategy is unique compared to other smart TV manufacturers. Unlike [Vizio and its data selling arm, Inscope](#), Samsung Ads does not sell its data to vendors. It instead operates as its own mini walled garden.





[Going Out With a Bang: A Look at 'The Big Bang Theory' Audience and Advertisers](#)  
*Broadcasting & Cable*, 9/27/18

**Data from Inscape**, the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, reveals that it's not just the devoted fans who are watching season 11: 60% of people who watched season 10 at all have come back to watch season 11, and 52% of the people who are watching season 11 have never tuned in before (with 48% returning season 10 viewers).

Crossover viewing before and after 2017-05-12 of The Big Bang Theory



## BUSINESS INSIDER

[Investors are pumping money into TV measurement startups hoping to stop Facebook and Google from stealing the \\$70 billion TV ad market](#)  
*Business Insider*, 9/26/18

These firms, which collectively have raised upwards of \$100 million in recent years, claim to have real, direct data on what people are watching at a given moment and what ads are on screens. In iSpot's case, it has a deal with the **TV manufacturer Vizio**.



[iSpot Raises \\$30 Million in Series C Funding](#)

*AdExchanger*, 9/26/18

“Usually you raise money in order to do something,” Muller said. “We actually raised money because everything is working so well.” iSpot’s measurement is made up of six data sets: its own ad catalog, ad airing schedule, smart-TV data generated from **Inscape (or Vizio)**, program viewing from smart TVs, US census data and a demographics panel with device graph.



[How Placed And Adobe Are Closing The Loop Around Attributing “Linear” TV Ads To Offline Store Visits](#)

*GeoMarketing*, 9/26/18

Placed Attribution for TV’s first partners were **Inscape** and Kantar, which allowed Placed the ability to attribute video advertising across desktop, mobile, connected TV, addressable, and linear viewing to store visits, Shim told *GeoMarketing* at the time.



[Radio ITVT: ACR and Measurement at TVOT SF 2018](#)

*ITVT*, 9/10/18

Panelists included: Sean Muller, CEO, iSpot.tv, **Zeev Neumeier**, **Founder, Inscape...**



[Putting the Smart in Advanced TV](#)

*4C Insights Blog, 9/7/18*

With much of the article focusing on the privacy implications for consumers, it's an important reminder that the standard must be 100% opt-in [as exhibited by our partners at Inscape](#).

## TV (R)EV

[The Genius Of Fox's New Trivia App, FN Genius](#)

*TVREV, 9/5/18*

Segmentation on TV has come a long way, as my [recent](#) Forbes [coverage](#) of moves made by "TV tech" companies like [Inscape](#), [LiveRamp](#), [Adobe](#) and [iSpot](#) as well as [Beachfront Media](#) and [TruOptik](#) shows.



[Why Smart TV Makers Could Still Become Influential Players in the OTT Market: Q&A with VideoAmp](#)

*VideoAdNews, 8/30/18*

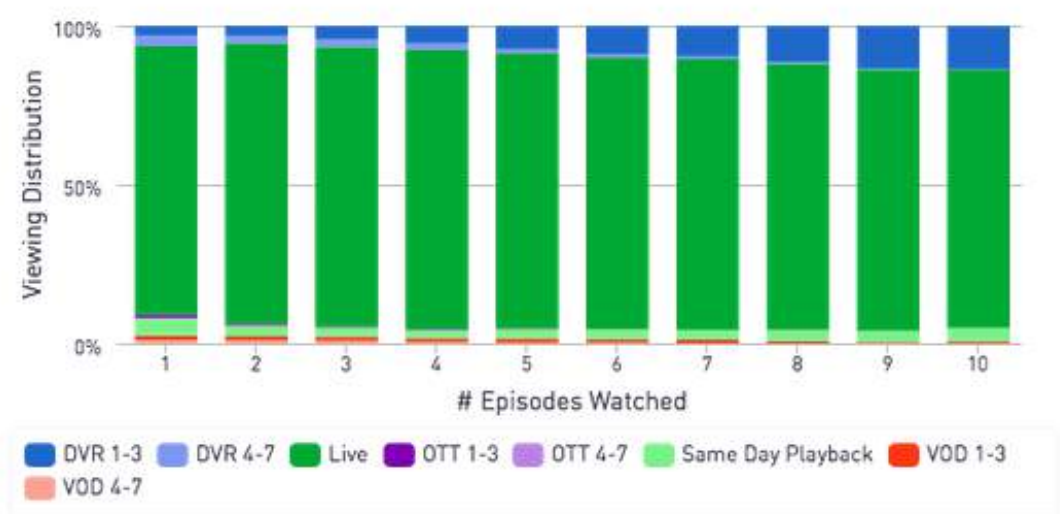
**For us the Inscape partnership is part of our ongoing strategy to keep building a highly-enriched TV viewership data set.** The ability to work directly with a manufacturer who can give us the raw data, so our own modelling strategies can be applied to that data, is important. It's also very low latency, which means you can do things like smart retargeting if you have a user graph connected to a household. It's a nice large data set within the US.



[Viewership Deep Dive: HGTV's 'Property Brothers' Dynamic Duo Is Back](#)  
*Broadcasting & Cable, 8/30/18*

One notable insight is that when examining data from the last year, although the majority of viewing of the original *Property Brothers* series ([show site](#)) happened in real time, the more episodes a household watched, the more likely it was to be timeshifted. Often (especially with reality TV) we see the opposite effect: hardcore fans tune-in live.

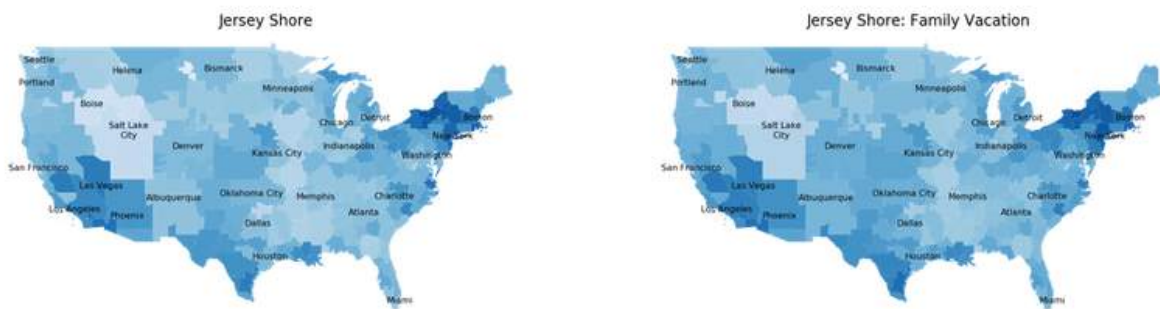
Time shifting by viewing frequency for Property Brothers



# TV (R)EV

[Viewership Deep Dive: 'Jersey Shore: Family Vacation' Is Back](#)  
 TVREV, 8/30/18

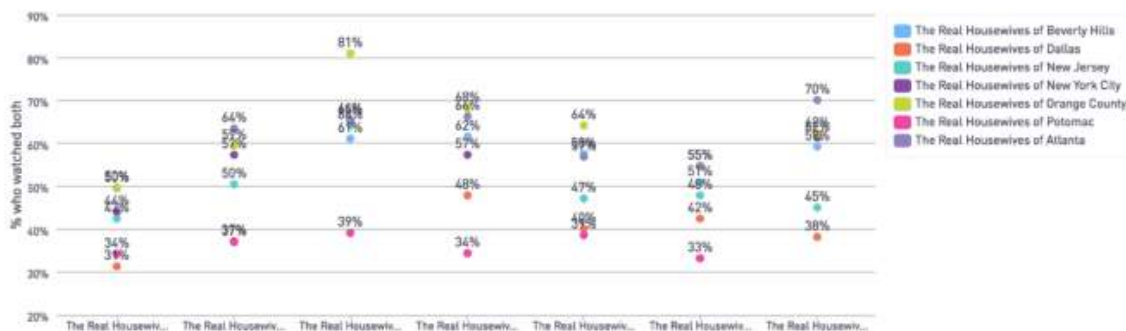
[As we've seen with other location-based reality TV shows](#), there are hot spots of viewership. For both *Jersey Shore* and *Jersey Shore: Family Vacation*, New Jersey and the New England areas are key; there's also high tune-in around the Los Angeles/San Diego/Yuma and Las Vegas DMAs. (On the heatmaps below, the darker the color in the graphic, the more households were tuning in.)



[Which Real Housewives Audiences Overlap Most Within the Franchise?](#)  
*Broadcasting & Cable*, 8/24/18

The Real Housewives of Atlanta possesses the least amount of crossover with the other programs, topping out at just 50% of its viewers also watching both The Real Housewives of Orange County and The Real Housewives of Beverly Hills, respectively. Atlanta's 31% crossover with The Real Housewives of Dallas was also the lowest figure between any two programs within the franchise.

Crossover viewing between The Real Housewives of Atlanta, The Real Housewives of Beverly Hills, The Real Housewives of Dallas, The Real Housewives of New Jersey...



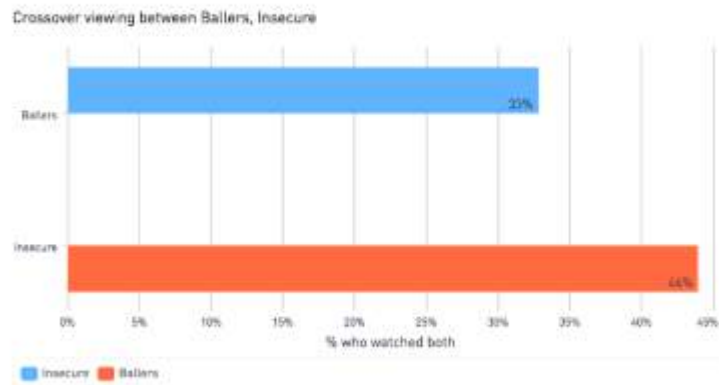
# TV(R)EV

[Data Dose: Crazy Rich Asians, sagging organic reach, fantasy football, Ballers/Insecure, Insatiable love, 1.4B Nursery Rhyme views](#)

*TVREV Newsletter, 8/21/18*

Featured in this week's [TVREV Data Dose newsletter](#), sent to about 3.5K decision makers in the media/TV/marketing ecosystem.

## Ballers Viewers are Also Insecure?



All data from automatic content recognition leader [inscape](#)



[VideoAmp's Ross McCray: Tidying the Mess Of Cross-Screen Video Planning And Measurement](#)

*AdExchanger, 8/30/18*

And McCray has been feeding VideoAmp as well. In July, the company acquired a [Boston-based data company](#) called IronGrid to make sense of set-top box data and partnered with **Vizio's data-selling unit Inscape** to strengthen its ID.



[Ads are coming to streaming TV. But will consumers buy in or opt out?](#)

*Digital Content Next, 8/30/18*

**With Inscope**, Liveramp will be able to better merge TV and digital audiences, and therefore offer a more fluid audience to marketers.

# Forbes

[The Genius Of Fox's New Trivia App, FN Genius](#)

*Forbes, 8/20/18*

Segmentation on TV has come a long way, as my [recent](#) Forbes [coverage](#) of moves made by “TV tech” companies like [Inscope](#), [LiveRamp](#), [Adobe](#) and [iSpot](#) as well as [Beachfront Media](#) and [TruOptik](#) shows. The more first-party data a network can gather, the easier it is to create and validate those segments and the more powerful that data becomes, particularly at a time when addressable TV advertising is on the rise.



[OTT Is More Than Just An Acronym](#)

*MediaPost, 8/20/18*

(Contributed by Carl Spaulding, EVP of Strategy, Nielsen Catalina Solutions) One of the more interesting use cases is re-targeting, primarily made possible by ACR (automatic content recognition) technology providers, like Gracenote or **Inscope (Vizio)**, to keep track of everything that comes across the glass.

# TV (R)EV

[Viewership Deep Dive: 'Carpool Karaoke: When Corden Met McCartney, Live from Liverpool'](#)  
TVREV, 8/22/18

We worked with [Inscape](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, to examine viewership trends around the special. Tune-in was fairly steady across the broadcast, with dips that typically correspond to commercial breaks (when viewers are more likely to check out other shows).

Second by Second Viewing of "Carpool Karaoke: When Corden Met McCartney Li...



# TTVT

[ITVT Presents...TVOT NYC 2018!](#)  
ITVT, 8/21/18

We are pleased to announce that Gracenote (Nielsen), **Inscape** and Lotame have already signed up as sponsors.



# Multichannel NEWS

[Altice USA and Vizio Combine Advanced Advertising Forces](#)

*Multichannel News, 8/17/18*

With this partnership, A4 adds insights collected from nearly nine million smart TVs to its footprint of more than 90 million households, 85% of broadband subscribers and one billion devices in the U.S.

# LightReading

[Altice USA Ad Unit, Inscape Forge Smart TV Data Deal](#)

*Light Reading, 8/16/18*

Integrating **Inscape**, the largest single source of opt-in Smart TV viewing data available to license in the U.S., helps a4 solve the complex puzzle of audience targeting for networks and marketers.

Syndication: [Tech Investor News](#), [Telecompaper](#) and more...

# CED<sup>®</sup>

[Altice USA's a4 Partners with Vizio's Inscape for Smart TV Data](#)

*CED Magazine, 8/16/18*

Altice USA's advanced TV unit a4 announced a partnership with **Vizio's Inscape** to arm marketers with more audience data, leveraging information from millions of connected TVs. Through the partnership, a4 will enhance its set-top box data with data from nearly 9 million smart Vizio TVs.



[Altice's A4 Lets Marketers Access More TV Data Via A Partnership With Vizio's Inscape](#)  
*AdExchanger*, 8/16/18

John Povey, SVP of marketing and analytics at A4, told AdExchanger. "That's where folks like Inscape can really come in and help us be able to optimize where the most [viewing] time is being spent. That will ultimately [inform] how we stitch our campaign results back together." **Inscape has been on a roll lately**, picking up partners left and right. In July, the company [teamed up with](#) video ad startup VideoAmp. In June, [Snap's location company, Placed](#), partnered with Inscape to license its viewership data.



### Must Read

Index Exchange Called Out For Tweaking Its Auction

Cardlytics Says It Hopes To Expand Beyond Bank-Owned Media

Inc. Mag's Revenue Survey Indicates Slowing Growth In Ad Tech



# Altice's A4 Lets Marketers Access More TV Data Via A Partnership With Vizio's Inscape

by [Rae Paoletta](#) // Thursday, August 16th, 2018 - 9:00 am

Share: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

Deep breaths: Altice USA's advanced TV unit, A4, has partnered with Vizio's Inscape data sales division to simplify cross-platform audience.



[a4 adds Inscope's Vizio TV data to measurement mix](#)

*Rapid TV News, 8/17/18*

“a4 understands that in order to deliver relevant marketing campaigns in an omnichannel world, marketers need to have access to scaled, granular and fast television viewing data for greater targeting and unprecedented ad measurement,” added **Greg Hampton, VP of business development at Inscope**. “We look forward to this collaboration, adding actionable TV data into their offering and watching the impact and value it brings for their customers.”



[a4 Partners with Inscope to Deliver Smart TV Insights to Marketers and MVPDs](#)

*MarTech Series, 8/16/18*

[Inscope's TV audience viewing data](#) is leveraged by OEMs, brands, agencies, networks, measurement companies, [DMPs](#), and marketing technology platforms to power massive transformations in the industry.



[a4 Partners with Inscope to Deliver Smart TV Insights to Marketers and MVPDs](#)

*Broadcasting & Cable, 8/16/18*

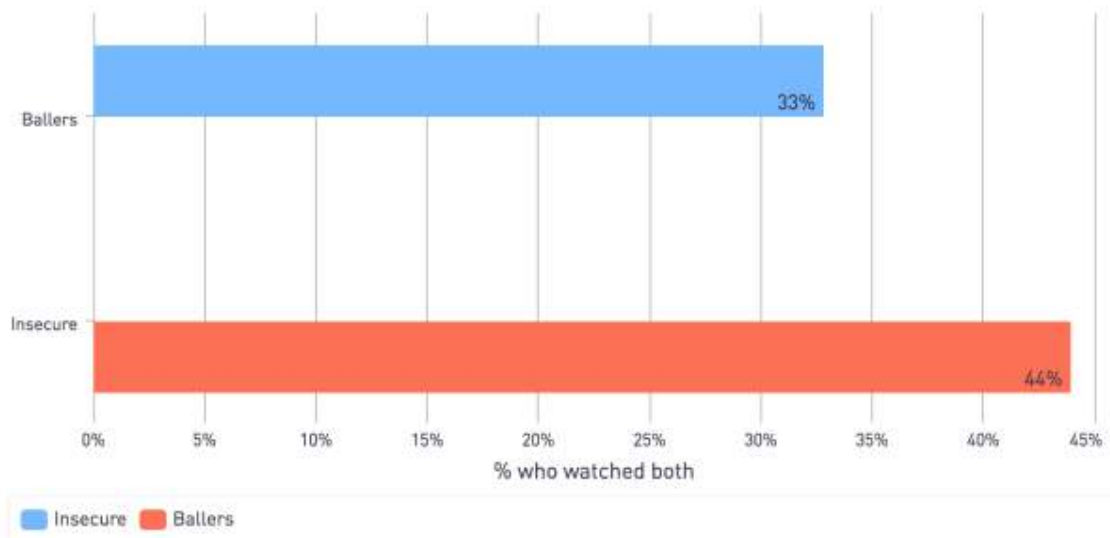
a4, the cross-screen addressable media company launched by Altice USA in 2018, has partnered with [Inscope Data Inc.](#), the leading provider of Automatic Content Recognition (ACR) data, to augment its set-box data with data from nearly nine million connected VIZIO TVs.



[‘Ballers’ and ‘Insecure’ Are Back: Here’s How Viewers Are Reacting](#)  
*Broadcasting & Cable*, 8/14/18

Data from [Inscape](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, reveals that there was a good amount of viewership crossover between the two premieres on Sunday. Of the *Ballers* audience, 33% stuck around to watch *Insecure*, while 44% of *Insecure* viewers also tuned into *Ballers*.

Crossover viewing between *Ballers*, *Insecure*



[Placed Reveals How TV Can Affect In-Store Visits](#)  
*Premier Food Safety*, 8/16/18

A new collaboration between Placed, Kantar and **Inscape** is using data collected from 8 million Vizio internet-connected TVs and over 350 million location enabled mobile devices to analyze the relationships between TV ads for over 100 brands on over 100 channels and real-life store visits.

# RESEARCHLIVE

[ComScore adds smart TV data](#)

ResearchLive, 8/16/18

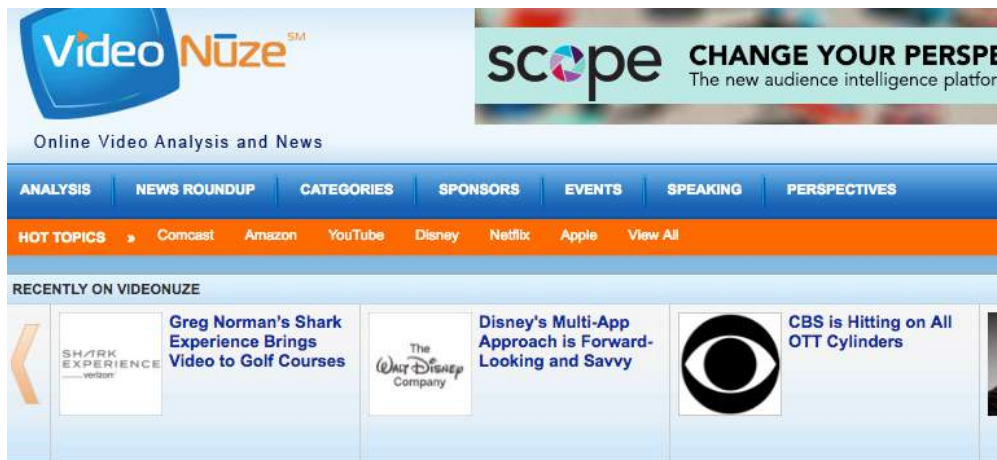
ComScore has partnered with TV intelligence company Inscape to add smart TV viewing data to its marketing measurement solutions.



[ComScore Inks Deal With Inscape For ACR Data](#)

MediaPost, 8/9/18

In a bid to bolster its measurement footprint, comScore on Thursday announced a deal with the TV intelligence firm Inscape to incorporate automated content recognition (ACR) data from smart TV sets into into comScore's analytics products.



## News Roundup

Title	Date	Source	Category
NBCUniversal Eyeing Late Fall Launch for New Video App Called Watch Back	08-09-2018	The Hollywood Reporter	Broadcasters
Hulu Losses Double in Q2 to \$357 Million, as Disney Is Set to Take Control	08-09-2018	Variety	Skinny Bundles, SVOD
ComScore Inks Deal With Inscape For ACR Data	08-09-2018	Mediapost	Data



[comScore adds Inscope insights to digital content measurement](#)

*Rapid TV News, 8/10/18*

“As a leader in both TV and digital-media measurement, comScore understands the seismic changes that are taking place as audiences move across platforms,” said **Jodie McAfee, SVP, Sales and Marketing, Inscope**. “We’re excited to augment their existing linear, on-demand and OTT data with our opt-in ACR viewing data to power their custom marketing solutions.”

## ADVANCED TELEVISION

[comScore, Inscope smart TV data partnership](#)

*Advanced Television, 8/10/18*

comScore, a partner for planning, transacting, and evaluating media across platforms, has announced a partnership with **Inscope**, the largest single source provider of opt-in automatic content recognition (ACR) TV viewing data in the US.



[comScore Adds Smart TV Data to Marketing Solutions through Partnership with Inscope](#)

*MarTech Series, 8/9/18*

“Media fragmentation continues to be a challenge for marketers who are seeking ways to optimize their media investment against the activities and channels that drive the most business impact,” said **Cathy Hetzel, executive vice president, commercial, at comScore**. “Given the growth of smart TV viewership, we understand the importance of this partnership in our aim to deliver clients the sophisticated measurement solutions they need to grow their businesses.”



[comScore Adds Data from Inscape to Gauge Ad Impact](#)

*Broadcasting & Cable, 8/9/18*

For **Inscape**, comScore becomes the latest measurement and analytics company to buy its viewing data, which comes from about 9 million smart TVs via automated content recognition technology. Last month [LiveRamp added Inscape data](#) to help target multiscreen ad campaigns and [VideoAmp added Inscape's](#) TV viewership and ad exposure data to go with the set-top box data its been using.



[comScore Loss Widens to \\$56M in 2nd Quarter](#)

*Broadcasting & Cable, 8/10/18*

On Thursday, comScore [announced a deal to using Inscape smart TV data](#) to help clients measure the effectiveness of ad campaigns.

# MEDIAPLAYNEWS >>

[ComScore Adds Smart TV Data With Inscape Partnership](#)

*MediaPlay News, 8/9/18*

The company says the partnership will bolster ad effectiveness studies designed to help clients understand the extent to which their campaigns met ROI objectives, including **purchase-behavior and tune-in**.

## MRWeb

[comScore Adds Smart TV Data Through Inscape Deal](#)

MRWeb, 8/10/18

**Inscape** captures viewing data from millions of smart TVs, while providing ACR technologies (automatic content recognition) and cross-screen metrics.

## CISION®

PR Newswire

[comScore Adds Smart TV Data to Marketing Solutions through Partnership with Inscape](#)

Cision PR Newswire, 8/9/18

The addition of Inscape's opt-in smart TV viewing data adds new insights to ComScore's measurement footprint for its custom marketing solutions, which help brands understand the impact of their advertising efforts across platforms.

Syndication: [PR Newswire](#), [Markets Insider](#), [Online Video.net](#), [Hometownstations.com](#), [Digital Facility](#), [Read It Quick...](#)

## Forbes

[Television Is Embracing Audience Segmentation As Addressable OTT Continue To Explode](#)

Forbes, 8/6/18



The ability to correctly identify segments in order to make more informed TV buys is the impetus behind the recent [announcement](#) of a deal between **Inscape**, an **ACR data company that uses glass-level insights from Vizio smart TVs and LiveRamp, an identity unification platform.**

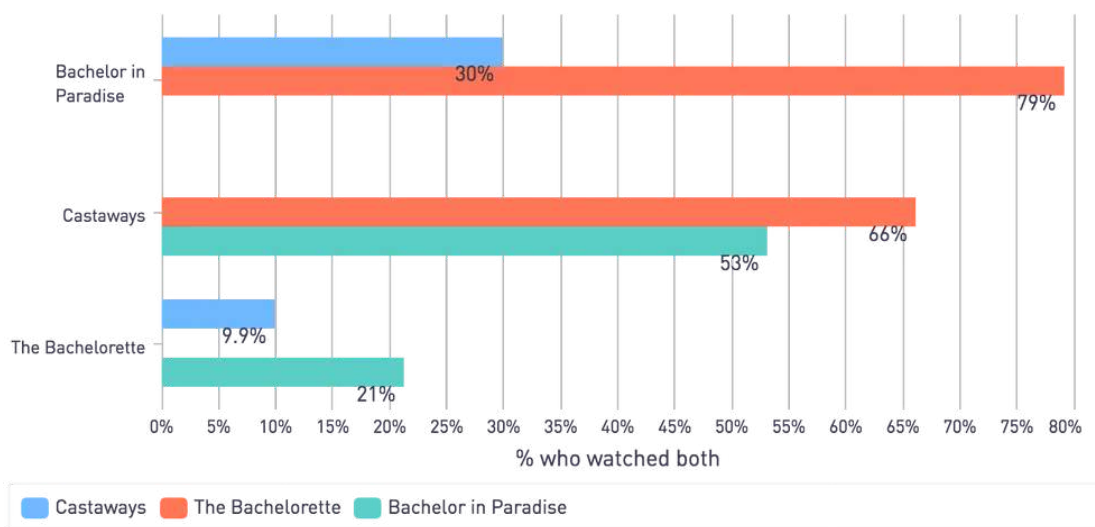


# TV (R)EV

[Reality Check: Here's Who's Watching ABC's 'Bachelor in Paradise' and 'Castaways'](#)  
TVREV, 8/10/18

We partnered with [Inscope](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, to examine viewership trends with a focus on crossover between the series.

Crossover viewing between The Bachelorette, Bachelor in Paradise, Castaways



[Alphonso TV CEO Ashish Chordia: Digging For Connected TV Data And Insights](#)  
AdExchanger, 8/8/18

**You mentioned you're not using data from Vizio or its data-selling unit, Inscope. Are advertisers [buying from it](#), after its FTC settlement? We used to partner with them, and we don't partner with them now. And it's entirely possible we'll partner with them again. So, I am very optimistic about their data sets and what they're bringing to market. We compete at some level, but we also collaborate. I don't see this as a zero-sum game, and I think the data set is very good.**



[Automatic Content Recognition \(ACR\) Market Analysis by Solution, Service, End User with Leading Players: Digimarc, Microsoft, Enswers, Beatgrid Media, Shazam Entertainment](#)

*Globe Newswire, 8/9/18*

#### Latest Industry News

- **Inscape, an ACR technology provider**, has just announced a partnership with VideoAmp, for the integration of Smart TV data viewing data with planning tools which are aimed to enable advertisers and media organizations with the ability to analyze and tailor content according to consumer preferences and habits.



[ClickZ weekly MarTech briefing: July 23](#)

*Click Z, 7/30/18*

**Axiom's Liveramp partners with Inscape to add smart TV data into omnichannel identity platform.** It combines the largest independent identity graph in the market – courtesy of LiveRamp – with the largest single source of opt-in smart TV viewing data from Inscape and lets platform partners and marketers match online and offline data to smart TV viewing data.



[The MarTech Minute: Inscape partners with LiveRamp, Openrise expands its marketplace & a slew of exec moves](#)

*MarTech Today, 7/30/18*

The partnership [will connect](#) LiveRamp's IdentityLink ID with **Inscape's** smart TV insights. The company says that the move will bring marketers a holistic view of consumer audiences with TV viewing data that has granularity, precision and scale.



[4C Launches New Marketplaces for Expanded Audience Targeting, Creative Execution, and Campaign Measurement](#)

Globe Newswire, 8/1/18

]Audience sources will include 4C’s proprietary Affinities and data from Nielsen, **Inscape**, Experian, IRI, and Placed – enabling targeting based on TV consumption and exposure, previous purchases, physical location, and much more.

Syndication: [Crossroads Today](#), [KLTV 7 News](#), [Markets Insider- Business Insider](#) and more...

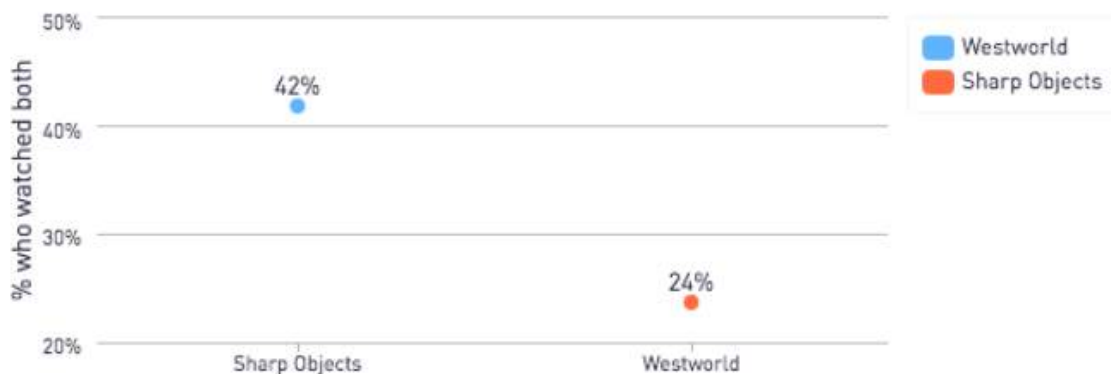


[Network Deep Dive: Viewership Trends for HBO](#)

Broadcasting & Cable, 7/26/18

We partnered with [Inscape](#), the TV measurement company with glass-level data from a panel of more than 9 million smart TVs and devices, to examine not only Sharp Objects but to take a broad look at viewership trends around HBO in general. We first compared viewership between Sharp Objects and Westworld, which just wrapped up its second season. Interestingly, while 42% of the households that watched Sharp Objects had also watched Westworld, only 24% of the Westworld audience has tuned in to Sharp Objects.

Crossover viewing between Sharp Objects, Westworld





[LiveRamp Adds Inscape Smart-TV Viewing Data](#)

*Broadcasting & Cable, 7/26/18*

“This is a very strategic integration that brings the speed, scale and transparency of **Inscape’s** smart TV viewing data to LiveRamp’s ecosystem platform partners, agencies and brands who leverage LiveRamp for identity resolution,” said Allison Metcalfe, general manager for TV at LiveRamp, part of Acxiom. “By tying viewership to LiveRamp’s IdentityLink ID, LiveRamp is making it possible for marketers to take a data-driven approach to better plan, target and measure their omnichannel marketing efforts.”



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

*Broadcasting & Cable, 7/26/18*

This partnership brings the largest screen in the home, the TV, into the fold of devices measured for data-driven marketers and provides a holistic view of consumer audiences with TV viewing data that has granularity, precision and scale.



[LiveRamp teams with Inscape to add smart TV to cross-platform campaigns](#)

*Rapid TV News, 7/26/18*

The collaboration will see omni-channel identity resolution firm LiveRamp’s IdentityLink ID solution integrated with Inscape’s ACR-generated, glass-level insights from nearly nine million smart TVs. This the partners say will bring together the largest independent deterministic identity graph in the US market from LiveRamp with the largest single source of opt-in smart TV viewing data from Inscape, allowing platform partners and marketers to match online and offline data to smart TV viewing data.

## MARTECHSERIES

Marketing Technology Insights

[LiveRamp Partners with Inscape to Add Smart TV Data into Omnichannel Identity Platform](#)

*MarTech Series, 7/27/18*

Inscape's TV audience viewing data is leveraged by OEMs, brands, agencies, networks, measurement companies, DMPs and marketing technology platforms to power massive transformations in the industry. Its glass-level insights bring a new level of speed, transparency, and actionability to the global TV marketplace.

## TVTechnology

[LiveRamp Adds Inscape Smart-TV Viewing Data](#)

*TVTechnology, 7/26/18*

“As new advanced television efforts and initiatives evolve, having a strong identity link between device-level television viewing data and first and third-party data sets is imperative,” said **Greg Hampton, VP of business development at Inscape**. “LiveRamp is making it possible for marketers to plan future marketing initiatives based on real data and better understand the results of omnichannel campaigns.”

## DMN

[Smart TV Data Practices Under Spotlight Following Senate Inquiry](#)

*DMNews, 7/20/18*

Inscape, an ACR company owned by Vizio, beat the senators' call to action, [posting a blog about the latest dust-up on July 11](#) that took a firm stance on the transparency of opt-in data campaigns like the ones reportedly used by Samba TV.

“Very simply, viewing data should not be marketed to ad agencies, data brokers, or publishers as ‘opt-in’ data, unless the consumers received adequate, inescapable, relevant notice prior to activating ACR technology on their units,” per Inscape’s blog.





[4 Things You Should Know About ACR](#)  
*DMNews, 7/25/18*

A good way to understand the space is to look at the major players, and what role they each play. [A March 2018 whitepaper by TV\[R\]EV](#) breaks down the smart TV into these categories:

- Device manufacturers (Apple TV, Roku, AmazonFire TV)
- Companies that collect ACR data from smart TVs (Gracenote, **Inscape**, Enswers)
- Ad re-targeting (Alphonso, Samba)
- Ad tracking (iSpot)
- Data management (Lotame, Adobe, TruOptik)



[Data Drives TV Measurement's Next Generation](#)  
*Broadcasting & Cable, 7/16/18*

**Inscape**, a division of Vizio, generates and licenses viewing data from 8.8 million smart TV sets whose owners have opted in to ad tech companies, media buyers and networks including **NBCUniversal**. **NBCU's Audience Studio uses the data to target ad campaigns.**

Stepping on the Gas **"We are high-grade gasoline and that high-grade gasoline is used to power a bunch of different platforms,"** **Inscape senior vice president Jodie McAfee said.** Those platforms generally provide measurement, analytics and targeting for TV.

"Our intent is to be as ubiquitous as possible. We don't choose winners and losers. There are going to be winners and losers," **McAfee said.** "This whole landscape is going to be incredibly chaotic and fluid over the next three to five years." **Inscape has doubled the number of partners it works with in the first quarter to a total of about 20, according to McAfee.**

"We've got literally dozens and dozens and dozens of companies in the queue right now," he said.



[VideoAmp Expands Advanced TV Data Offering with Acquisition of IronGrid](#)

*Beet.TV*, 7/20/18

At the same time, VideoAmp is partnering with Inscope, the unit of TV maker Vizio that deals with automated content recognition (ACR). That will give it access to anonymized viewing data from nine million TV sets in the US.... Jay Prasad says, "VideoAmp partnered with Inscope as we wanted connected TV data sets in the platform.... **Inscope has the best and most scaled TV data viewership set available in the market.**"



[VideoAmp Acquires TV-Data Startup IronGrid, Sets Inscope Partnership](#)

*Variety*, 7/18/18

[VideoAmp](#) is stepping up its capabilities for optimizing ad buys across digital and TV platforms: The company has acquired IronGrid Data Services, a TV data-processing startup, and entered into a partnership with **television-data provider [Inscope](#)**.



[VideoAmp Acquires a Clean-Up Crew For TV Data](#)

*AdExchanger*, 7/18/18

Video ad startup VideoAmp said Wednesday it has acquired Boston-based data processor IronGrid and **partnered with Vizio's TV data-selling unit, [Inscope](#)**. VideoAmp hopes to use IronGrid's data processing powers and its **Inscope partnership to strengthen its privacy-compliant household ID based on TV data.**



[VideoAmp acquires IronGrid](#)

Rapid TV News, 7/19/18

The company also announced that it has forged an alliance with [Inscope](#), a subsidiary of Vizio and provider of ACR technologies, cross-screen metrics and the largest single source of opt-in smart TV viewing data available in-market. “We’re thrilled to provide the industry with a uniquely robust and privacy-compliant TV and digital video audience data asset, making it possible for the first time to holistically plan, buy, optimise, and measure the impact of advertising investment across all screens,” added Chakalos.



[VideoAmp Acquires IronGrid and Gets Inscope Audience Data](#)

Broadcasting & Cable, 7/18/18

“This announcement is an important piece of our larger partnership with VideoAmp,” said Jodie McAfee, senior VP of sales and marketing at Inscope. “Integrating with the new Data & Emerging Products division enables us to provide access to the most accurate TV viewer intelligence available, helping to reshape the way all future TV and cross-screen video campaigns are targeted, transacted, optimized and measured.”

Broadcasting & Cable Newsletter

July 19, 2018



The best of [BroadcastingCable.com](#) delivered to your inbox daily

**Top Stories**

[VideoAmp Acquires IronGrid and Gets Inscope Audience Data](#)

Ad software company sets up new emerging products unit

[READ MORE »](#)

**WHY THIS MATTERS:** *The deal comes at a time when a number of new companies are crunching audience data for TV networks, media buyers and advertisers.*





[Inscape Announces Partnership with VideoAmp to Integrate Smart TV Data Viewing Data into Planning Tools for Agencies, Advertisers and Media Owners](#)

*Broadcasting & Cable, 7/18/18*

“Audience viewing habits are constantly evolving. For marketers, and publishers, understanding what consumers are watching and when, is important -- all while ensuring that viewership data is captured in a way that protects consumer privacy. **With Inscape, we get the most accurate, minute-by-minute smart TV viewing data available on the market,**” said Jay Prasad, Chief Strategy Officer, VideoAmp.



[VideoAmp Acquires IronGrid Data Services with the Launch of Data and Emerging Products Division](#)

*MarTech Advisor, 7/19/18*

The company also announced that it has forged an alliance with **Inscape**, a wholly owned subsidiary of VIZIO and leading provider of ACR technologies, cross-screen metrics and the largest single source of opt-in smart TV viewing data available in-market.



[VideoAmp Acquires IronGrid Data Services; Launches Data & Emerging Products Division](#)

*Cision PR Web, 7/18/18*

The company also announced that it has forged an alliance with **Inscape**, a wholly owned subsidiary of VIZIO and leading provider of ACR technologies, cross-screen metrics and the largest single source of opt-in smart TV viewing data available in-market.

Syndication: [Video Based Tutorials](#), [Business Issues - ITBusinessNet.com](#), [NBC-2.com](#), [WAFB.com](#), [ABC-7.com](#), [Cori's Cozy Corner - PRNewswire](#), [Broadcast Newsroom](#), [Virtual Strategy Magazine](#)



[Samba TV CEO: 'Our Legal Basis For Having Data Is A Direct-To-Consumer Relationship'](#)  
*AdExchanger, 7/16/18*

That covers a lot of ground, though it leaves out the two biggest manufacturers in the US: Samsung, which uses its data [to power its own advertising offering](#), and Vizio, which sells data through [its Inscape business](#).



[TVadSync Partners with Unacast Data](#)  
*MarTech Advisor, 7/10/18*

Unacast's unique data assets include IP address information. When combined with smart TV data, sourced by TVadSync from **Inscape**, this allows brands to understand which consumers saw ads on both their TV and a mobile device, and which of those later visited a store or point of interest.



[Are Local TV Advertisers Ready For Location-Based Ad Targeting?](#)  
*GeoMarketing, 7/10/18*

Unacast aims to combine its IP address information with "smart TV data" as sourced by TVadSync from **Inscape**. Ultimately, the two say they will be able to help brands to understand which consumers saw ads on both their TV and a mobile device, and which of those later visited a store or point of interest.



[Marketing Minute: Who's Scoring World Cup Attention? \(Video\)](#)  
*TVREV, 7/10/18*

**Inscape** identified the most group play viewers came from the southwest United States.



[TVadSync Integrates Unacast Data to Give Advertisers Clarity into How TV-to-Digital Cross-platform Retargeting Drives Customers to Stores](#)

*Globe Newswire, 7/9/18*

Unacast's unique data assets include IP address information. When combined with smart TV data, sourced by TVadSync from Inscope, this allows brands to understand which consumers saw ads on both their TV and a mobile device, and which of those later visited a store or point

Syndication: MarTech Series, [Markets Insider- Business Insider](#), [Digital Producer](#), [Financialsense - FinancialContent](#), [Animation Artist](#), [Network Journal - Financial Content](#) and more...

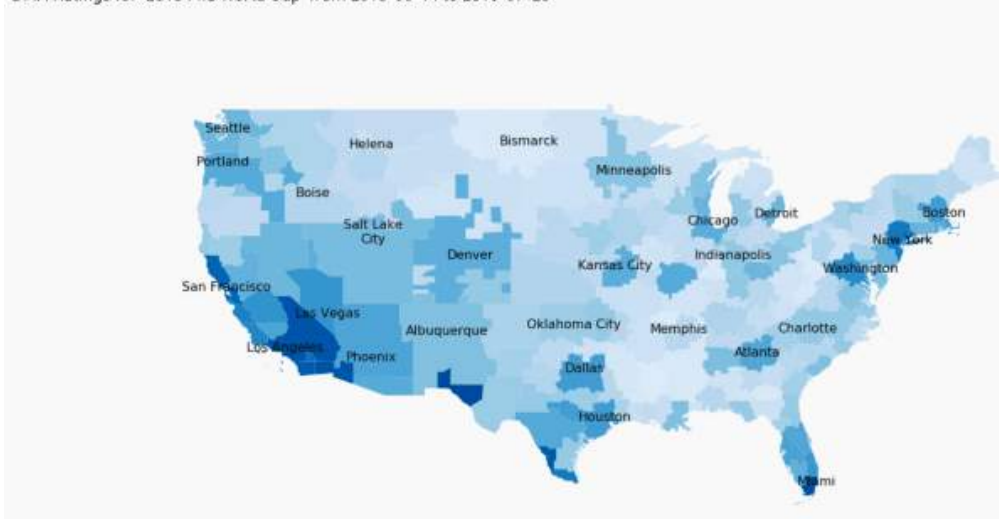


[Which Teams and Brands Are Driving World Cup Attention?](#)

*Broadcasting & Cable, 7/6/18*

But where did those audiences come from? In the U.S., proximity to the Mexican border did seem to correlate to higher viewership numbers. **Inscope, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, compiled DMA ratings across the continental U.S. for all group play matches.** The data found that areas like Los Angeles, Las Vegas and San Diego all watched a considerable amount of the World Cup — even without the U.S. playing in this year's event. Beyond the larger cities, areas like Otero County, New Mexico, the El Paso, Texas market and Webb County, Texas (where Laredo is located) also drew large audiences.

DMA Ratings for '2018 Fifa World Cup' from 2018-06-14 to 2018-07-28



# The New York Times

[How smart TVs in millions of US homes track more than what's on tonight](#)  
 New York Times, 7/5/18

About 45 percent of TV households in the United States had at least one smart TV at the end of 2017, IHS Markit data showed. Samba TV, which is based in San Francisco and has about 250 employees, competes against several companies, including Inscape, the data arm of the consumer electronics maker Vizio, and a start-up called Alphonso.



- +[Syndicated story appeared word for word](#), including mention of Inscape, in 96 outlets, including [CNBC](#), [MSN](#), [Seattle Times](#), [WRAL](#), [TV News Check](#), [The Blaze](#), [SF Gate](#) and more...
- +What are people saying? Check out this full [Digital + Social Samba TV New York Times Coverage Report](#), including outlets sourcing NYT but doing something original
- +Sapna's second story taking down Samba but eliminating mention of Inscape: [When Smart TVs Know Us Better Than We Know Them](#)





The opt-in screen for Samba Interactive TV that many users see when setting up their smart TVs. They need to click through to another screen for the terms of service, which exceed 6,500 words, and the privacy policy, more than 4,000 words. Chris Heinonen/Wirecutter, a The New York Times Company



Fox and Friends: [Is your TV watching you?](#)

# VARIETY

[Causal Impacts of TV Dissected by Inscape & iSpot.tv](#)

Variety, 7/3/18

iSpot.TV CEO Sean Muller and Inscape senior VP of sales and marketing Jodie McAfee discussed the causal impact of TV ads at the Variety Studio at [Cannes Lions](#) presented by Inscape | iSpot.tv.

+24 [iSpot.tv + Inscape branded executive video interviews](#) on Variety.com



The image is a screenshot of a video player on the Variety.com website. At the top left is the 'VARIETY' logo. To its right is a navigation menu with categories: FILM, TV, MUSIC, TECH, GAMING, THEATER, REAL ESTATE, AWARDS, VIDEO, and V500. Below the navigation is a yellow bar with the word 'VIDEO' in a white box on the left and 'Cannes Lions' in a white box on the right. The main content area shows a video frame with two men standing in front of a blue backdrop. The man on the left is wearing a light-colored blazer, and the man on the right is wearing a dark blazer. The backdrop features repeating logos for 'iSpot.tv', 'inscape', and 'VARIETY'. A yellow play button icon is visible in the bottom left corner of the video frame. Below the video frame, the text 'Causal Impacts of TV Dissected by Inscape & iSpot.tv' is displayed.

# VARIETY

[Cannes Lions Variety Studio](#)

Variety, 6/28/18

"It's a renaissance for the marketers to really invest in the story and messages they are trying to get out."

LINDA YACCARINO, CHAIRMAN, ADVERTISING & CLIENT PARTNERSHIPS, NBCUNIVERSAL

Adam Helfgott, CEO **MadMira**, Jodie McAfee, SVP Sales & Marketing, **Inscape**

Randy Freer, CEO, **Hulu**

Marc Fritchard, Chief Brand Officer, **Procter & Gamble**; Queen Latifah, Actress

Nicholas Drake, EVP Marketing & T-Mobile; Sean Muller, CEO, **iSpot**

# VARIETY

[Hulu CEO Randy Freer on Company Reorg, Future of 'Handmaid's Tale'](#)

Variety, 6/25/18

VARIETY Read Next: **Telemundo Morning Show Personalities Suspended After Making**

HOME > DIGITAL > NEWS JUNE 25, 2018 1:30PM PT

## Hulu CEO Randy Freer on Company Reorg, Future of 'Handmaid's Tale'

By Todd Spangler | [@spangler](#)

Hulu's CEO Randy Freer - Variety Studio Can...

# TV (R)EV

## [8 Cannes Facts and 20 Observations](#)

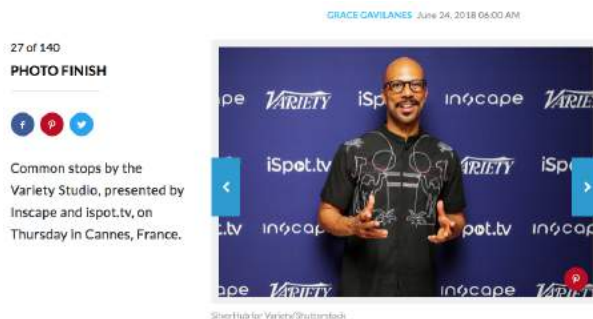
TVREV, 6/26/18

Examples of data being the new creative: **Turner's** big media splash was the roll out of [Jesse Redniss, its new head of data](#). ACR TV data company **Inscape**, TV ad tracker **iSpot.tv**, and companies like Innovid are all helping networks and publishers rewire their infrastructures to be faster, more reliable, and optimized to behavioral insights and business outcomes.

# People

## [Jamie Dornan Smolders with His Wife Amelia, Plus Kate Moss, Lenny Kravitz & More](#)

People.com, 6/24/18



From Hollywood to New York and everywhere in between, see what your favorite stars are up to. Common stops by the Variety Studio, **presented by Inscape and iSpot.tv**, on Thursday in Cannes, France. **(photo 27 of 140)**

# BC+

## [Audience Deep Dive: 'The Bachelor' vs. 'The Bachelorette' Viewer Crossover and Trends](#)

Broadcasting & Cable, 6/25/18

With Becca back for another chance at a happy ending, **we worked with Inscape**, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, to see how much crossover these sister shows have. Interestingly, while only 33% of The Bachelor viewers have tuned in to The Bachelorette so far, almost half (49%) of Bachelorette fans watched last season of The Bachelor.



# VARIETY

[Variety Studio Cannes Lions Presented Inscape and iSpot.tv](#)


Variety Cannes Lions

Variety is hosting a three day interview studio at the Cannes Lions Festival of Creativity. The **Variety Cannes Lions Studio** is presented by **Inscape** with support from **iSpot.tv**. Scroll down to watch the studio interviews featuring prominent players in entertainment and media.

+ Shared by Variety on [Facebook](#) and [Twitter](#)



 **Variety**   
@Variety Following ▾

iSpot.TV CEO Sean Muller and Inscape senior VP of sales and marketing Jodie McAfee discussed the causal impact of TV ads at #VarietyStudio presented by @inscapetv | @ispottv #CannesLions  [bit.ly/2tbeS4d](https://bit.ly/2tbeS4d)



1:18 | 1,797 views

Sean Muller, Jodie McAfee on TV Advertising

# ITVT

[Announcing the Winners of the 15th Annual Awards for Leadership in Interactive and Multiplatform Television](#)

ITVT, 6/19/18

The "ITV All-Star" awards (i.e. an individual who has a long-term track record of leadership in the interactive television industry, and who is an appropriate candidate for membership in an ITV Hall of Fame) went to [Sherry Brennan](#) of [Fox Networks](#) and [Zeev Neumeier](#) of [Inscape](#).

Sherry Brennan



SVP, Distribution  
Fox Networks



Zeev Neumeier



Founder  
Inscape



*ITV All-Stars 2018*

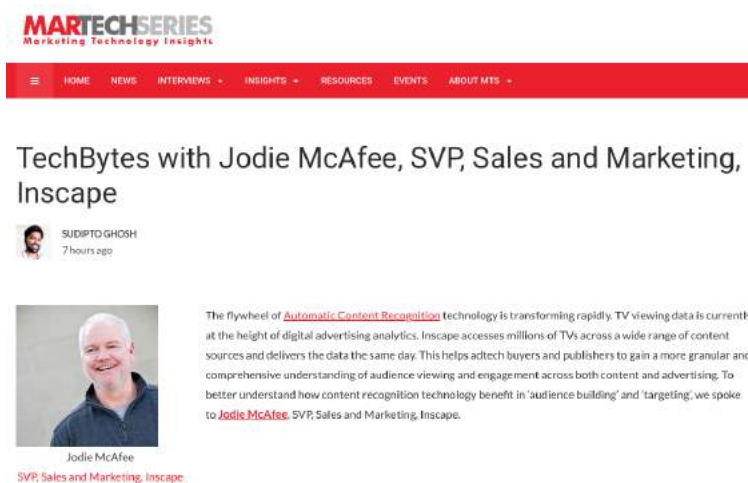
> The "ITV All-Star" awards (i.e. an individual who has a long-term track record of leadership in the interactive television industry, and who is an appropriate candidate for membership in an ITV Hall of Fame) went to [Sherry Brennan](#) of [Fox Networks](#) and [Zeev Neumeier](#) of [Inscape](#).

# MARTECHSERIES

Marketing Technology Insights

## TechBytes with Jodie McAfee, SVP, Sales and Marketing, Inscape

### MarTech Series, 6/18/18



The flywheel of [Automatic Content Recognition](#) technology is transforming rapidly. TV viewing data is currently at the height of digital advertising analytics. Inscape accesses millions of TVs across a wide range of content sources and delivers the data the same day. This helps adtech buyers and publishers to gain a more granular and comprehensive understanding of audience viewing and engagement across both content and advertising. To better understand how content recognition technology

benefit in 'audience building' and 'targeting', we spoke to [Jodie McAfee](#), SVP, Sales and Marketing, Inscape.

### **Tell us about your role at Inscape and the team you handle.**

As the SVP of Sales and Marketing at [Inscape](#), I lead a small, bi-coastal team that works with agencies, networks, and TV ecosystem companies focused on the buying, selling and [measurement of media](#). I also work with TV manufacturers- from our parent company [VIZIO](#) to other OEMs around the world on the proliferation of Automatic Content Recognition (ACR) technologies.

I work with a team of TV technology veterans focused on bringing transparency, accountability, and usefulness to the media market by selling accurate, fast, clean opt-in TV data. We are watching this data disrupt all parts of the marketing industry.

### **How do you measure TV attention? How do your metrics differ from those of Nielsen, Rentrak or other providers?**

Inscape takes a different approach to measurement than [Nielsen](#). We provide a constant stream of activity data gathered directly from the glass of 8+ million TV sets. That data gets promulgated into the ecosystems of agencies, TV networks and feeds a growing ecosystem of

next-generation measurement, [attribution](#) and cross-platform ad targeting companies changing the industry right now.

[Nielsen](#) issues reports taken from panels and they do so much more. It's a giant company and they are good at what they do. The TV business was built around it, we see Inscope data as complementary to the data Nielsen provides. Other media measurement companies like Rentrak and some set-top providers have some blind spots that our data complements as well.

### **How does Inscope's content recognition technology benefit in 'audience building' and 'targeting'?**

Automatic content recognition technology uses screen level measurement to identify what programs and ads are being watched and then streams that data in near real-time to Inscope partners. Think of us as a firehose. Inscope's comprehensive metrics deliver highly accurate, real-time cross-platform viewing behavior at scale. We arm the industry with the jet fuel that enables stakeholders to move faster, smarter and more accurately. We help our customers develop a deeper understanding of audiences, make more intelligent ad-buying decisions and be better prepared for changes in the marketplace.

### **What are the major challenges and opportunities in the media buying ecosystem? How do partnerships with Data Management Platforms (DMPs) help in overcoming these challenges?**

There are many challenges, especially when it comes to TV, mostly to do with the legacy systems the industry was built on. Executives know they need to change their systems of advertising, measurement and targeting to be faster, more accurate, more granular – more like the internet. But changing those systems requires some re-wiring.

Another challenge is moving from heavily modeled systems on simple DMAs to more advanced preference models built on deterministic principles.

Think about the connected TV– the anchor device in a home that unifies the family preferences. Getting the data right there opens up the systems to get it right elsewhere in the marketing value chain. If marketers are using TV data that is heavily modeled, it's bound to be messy, inaccurate and contain huge inefficiencies. The flip side of that is marketers, instead of building models from a panel from tens of thousands, can now use a huge population of 8+ million single source opt-in TVs. Using a huge panel allows partners, like [Lotame](#), to enrich their other data sets with a solid foundation.

That kind of data quality will not only lead to better engagement, and conversions for brands, but better user experiences for consumers. It's not enough to just deliver conventional demographics and geography anymore, that's why Inscope delivers unique identifiers to create a more comprehensive understanding of engagement and viewing habits.

### **How should marketers better leverage Connected TVs and opt-in TV devices to meet their marketing goals?**

One of the great things about working with fast, granular TV data is getting to see first-hand how much disruption it creates and how much value companies derive from the data in different ways. Now that ACR TV data is making its way into the marketplace, we're seeing some amazing results.

For example –

Partners of ours such as [4C](#) are using the data to inform social media buying and helping large agencies make smarter decisions. While others are using the TV data to inform re-targeting strategies via digital media channels.

[iSpot.tv](#) is combining our data with its huge catalog of TV ad metrics to deliver attention scoring for TV advertising– essentially giving brands an accurate read on the interruption rates for all of TV. That kind of insight allows brands and networks to optimize how many and which type of ads to run. iSpot and others are also mapping TV exposures to digital activity with great precision- so brands can finally open the black box on TV spending and get a real sense of ROI.

[Sorenson](#) is using granular TV data to help local TV broadcasters keep tabs on how show segments are performing and monitor tune-in. And even more fascinating, it is using the granular data to lay the foundation for addressable advertising.

### **How do you leverage AI/ML capabilities at Inscape? To what extent do you rely on automation technologies to deliver audience insights to the customers?**

Inscape uses advanced [machine learning and automation technologies](#) to capture screen level data from millions of televisions and then matches that data to programming and advertisements to identify what viewers are actually watching. This not only helps track what shows people are responding to but whether or not they continue to tune-in during commercial breaks.

The Inscape logo features the word "inscape" in a lowercase, sans-serif font. The letter "s" is stylized with a blue and white geometric shape that resembles a signal or a play button icon.

“Executives know they need to change their systems of advertising, measurement and targeting to be faster, more accurate, more granular - more like the internet. But changing those systems requires some re-wiring.”

**Jodie McAfee**

SVP, Sales and Marketing



# VARIETY

[Cannes Lions Bring Together Execs and Celebs From Creativity and Commerce](#)

Variety, 6/14/18

Variety continues its major presence at the Riviera event through the **Variety Cannes Lions Studio Presented by Inscape with Support from iSpot.tv**. The studio features thought-leaders in branding, storytelling and audience engagement. Interviews by Variety editors will cover trends and strategies in entertainment marketing and advertising, including how creativity and data are driving the industry forward. Confirmed speakers include: **Jodie McAfee, SVP sales and marketing, Inscape**

# VARIETY

[Variety's Cannes Lions Studio Returns for Second Year](#)

Variety, 6/14/18



Variety returns to the Riviera for a second year for its Variety Cannes Lions Studio. **This year's studio is presented by Inscape with support from iSpot.tv** and features thought-leaders in branding, storytelling, and audience engagement. The three-day interview studio will uncover trends and strategies in entertainment marketing and advertising, including how creativity and data is driving the industry forward.

**“The rapid transformation in TV, entertainment and advertising is bringing about a new era of transparency, accountability, and capability,”** said **Jodie McAfee, SVP of sales and marketing for Inscape.tv, the ACR data company with glass-level TV data from 8.5 million TVs.** “We are thrilled to partner with Variety’s Cannes Lions Studio

bringing together leading CMOs, studio and agency executives to expand the conversations reshaping all parts of our industry.”

Syndication: [Welcome to GVTC](#), [Toshiba](#), [Windstream](#), [ATT.com](#), [Grande Communications](#), [Suddenlink](#), [Hawaiian Telecom](#), [Midco.Net](#), [TDS](#), [Mediacom](#) and more...



## [Placed Tunes Into TV Attribution](#)

AdExchanger, 6/13/18



### Must Read

AT&T Can Acquire  
Time Warner, District  
Court Rules

CEO Kelly Clark:  
GroupM Has 'Moved  
On' From Sorrell Exit

How The California  
Consumer Privacy Act  
Stacks Up Against  
GDPR



To power its offering, Placed is licensing viewership data from **Inscape**, the **data division within smart-TV manufacturer Vizio**, which has access to around **8 million opted-in households**. It combines that data with TV creative monitoring through a partnership with Kantar.

## Placed Tunes Into TV Attribution

by Allison Schiff // Wednesday, June 13th, 2018 - 9:01 am

Share:    



## [Placed adds TV measurement to walk-in metrics](#)

Rapid TV News, 6/13/18

**Utilising automated content recognition (ACR) from Inscape** and creative from Kantar, Placed is able to close the loop to store visitation across location-enabled devices used by one in three US adults.



## [Placed Attribution For TV Connects To In-Store Visits](#)

MediaPost, 6/14/18

**Using automated content recognition (ACR) from Inscape** and creative from Kantar, Placed can connect to store visits across location-enabled devices used by 1 in 3 U.S. adults using device locations.



[Placed Expands Store Visit Attribution To TV, Offers Free Preview To Hundreds Of Brands, Networks](#)

*GeoMarketing, 6/13/18*

Placed Attribution. Partnering with **Inscape** and Kantar, Placed can measure ad exposures against 8MM+ internet-connected VIZIO TVs that have been opted-into for viewing measurement. Utilizing **automated content recognition (ACR) from Inscape and creative from Kantar**, Placed is able to close the loop to store visitation across 354MM+ location-enabled devices.



[Placed Reveals How TV Can Affect In-Store Visits](#)

*QSR Magazine, 6/13/18*

Partnering with **Inscape** and Kantar, **Placed can measure ad exposures against 8 million-plus internet-connected VIZIO TVs that have been opted-into for viewing measurement.** Utilizing **automated content recognition (ACR) from Inscape** and creative from Kantar, Placed is able to close the loop to store visitation across 354 million-plus location-enabled devices.



[Placed launches TV screen-to-store offline attribution](#)

*Marketing Land, 6/14/18*

**Shim says that Inscape's audience is larger than anything comparable in the market, at 8 million viewers.** Those viewers' ACR data is then matched with mobile device IDs to create a more holistic but deterministic view of the customer and whether TV ads are driving incremental lift. Placed is measuring whether a specific ad shown during a particular program motivated store visits.

Syndication: [Tech News](#)





[Where ABC Still Strikes Gold\(bergs\)](#)

Broadcasting & Cable, 6/12/18

Data from **Inscape.tv**, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, shows that **as the current season went along, so did the appetite for consuming new episodes:**

Time shifting by viewing frequency for The Goldbergs





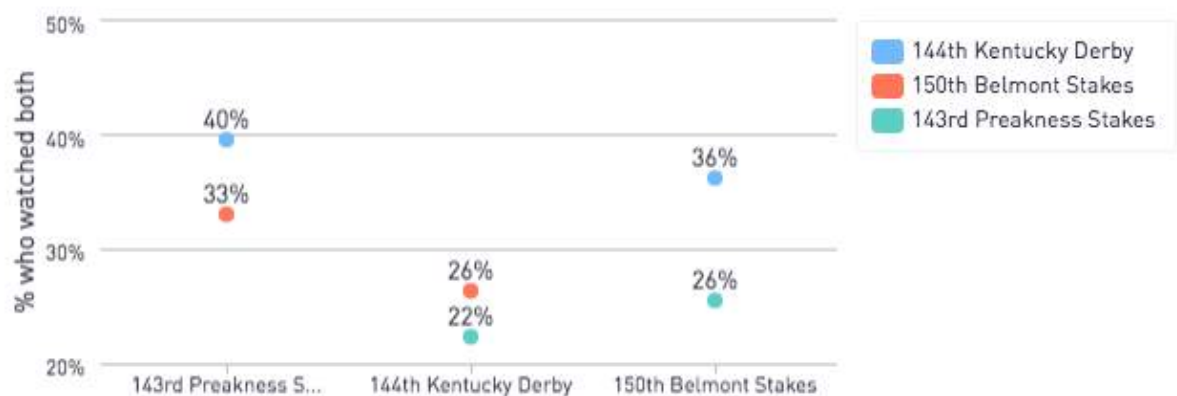
### [Viewership By the Numbers: A Close Look at TV Audiences for Iconic Horse Races](#)

*Broadcasting & Cable*, 6/11/18

We partnered with [Inscape](#), the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, to get some insight into the various audiences of these iconic horse races, which were all broadcast live on NBC.

In terms of audience crossover, the highest crossover percentage is between the Preakness Stakes and Kentucky Derby viewership.

Crossover viewing between 143rd Preakness Stakes, 150th Belmont Stakes, 144th Kentuck...



### [TV of Tomorrow to Tackle Digital Broadcasting Mobility](#)

*Digital TV Life*, 6/11/18

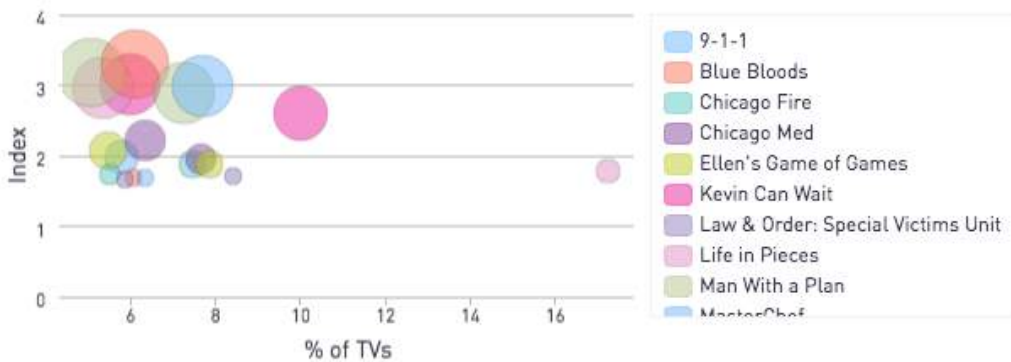
ITVT revealed that they invited almost two hundred industry-leading speakers and panelists including [Inscape's Founder, Zeev Neumeier](#) to name a few.



[Former 'Roseanne' Advertisers May Want to Check Out These Shows Next](#)  
*Broadcasting & Cable, 6/8/18*

According to [Inscope](#), the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, among the list of contenders are multiple procedural dramas that have been renewed for additional seasons, including Fox's 9-1-1, Blue Bloods on CBS, and NBC's Chicago Fire, Chicago Med and Law & Order: Special Victims Unit. It's also interesting to note the appearance of Ellen's Game of Games, the game show from Ellen DeGeneres which is broadcast on NBC.

Other shows watched by Roseanne viewers



[Samantha Bee 'Full Frontal' Apology Sees Many Advertisers Hit Pause](#)  
*Deadline, 6/7/18*



**Samantha Bee 'Full Frontal' Apology Sees Many Advertisers Hit Pause**

by Dede Hayes  
 June 7, 2018 11:03am

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- NEWS

Inscope, which provides automatic content recognition through smart TVs (a cutting-edge way to measure TV ads and content), said viewers of her show are more likely to watch other TBS shows. Viewers are most likely to watch Conan over any other comedy show by a wide margin.

Syndication: [Press form](#), [News Like This](#), [Steeler's Lounge](#) and more...

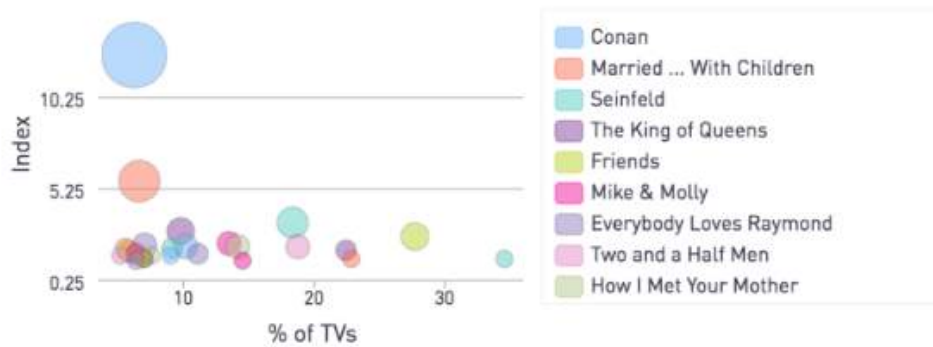


Who Watches 'Full Frontal,' Anyway?

*Broadcasting & Cable, 6/7/18*

Who watches Full Frontal week after week? According to [Inscope](#), the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, fans of comedy:

Other shows watched by 'Full Frontal with Samantha Bee' viewers



Inside the Audience for TBS's 'Snoop Dogg Presents The Joker's Wild'

*Broadcasting & Cable, 6/5/18*

We worked with [Inscope](#), the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, to find out more about the audience watching the new Joker's Wild, which is built around a giant slot machine and features special celebrity guest appearances (Paris Jackson and RuPaul among them so far in season two).

**Crossover** was strongest for viewers who watched Potluck Dinner Party: 27% of that audience watch Drop the Mic and 32% watch The Joker's Wild.





[Radio ITVT: Zeev Neumeier, Founder of Vizio-Owned ACR Data Specialist, Inscape ITVT, 6/5/18](#)



Interactive TV Today - The first, best & most wide  
interactive television

**Radio ITVT: Zeev Neumeier,  
Founder of Vizio-Owned ACR  
Data Specialist, Inscape**

JUNE 05, 2018

**Zeev Neumeier is the founder of Inscape**, a provider of automatic content recognition (ACR) technologies and cross-screen metrics that is now a wholly owned subsidiary of Vizio. In this recorded interview with [itvt] Editor-in-Chief, Tracy Swedlow, he discusses Inscape's device footprint, its opt-in policy, why it positions itself as a "white-label" offering, its customers and partners, emerging data trends that it is noticing, the areas it believes are ripe for innovation in the future, and more.



## RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[Rethinking The Small Screen, With Deeper Data](#)

*Radio + Television TV Report, 6/1/18*

Prominent TV ACR vendors include **Inscape** (a division of Vizio), SambaTV, Alphonso and Gracenote (a division of Nielsen) – although ACR data is typically owned and controlled by TV manufacturers.



### [Here's What ABC Is Giving Up by Canceling 'Roseanne'](#)

*Broadcasting & Cable, 5/29/18*

According to [Inscape.tv](#), which has glass-level TV device data from more than 8.5 million VIZIO TVs, at its peak more than 3% of all TV households tuned in to watch the reboot's premiere on March 27. **Inscape insights** also reveal other shows watched by *Roseanne* viewers, namely *9-1-1*, *Blue Bloods*, *Chicago Fire*, *Chicago Med* and *Ellen's Game of Games*.



### [Exclusive research: original Roseanne vs. new Roseanne: who was watching?](#)

*Found Remote, 5/31/18*

Lotame's aiTV platform has access to viewership data from a growing footprint of more than 8 million Internet-connected smart TVs (**powered by Inscape**). To understand the audience composition of the original *Roseanne* series, the aiTV team built an audience profile based on who watched original *Roseanne* reruns – via TV Land – over the past year. Then, we compared that data to who watched the 2018 *Roseanne* series premiere.

## TV (R)EV

### [TiVO's Report: Truth Shifting](#)

*TVREV, 5/24/18*



What do you mean major manufacturers? VIZIO has 30% of the smart TV market, and Samsung has 40%. VIZIO's data spinoff, **Inscape.tv** sells granular screen level data from an opt-in data set of 8.5 million smart TVs. That is a large enough

pool to extrapolate to census, no problem.

# TV(R)EV

[Week In Review: Pay TV Show Recap: vMVPDs Are The New Black, CBS Makes Linear Addressable Happen, But Watch Those Numbers](#)

TVREV, 5/21/18

If you're a network, be like CBS and start looking into addressable. Nielsen will likely be thrilled to work with you, and there are other ACR providers like **Vizio's Inscape** who might sell you that data as well.

# ITVT

[ANNOUNCING THE SCHEDULE OF SESSIONS FOR THE TV OF TOMORROW SHOW 2018](#)

ITVT, 5/23/18

### ACR and Measurement + TV Data of Today

We will be announcing more details about this session in an upcoming issue of the ITVT newsletter. Panelists include:

Sean Muller, CEO, iSpot.tv

Zeev Neumeier, Founder, Inscape



TV of Tomorrow  
San Francisco  
June 13-14, 2018  
tvotshow.com



1:15-1:55PM

Lunch, Schmoozing and Networking. Sponsored by Inscape



[NBCU's iSpot Deal Uses ACR To Prove TV Ad Value: Muller](#)  
*Beet.TV, 5/18/18*

It inked a deal with **iSpot.tv**, a real-time analytics company, has a **panel of eight million from Vizio's Inscape business unit, which uses automated content recognition (ACR)** to figure out what viewers are really watching.



[Chicago, Chicago, Chicago: A Look at Viewership Crossover Among NBC's Windy City Shows](#)  
*Broadcasting & Cable, 5/17/18*

With the finales of three Chicago-based NBC dramas happening this month, we worked with **Inscape, the TV measurement company with glass-level data from a panel of more than eight million smart TVs and devices, to reveal insights** — including viewership crossover and audience locations — for Chicago Med, Chicago Fire and Chicago P.D.





# TV (R)EV

[TV's New Punch Combo: Segmenting & Attribution](#)

TVREV, 5/14/18



This means the the IP-level digital advantage held by Google, Facebook and the rest of the cookie-based digital universe just saw that edge disappear with the broad adoption of glass level, IP-level transparency afforded the market by [Inscape.tv](#) and its 8+ million opt-in smart VIZIO TVs that deliver insights by the millions each day.



[NBCU, iSpot.tv ink deal to advance cross-platform measurement](#)

Rapid TV News, 5/5/18

The platform is made up of iSpot's real-time catalogue of TV ads; linear airings data; ACR data collected against its ad catalogue from the [Inscape panel](#) of 8 million smart TVs; and iSpot's large-scale device graph.



[NBCUniversal Extends iSpot Deal For Attribution Metrics](#)

MediaPost, 5/4/18

A proprietary Automated Content Recognition (ACR)-based measurement system, iSpot tracks TV advertising activity at scale and in real-time. The ACR platform has a panel of 8 million from **Vizio's Inscape** business unit.

# THE WALL STREET JOURNAL.

[NBCU to Measure TV Ads Based on Business Outcomes](#)

*Wall Street Journal, 5/4/18*

**iSpot works with Inscape**, a subsidiary of Vizio, to pull anonymous viewing data from the company's millions of opted-in TV sets in the U.S. Once the campaign runs, iSpot can detect the ad exposures from Vizio TV sets within households and match those households to people who visited the automotive website.

- + Highlighted in the WSJ CMO Today Newsletter: [CMO Today: Google GDPR Consent Tool's Vendor Restrictions; YouTube Broadcast; NBCU Measures TV Ads on Outcomes](#)
- + Highlighted in MediaPost: Media Buyer & Planner Newsletter: "NBCU Attribution; Carat's Save"
- + Top of Will Richmond/[VideoNuze's News Roundup](#)

## THE WALL STREET JOURNAL.

U.S. Edition | May 3, 2018 | Today's Paper | Video

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### CMO TODAY

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## NBCU to Measure TV Ads Based on Business Outcomes

Media company is working with iSpot to attribute the success of some ad campaigns to results like web visits and sales



# NBCUniversal

[Nbcuniversal Expands Commitment To Business Outcomes For Advanced Targeted Campaigns Through Attribution Partnership With iSpot.TV](#)

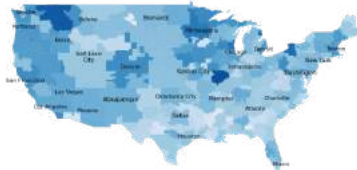
*NBCUniversal, 5/4/18*

The platform is made up of iSpot's real-time catalog of TV ads, linear airings data, ACR data collected against its ad catalog from the **inscape** panel of 8 million smart TVs and iSpot's large-scale device graph. This industry-leading solution provides a consistent and accurate measurement of lift, conversions and predictive analytics for TV.



[Here's Who's Watching 'Saturday Night Live'—and Where They're Watching It](#)

*Broadcasting & Cable, 5/4/18*



baseline normalized by each area's population.)

Viewership heatmaps from Inscape reveal some regional differences in the households tuning in week to week. While the Denver, Spokane, Minneapolis and St. Louis DMAs continue to have a large audience base, the southeastern U.S. isn't represented nearly as much. And during the March 3 episode, with Charles Barkley as the host and musical guest Migos, the West Coast tuned in more than usual. (On the maps below, the darker the color, the more households were tuning in, with the



[Suits' Wraps Up Without a Big Bump From Royal Buzz](#)

*Broadcasting & Cable, 4/26/18*

Heatmaps from Inscape, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, reveal that viewership has trailed off a bit since season seven started back up, compared to the most recent episode (April 18).

# MARTECHSERIES

Marketing Technology Insights

## [4C Introduces Scope to Solve Critical Audience Fragmentation Issues for Marketers](#)

MarTech Series, 5/7/18

Data types currently supported through Audience Hub include first-party data such as CRM lists and DMP segments, third-party data such as purchase and demographic data, 4C Affinities from brand engagements on social media, Teletrax television monitoring data from more than 2,100 global TV channels, **Inscape viewership** from more than 8 million opted-in Smart TVs, and Nielsen viewership from 100,000+ People Meter respondents.



## [4C Launches Scope, an Unified Platform to Discover Audience Insights and Analyze Performance](#)

MarTech Advisor, 4/25/18



News | MTA Features | Industry Insights

### 4C Launches Scope, an Unified Platform to Discover Audience Insights and Analyze Performance

By The MTA News Desk  
Apr 25 2018 | 3 Mins Read  
Connect with us



Data types currently supported through Audience Hub include first-party data such as CRM lists and DMP segments, third-party data such as purchase and demographic data, 4C Affinities from brand engagements on social media, Teletrax™ television monitoring data TV channels, Inscape viewership from opted-in Smart TVs, and Nielsen viewership from People Meter respondents.

# MobileMarketing

[4C launches Scope to unify marketing across screens](#)

*Mobile Marketing Magazine, 4/24/18*

4C Affinities from brand engagements on social media; Teletrax television monitoring data from more than 2,100 global TV channels; Inscope viewership from more than 8m opted-in Smart TVs; and Nielsen viewership from more than 100,000 People Meter respondents. Content management is provided by Creative Hub, a central location to host and manage assets across platforms.



[4C Launches Scope for Unified, Cross-Channel Ads Across Digital and TV](#)

*VideoNuze, 4/24/18*

A screenshot of the VideoNuze website. The header includes the VideoNuze logo and a navigation menu with categories like ANALYSIS, NEWS ROUNDUP, CATEGORIES, SPONSORS, EVENTS, SPEAKING, and PERSPECTIVE. Below the navigation is a "HOT TOPICS" section with links to Amazon, YouTube, Disney, Netflix, Apple, Comcast, and View All. The main content area features a "RECENTLY ON VIDEONUZE" section with several article cards. One prominent card is titled "4C Launches Scope for Unified, Cross-Channel Ads Across Digital and TV" by Will Richmond, dated Tuesday, April 24, 2018. The article text describes the launch of the Scope platform for unifying cross-channel advertising across digital and TV.

Targeting specific audiences is done through Audience Hub. Multiple data sources are supported, including first-party data and third-party data such as purchase and demographic data, 4C's Affinities, Teletrax TV monitoring data, Inscope viewership data from 8 million smart TVs and Nielsen viewership from 100K+ People Meters.



[4C Debuts 'Scope' Self-Serve Audience Insight Platform](#)

Mr. Web, 4/25/18



**4C Debuts 'Scope' Self-Serve Audience Insight Platform**

April 25 2018

Chicago-based data science and marketing tech company 4C has launched a self-service tool called Scope, which it says will help marketers uncover cross-channel audience insights, execute campaigns across multiple screens and analyze performance, all in a single platform.

4C collects social media data and applies proprietary data science to plot the relationships between people and brands. Last year, the firm [launched](#) a suite of tools called Teletrax, for planning, buying and measuring multi-screen TV ads.

The new Scope solution combines audience intelligence, activation and measurement across marketplaces such as Apple News, Facebook, Instagram, LinkedIn, NBCUniversal, Mediaocean, Pinterest, Snapchat and Twitter. The tool's features include a service called 'Brand Compass', which uncovers and visualizes persona-based insights such as competitive benchmarks, TV and brand affinities, and audience interests. 'Audience Hub' brings together CRM lists and data management platform segments, as well as purchase and demographic data. Teletrax data from more than 2,100 TV channels, Inscape viewing data from more than eight million Smart TVs, and Nielsen viewing data from 100,000+ respondents, to help marketers target individuals across TV, social media, online and mobile marketplaces. In addition, the 'Creative Hub' provides a central location to host and manage creative assets; and 'Report Center' uncovers campaign insights, tracks KPIs, and combines separate reports into a single file.



'Audience Hub' brings together CRM lists and data management platform segments, as well as purchase and demographic data, Teletrax data from more than 2,100 TV channels, Inscape viewing data from more than eight million Smart TVs, and Nielsen viewing data from 100,000+ respondents, to help marketers target individuals across TV, social media, online and mobile marketplaces.



[4C Introduces Scope to Solve Critical Audience Fragmentation Issues for Marketers](#)

Nasdaq Globe Newswire, 4/2/18

Data types currently supported through Audience Hub include first-party data such as CRM lists and DMP segments, third-party data such as purchase and demographic data, 4C Affinities from brand engagements on social media, Teletrax™ television monitoring data from more than 2,100 global TV channels, Inscape viewership from more than 8 million opted-in Smart TVs, and Nielsen viewership from 100,000+ People Meter respondents.

Syndication: [TulsaCW.com](#), [Crossroads Today](#), [WAFB.com](#), [Hawaii News Now](#) and more...



### [March Madness Viewership Varies Throughout the Tourney](#)

*Sports Video Group, 4/16/18*

Viant finds pronounced differences in how fans tune into the various rounds of the NCAA basketball competition. Working with **Inscape** and another partner, the company is able to monitor viewing activity in 10 million U.S. homes using technology loaded on connected televisions. The viewing data provided here is from the 2017 tournament; the companion-device data is from this year. The company notes that 2018 trends are similar but doesn't yet have all the data analyzed.



### [It's All About the ATL: Other Shows That 'Atlanta' Fans Love, Plus Audience Insights for the FX Hit](#)

*Broadcasting & Cable, 4/21/18*

We worked with **Inscape**, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, to uncover viewership trends and find out what other shows fans of the FX hit are watching. We also worked with **Inscape's partner Lotame Data Exchange (LDX)**, the data-management platform, to uncover Atlanta audience demographics. Here are some of the topline insights:



### [Is ACR The Future Of TV Currency? Sequent's Spaeth Thinks So](#)

*Beet.TV, 4/3/18*

Coming to prominence in the Shazam app that consumers use to identify songs by listening with their smartphones, ACR has made in-roads to TV. Several vendors now offer listening for shows' fingerprints, whilst Vizio-owned **Inscape** lean on close OEM integration to glean real-time insights in to minute-by-minute viewing behavior.



[Inscape's Neumeier On The Privacy Of Smart TV Viewers' Behavior](#)

Beet.TV, 4/3/18



**Inscape's Neumeier On The Privacy Of Smart TV Viewers' Behavior**



In the practice of automated content recognition (ACR), a television set listens to or analyzes a viewers' current viewing behavior to turn habits like viewing time and channel in to actionable data. That is something ad-tech vendor Inscape can do better than most, because its technology is integrated in to TV sets from Vizio, by dint of being wholly operated by the manufacturer. Data is currently coming from more than eight million active TVs.



[Smart TV Data + First Party Data is Driving Advanced TV Transformation: 4C's Gupta](#)

Beet.TV, 4/3/18



**Smart TV Data + First Party Data is Driving Advanced TV Transformation: 4C's Gupta**



Back in January, the ad intelligence company, whose Teletrax unit monitors 2,100 channels across 76 countries for both presence of program content and advertisements at the play-out end, announced it was plugging in data from Inscape, the division of TV manufacturer Vizio whose automatic content recognition (ACR) technology monitors the device end for actual viewer behavior



## MARTECHSERIES

Marketing Technology Insights

### [4C Debuts Advanced TV Week to Educate Advertisers About Audience-Based Planning and Buying Ahead of Television Upfronts](#)

*MarTech Series, 3/29/18*

4C Advanced TV Week initiatives include 4C partners Inscope, Mediaocean, and NBCUniversal.



### [4C Insights Announces Inaugural 4C Advanced TV Week](#)

*MarTech Advisor, 3/27/18*

Use the Data: A 4C Advanced TV Whitepaper: A new report that explores the state of Advanced TV based on 4C's work with some of the largest networks and advertisers in the industry, as well as interviews with more than a dozen experts including thought leaders from ABC, Blinc, Dentsu Aegis Network, Essence, Horizon Media, Hulu, Inscope...



### [4C Debuts Advanced TV Week to Educate Advertisers About Audience-Based Planning and Buying Ahead of Television Upfronts](#)

*GlobeNewswire, 3/26/18*

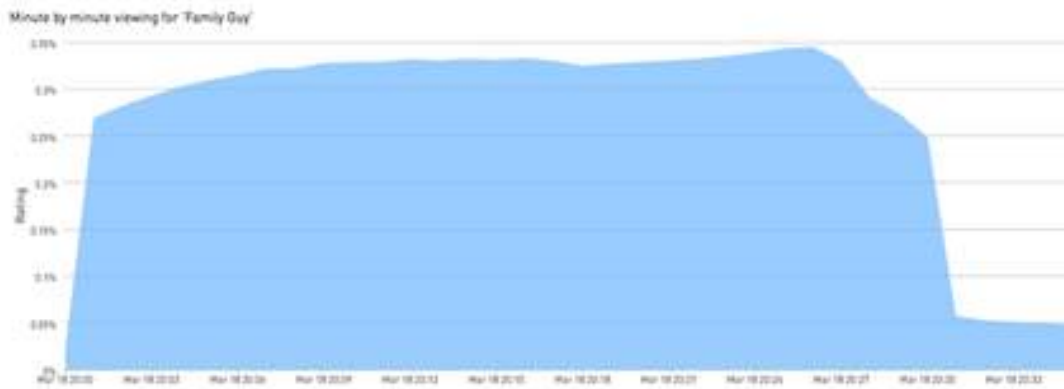
...Hulu, Inscope, Mediaocean, Mediavest, NBCUniversal, Roku, Tremor Video, and Turner.

# TV (R)EV

[Non-Stop 'Family Guy': Here's How the Fox Animated Comedy's No-Ad Experiment Played Out](#)  
 TVREV, 3/22/18

We worked with Inscope, the TV measurement company with glass-level data from a panel of more than 8 million smart TVs and devices, to see how viewership of this episode compared with previous ad-packed episodes. In short, something interesting happened on Sunday: Live viewership trended up slightly, whereas during the previous two episodes that aired in January, the number of households tuning in declined a bit over the course of each broadcast.

## Sunday's episode:

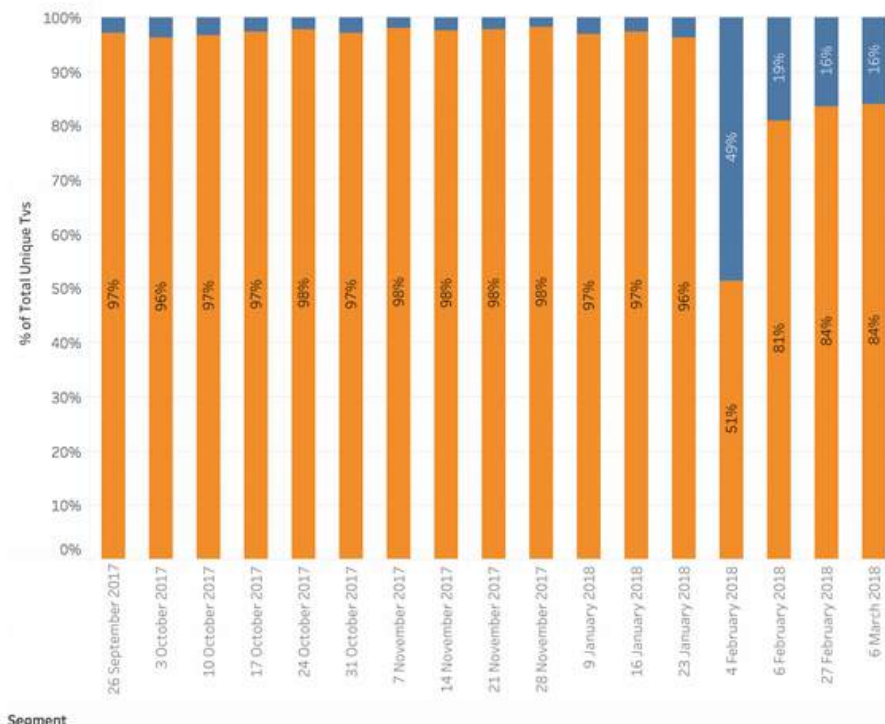




[A Deep Dive Into Viewership Trends Around NBC's 'This Is Us'](#)  
*Broadcasting & Cable, 3/15/2018*

When examining trends around the special post-Super Bowl episode of This Is Us and those that followed,

This is Us Superbowl boost



Segment  
■ New viewers from the Superbowl  
■ Pre-superbowl viewers



[Marketing Evolution Partners with Inscope, Brings Powerful Layer of Insights](#)  
 MarTech Advisor, 3/14/18



"Our collaboration with Inscope adds critical viewing data to inform our customers' marketing efforts, including how to best reach targets in today's fragmented TV landscape," said Rex Briggs, founder and CEO of Marketing Evolution. "With the right-time delivery of second-by-second viewership details, this powerful dataset helps our customers gain a significant competitive advantage to optimize marketing campaigns and drive higher ROI."



[DX Newsbytes: Algolia Acquires SeaUrchin.IO, LinkedIn Reveals Secrets](#)  
 CMSWire, 3/16/18

Marketing Evolution, which provides AI-based marketing optimization and analytics software, has announced a partnership with Inscope, which offers opt-in automatic content recognition (ACR) TV viewing data in the US.



[Marketing Evolution Adds Smart TV Data Through Partnership with Inscope](#)  
 MarTech Series, 3/14/18



Marketing Evolution Adds Smart TV Data Through Partnership with Inscope

MTS | HOST/STAFF WRITER | Lorraine



Inscope delivers near real-time viewing data across millions of opted-in Smart TVs. When processed through the Marketing Evolution ROI Brain, this intelligence provides marketers with rich data to inform marketing campaigns and advertising creative, to more accurately target and segment with specific messages.



[MARKETING EVOLUTION ADDS SMART TV DATA THROUGH PARTNERSHIP WITH INSCAPE](#)

*Marketing Evolution, 3/14/18*



"Marketing Evolution understands that in order to deliver relevant marketing campaigns to the right audience, it's crucial to include TV viewing data that has granularity, precision and scale," said **Greg Hampton, VP of Business Development at Inscape**. "We are excited to help them add actionable TV data into their offering and drive additional value for customers."



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

*Broadcasting & Cable, 3/14/18*

Inscape delivers near real-time viewing data across millions of opted-in Smart TVs. When processed through the [Marketing Evolution ROI Brain](#), this intelligence provides marketers with rich data to inform marketing campaigns and advertising creative, to more accurately target and segment with specific messages.



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

*Business Wire, 3/14/18*

"One of our major marketing priorities in 2018 is defining a clear return for all our media investments," said Brandon Rhoten, chief marketing officer at Papa John's. "Fully-integrated, TV viewing data is critical to this end."



[Automatic Content Recognition Market to Diversify Significantly Owing to Positive Market Cues in the Forecast Period](#)

SBWire, 3/8/19



Jan 2018 A data science and marketing technology company, 4C Insights (4C), recently announced an agreement to incorporate automatic content recognition (ACR) from the Smart TV data company, Inscape with glass level visions from nearly 8 million Smart TVs. Through the partnership, marketers can now use

Inscape's smart TV viewership data inside the 4C software platform together with added sources of creative and audience intelligence.

Syndication: [Digital Journal](#)



[Now, You Have LiveRamp IdentityLink for TV](#)

MarTech Series, 3/6/18



TV viewing behavior is changing, and measuring advertising effectiveness in an omnichannel world is more difficult than ever before,” said [Greg Hampton](#), Vice President of Inscape. Greg added, “Inscape and LiveRamp are collaborating to empower brands to make more intelligent, data-driven decisions when it comes to targeting and measurement, and we look forward to our continued partnership in solving for audience fragmentation.”



[LiveRamp Launches IdentityLink for Television to Transform World's Largest Marketing Medium](#)

*Business Wire, 3/5/18*

"TV viewing behavior is changing, and measuring advertising effectiveness in an omnichannel world is more difficult than ever before," said Greg Hampton, Vice President of Inscope. "Inscope and LiveRamp are collaborating to empower brands to make more intelligent, data-driven decisions when it comes to targeting and measurement, and we look forward to our continued partnership in solving for audience fragmentation."

Syndication: [TMC News](#), [Online Video.net](#), [StreamingMedia](#) and more...



[iSpot.tv, LiveRamp Measure TV Ad Impressions Against Digital Segments](#)

*MediaPost, 3/2/18*

iSpot.tv built software that catalogs every advertisement that runs on television. A three-year-old partnership with **Inscope** allows the company to leverage the automated content recognition (ACR) technologies embedded into the television to detect and track every ad in the catalog across 10 million devices in the United States.



[iSpot.tv & LiveRamp Partner To Launch TV Ad Measurement For Digital Segments](#)

*MarTech Series, 2/28/18*

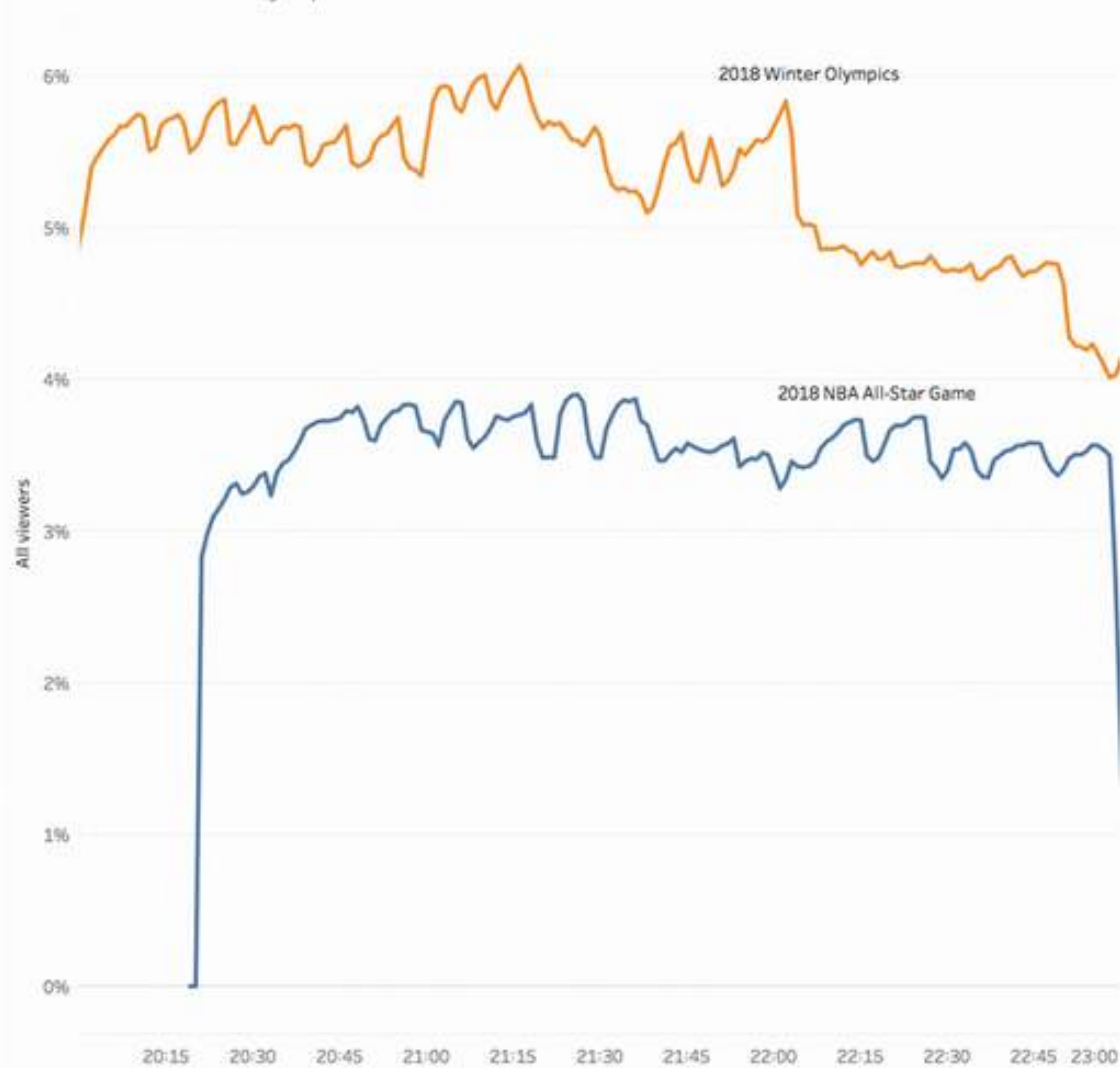
This extends our IdentityLink capabilities into the TV world in a meaningful way." Seattle-based iSpot.tv, which uses Automated Content Recognition (ACR) for tracking activity surrounding TV ads in real-time, utilizes exclusive screen-level ACR data via its partnership with **Inscope** to provide closed-loop attribution and attention measurement to brands, networks and agencies.



[The Winter Olympics vs. the NBA All-Star Game: A Head-to-Head TV Audience Comparison](#)  
Broadcasting & Cable, 2/23/18

Data from Inscope, the TV measurement company with glass-level data from a panel of more than 7.7 million smart TVs and devices, reveals that overall the Olympics have, on average, garnered more viewership — the broad appeal of the Games and the extensive telecasting by [NBC](#) and its sister networks makes that inevitable — but the NBA definitely held its own.

NBA All-stars vs. Olympics







### [Inscape Partners with Dativa to Speed Customer Adoption of Smart TV Data](#)

*Broadcasting & Cable, 2/15/18*

[Inscape](#), the Smart TV data company with glass-level insights from nearly 8 million Smart TVs, announced today that it has selected Dativa as a preferred professional services partner.

“It’s one thing to sell a company glass-level data that will change their business, it’s another matter helping them navigate how to implement that internally. **Michael Collette, Tom Weiss** and the folks at **Dativa** have shown the ability to accelerate and optimize adoption of our data for the benefit of customers,” said **Jodie McAfee**, SVP of Sales and Marketing at Inscape.

Also appeared in: [Digital TV News](#)



### [Radio ITVT: Interview: Sean Muller, Founder and CEO of iSpot.tv](#)

*ITVT, 2/14/18*

A screenshot of a website article from ITVT. The page features the ITVT logo at the top left, navigation links for 'About Us' and 'News', and a sub-header 'Interactive TV Today - The first, best &amp; most widely read news'. The main article title is 'Radio ITVT: Interview: Sean Muller, Founder and CEO of iSpot.tv', dated 'FEBRUARY 14, 2018'. Below the title is a portrait of Sean Muller, CEO of iSpot.tv, with the iSpot.tv logo at the bottom.

Sean Muller is Founder and CEO of [iSpot.tv](#), a Seattle-based provider of real-time attention and conversion analytics for TV advertising. In this recorded interview (41:18) with ITVT Editor-in-Chief, Tracy Swedlow, he provides an overview of **recent developments at iSpot.tv--which include a 7.5-year deal with Vizio's data business, Inscape, that significantly broadens its rights to use the latter's data.** He also casts light on the current state of the advanced-TV advertising and measurement ecosystem and on the role that iSpot.tv plays in it.

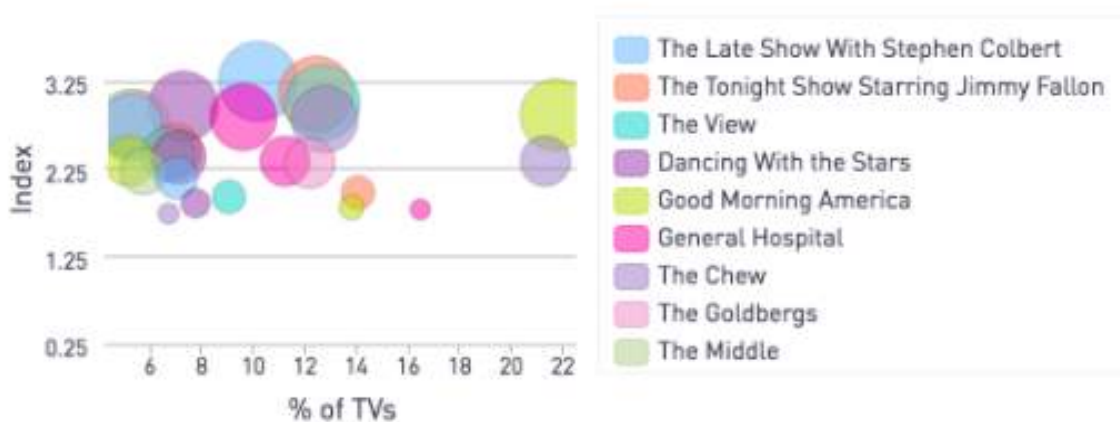


[The Late Shift: A Deep Dive Into Current Viewership Trends for Late-Night Talk Shows](#)

*Broadcasting & Cable, 2/8/18*

B&C partnered with [Inscope](#), the TV measurement company with glass-level data from a panel of more than 7.7 smart TVs and device, to reveal viewership trends around late-night talk shows. There's also a good amount of network loyalty going on: viewers tend to consume programs on the same network that the late-night show is broadcast. Also interesting is that when it comes to ABC, NBC and CBS, there's some cross-viewing of late-night shows: people who tend to watch one are likely to watch additional late-night series.

Other shows watched by 'Jimmy Kimmel Live' viewers



[Lotame expands partnership with Inscope through 2021](#)

*PPCLand, 2/7/18*

Inscope, which manages a growing footprint of nearly 8 million active, Internet connected-VIZIO TVs, is the largest single source of opt-in smart TV viewing data available to license in the US. Lotame's aiTV product suite, launched in January 2017, is powered by Inscope's data and includes three proprietary solutions.

# Arkansas Business

[Nielsen, Meet Sorenson: TV Ratings Tools Grow](#)

*Arkansas Business, 2/5/18*

In 2018, however, **Nielsen**'s small-market methods seem increasingly antiquated compared with comScore and Sorenson Media, which collects anonymized data from millions of smart TVs under a deal with **Inscape**, a subsidiary of the privately held TV maker **Vizio**.

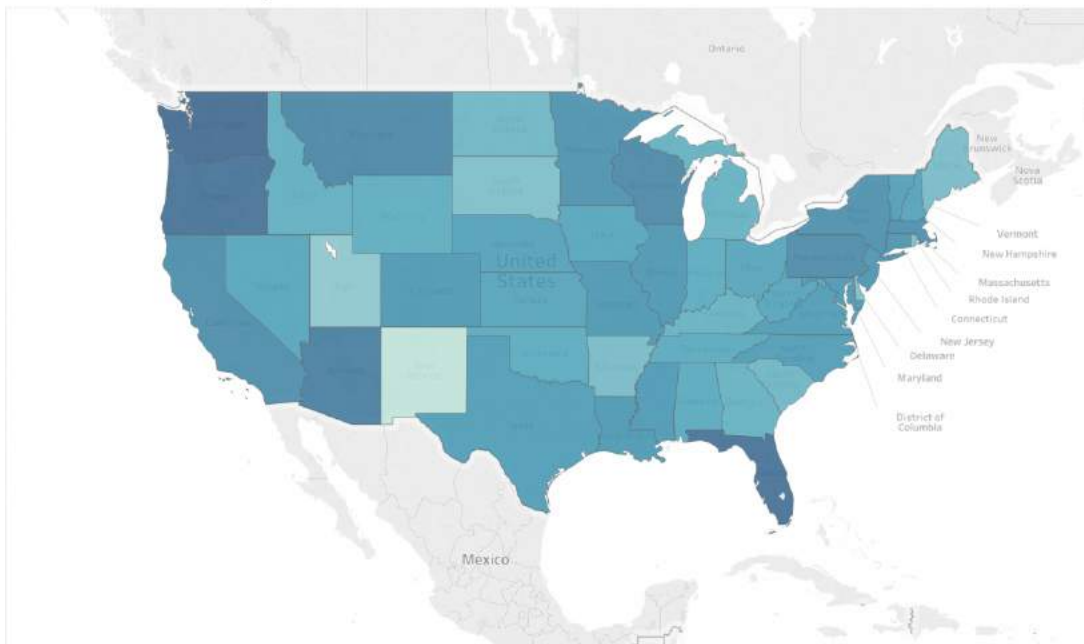


[How Viewers Watched President Trump's First State of the Union Address](#)

*Broadcasting & Cable, 1/31/18*

On Tuesday, President Donald Trump took the podium for his first State of the Union address. B&C partnered with **Inscape**, the TV measurement company with glass-level data from a panel of more than 7.7 smart TVs and devices, to reveal viewership trends during the evening. **Fox News** had the highest percentage of unique TVs tuned into the address, followed by **NBC** and **CBS**.

State of the Union 2018 by DMA



# ADWEEK

[Here's Another Way to Look at Viewership During Trump's First State of the Union](#)  
Adweek, 1/31/18

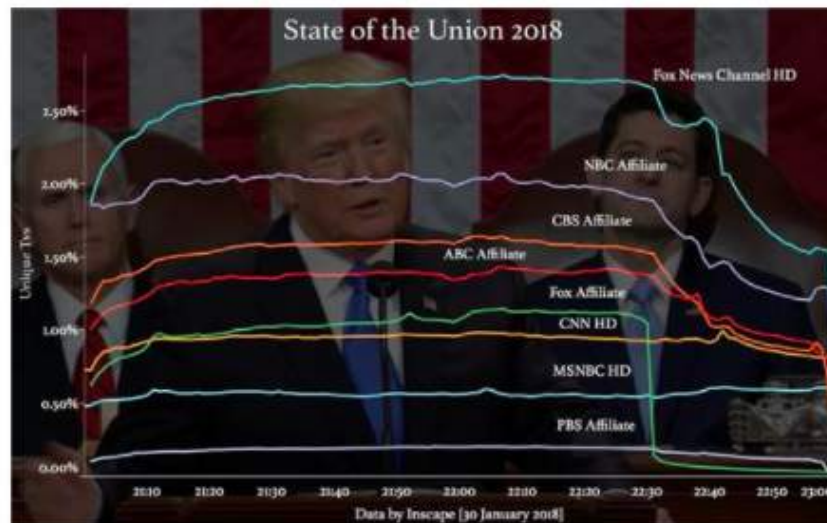
The biggest drop off came from those watching **FOX** broadcasting, with viewership plunging after the president finished speaking at 10:30 p.m. ET. It's fair to say some of those viewers changed the channel to see post-speech analysis, while others moved on from politics altogether. This data comes from nearly 8 million smart TVs made by Vizio, assembled by **Inscape**. While still a fraction of overall viewership, this is the **largest opt-in population of smart TV data in the U.S.**

## TVNewser

Here's Another Way to Look at Viewership During Trump's First State ...

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# FierceCable

[4C Insights integrates Vizio's Inscape smart TV data into marketing platform](#)

FierceCable, 1/30/18

“Marketers want to deliver personalized experiences to audiences that matter, something that can only be done with the right data to inform planning, activation, analysis and optimization,” said Anupam Gupta, chief product officer at 4C, in a statement. “4C’s partnership with Inscape fuels an unparalleled and frictionless audience-based approach through the combination of **Inscape’s** second-by-second TV viewing data from millions of Smart TVs and 4C’s industry-leading TV, social and premium video tools together in an integrated platform.”

# MediaPost

[Mar Tech Firm 4C Insights Completes Data Integration Deal With Inscape](#)

MediaPost, 1/29/18

Looking to glean ever more valuable connected TV data, mar-tech company 4C Insights says it has completed a data integration deal with Inscape, TV set maker Vizio’s data company.

**Vizio’s Inscape** has access to some 7.7 million TV sets and devices, which have “automated content recognition” technology offering smart TV viewership data across program and advertising content.



[4C Integrates Inscope data to deliver insights across premium channels](#)

Rapid TV News, 1/29/18

**4C Integrates Inscope data to deliver insights across premium channels**  
 Editor | 29 January 2018

Data science and marketing technology company 4C Insights (4C) is to integrate automatic content recognition from smart TV information provider Inscope.

**4C** claims to offer a suite of self-service tools for advanced planning, buying and measurement. Through the partnership, marketers can now access Inscope's smart TV viewership data within the 4C software platform alongside additional sources of audience and creative intelligence. The solution provides enhanced audience targeting and analytics for premium channels including linear television, over-the-top (OTT) television, social, and digital media.

Used in combination with other 4C data sets, the integration with Inscope enhances capabilities to: define and reach new, behavioural audience segments across premium channels; inform linear and digital TV planning and buying; and extract creative insights like TV ad stickiness and wear out. One suggested use case is where marketers can target ads on TV or social media to people who have or haven't watched particular programmes, have or haven't been exposed to particular TV spots, or don't watch linear television at all.

**MOST RECENT IN AD TECH**

1. Connected pens (WJ) in Mexico. One
2. 4C Integrates Inscope data to deliver insights across premium channels
3. Study claims to prove audience emotions predict live TV viewership
4. Sky AdSmart adopts Adgility for ad creation, delivery
5. Kantar claims digital advertising intelligence first

Used in combination with other 4C data sets, the integration with **Inscope** enhances capabilities to: define and reach new, behavioural audience segments across premium channels; inform linear and digital TV planning and buying; and extract creative insights like TV ad stickiness and wear out.



[4C Integrates Inscope's Smart TV Data to Deliver Exclusive Audience Insights for Planning and Activation Across Premium Channels](#)

Broadcasting Cable, 1/29/18

**4C Integrates Inscope's Smart TV Data to Deliver Exclusive Audience Insights for Planning and Activation Across Premium Channels**  
 The Wire | Jan 29, 2018

Chicago, January 29, 2018 — 4C Insights (4C), a data science and marketing technology company, today announced a deal to integrate automatic content recognition (ACR) from Inscope, the Smart TV data company with glass level insights from nearly 8 million Smart TVs. Through the partnership, marketers can now access Inscope's smart TV viewership data within the 4C software platform alongside additional sources of audience and creative intelligence. The solution provides enhanced audience targeting and analytics for premium channels including linear television, over-the-top (OTT) television, social, and digital media.

**4C+Inscope**

Ultra Kids to Premiere the Futuristic Ason Demonstrates IP and Multiviewer BuzzFeed News' AM to DM Listings - Week  
 EditShare Heads to BVE 2018 with Award  
 Vitec Group Provides State-of-the-Art  
 Core SWX HC's Mini Provides Lasting Power

4C is the only company to enable a unified audience strategy across TV, social, and premium video, and the only company to programmatically deploy TV data in social advertising and social data in TV advertising. 4C's solutions are fueled by the 4C Insights Affinity Graph™, which delivers a full picture of how people behave with each other, media, and technology by mapping across 2 billion+ social media users, 200 million offline sales profiles, 10 million+ Smart TVs, 50,000 brands, 2,200 TV channels, and 41 languages.

# MARTECHSERIES

Marketing Technology Insights

[Inscape's Smart TV Data to Integrate with 4C for Exclusive Audience Insights](#)  
 MarTech Series, 1/29/18



**Inscape** provides glass level insights from nearly 8 million Smart TVs. Through this partnership, marketers can now access Inscape's smart TV viewership data within the 4C software platform alongside additional sources of the audience and the creative intelligence.

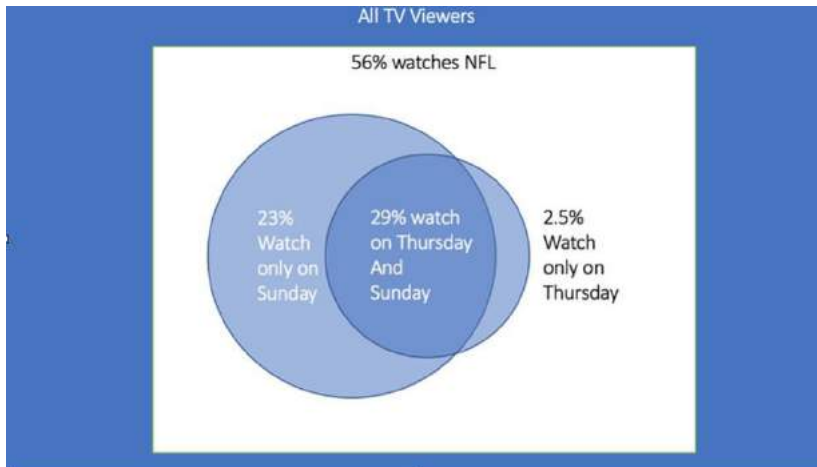
## TV Tech Industry News

[4C Insights integrates Inscape's Smart TV data](#)  
 Tech TV News 1/31/18

4C Insights has announced a deal to integrate automatic content recognition (ACR) from Inscape, the Smart TV data company. Through the partnership, marketers can now access **Inscape's** smart TV viewership data within the 4C software platform.

# Forbes

[Can You Ever Have Too Much Football?](#)  
 Forbes, 1/26/18



Recent stats released by **Inscape**, a company that measures viewing on 7.7 million Vizio smart TVs, would seem to indicate that **Murdoch and McManus are on to something.** Tracking the period from January 2016 through mid-December 2017, and counting all weeks where there were both Sunday and a



[Lotame Extends Smart TV Relationship With Inscope](#)

Broadcasting & Cable, 1/22/18

“Lotame is a leading global DMP for a reason, it knows what buyers and sellers want from data-- granularity, quality, timeliness, scale and safety and above all else actionability” **said Jodie McAfee, senior VP of sales and marketing at Inscope.** “The company has baked Inscope into products that are reshaping the market before our eyes.” Inscope has done a number of deals in the last few month with companies using smart-TV data to measure and target advertising including [Data Plus Math](#), [iSpotTV](#) and [Sorenson Media](#).

# Multichannel NEWS

[Lotame Extends Smart TV Relationship With Inscope](#)

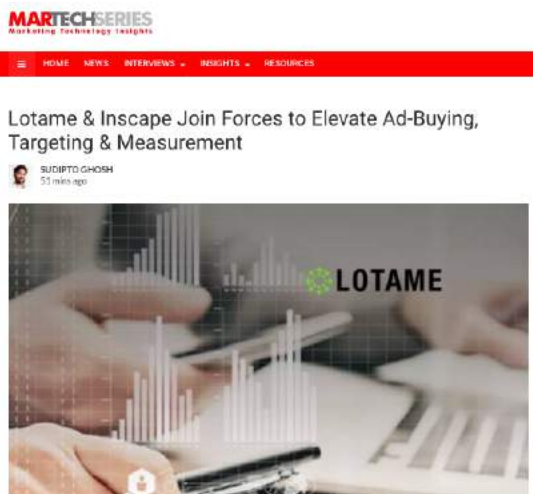
Multichannel News, 1/22/18

Independent data-management platform Lotame said it extended its strategic relationship with [Inscope](#), which delivers viewing information from 8 million connected Vizio TVs. Lotame uses the smart-TV data from the Vizio sets to power its altv audience intelligence products that help networks and marketers better target advertising campaigns.



[Lotame & Inscope Join Forces to Elevate Ad-Buying, Targeting & Measurement](#)

MarTech Series, 1/22/18



Powered by Inscope's Viewing Intelligence from Millions of Smart TVs, Lotame's altv Product Suite Brings Advanced Audience Targeting and More to Advertisers and Networks

[Lotame](#), the leading independent data management platform (DMP), as well as the most trusted and comprehensive data exchange, has announced it has extended its strategic partnership with [Inscope](#), the Automated Content Recognition (ACR) data company that delivers highly accurate, up-to-date viewing data from millions of smart TVs, through 2021.

Currently, Inscope, as a TV intelligence company, captures highly accurate, up-to-date viewing data from millions of smart TVs. The company is a leading provider of automatic content recognition (ACR) technologies and comprehensive cross-screen metrics. Inscope's TV audience viewing data is leveraged by OEMs, brands, agencies, networks, measurement companies, DMPs, and marketing technology platforms to power massive transformations in the industry. Its glass-level insights bring a new level of speed, transparency, and actionability to the global TV marketplace.



# CYNOPSIS

[01/23/18: Netflix posts royally good numbers](#)

*Cynopsis*, 1/22/18

Data management platform **Lotame announced it has extended its strategic partnership with automated content recognition data company Inscope**. Lotame's asTV product suite (launched in January 2017) is powered by Inscope's data. It's not enough to target audiences more effectively on TV, according to Doug Pollack, GM of aiTV products and innovation. "Brands need to keep the conversation going with customers wherever they are, building relationships regardless of the channel or device," said Pollack.



[Lotame and Inscope Announce Partnership to Elevate Ad-Buying, Targeting, and Measurement Across Television and Digital](#)

*OnlineVideo*, 1/22/18

"Lotame is a leading global DMP for a reason, it knows what buyers and sellers want from data—granularity, quality, timeliness, scale and safety and above all else actionability" said Jodie McAfee, SVP of Sales and Marketing at Inscope. "The company has baked Inscope into products that are reshaping the market before our eyes."



[Lotame, Inscope team to boost ad-buying, targeting and measurement](#)

*Rapid TV News*, 1/24/18

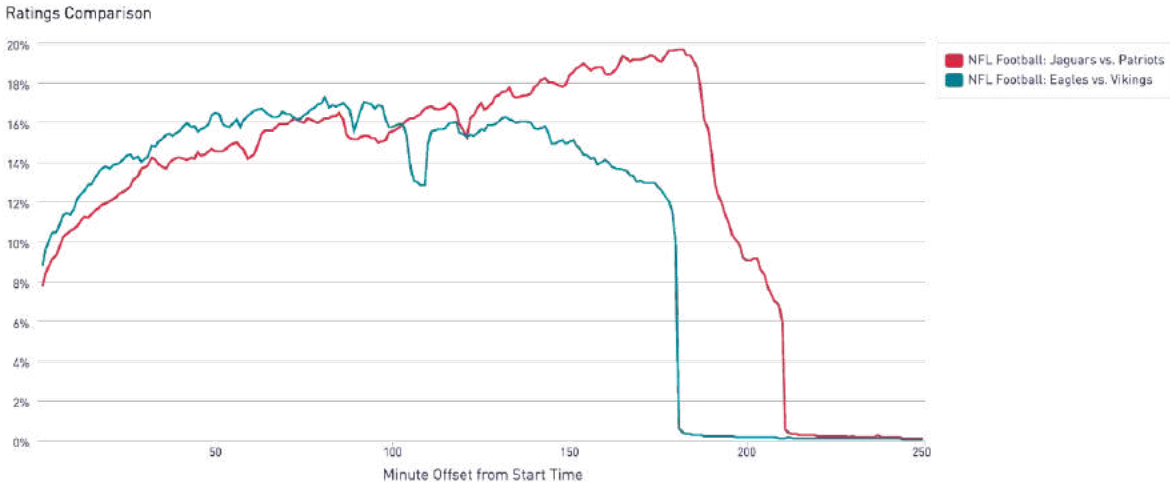
Independent data management platform (DMP) provider Lotame has extended its strategic partnership with automated content recognition (ACR) data company Inscope. For its part, Inscope captures up-to-date viewing data from millions of [smart TVs](#) and offers this to OEMs, brands, agencies, networks, measurement companies, DMPs and marketing technology platforms.

# TV (R)EV

## [A Close Look at the NFL AFC & NFC Games: Who Watched What, When and Where](#)

TVREV, 1/23/18

On the flip side, the NFC was a bit of a snoozefest with the Philadelphia Eagles blowing out the Minnesota Vikings 38-7. This is reflected in the trends above, with viewership increasing as the AFC game wore on and decreasing throughout the NFC match.



## [Targeting, Fraud, Viewability And Completed Views Will Shape The Next Generation Of TV](#)

AdExchanger, 1/25/18

In the interim, **exciting data companies such as Tru Optik, Neustar, Inscope** and Acxiom offer compelling solutions, while hardware manufacturers like Roku and Samsung lead the pack in harnessing first-party data to deliver addressable OTT advertising.

# MARTECHSERIES

Marketing Technology Insights

[TechBytes with Jeremy Pinkham, CTO, Lotame](#)

MarTech Series, 1/24/18

Lotame recently announced their partnership with a leading Automated Content Recognition (ACR) data company, Inscape. The objective of this partnership is to deliver advanced television planning, targeting and measurement through Lotame's aiTV: Platform. To understand the core tenets of Lotame's DMP, Audience Optimizer, and the concept of 'pre-enriched data', we spoke to Lotame's Chief Technology Officer, Jeremy Pinkham.



[Here's Why Reality TV's City-Centric Craze Makes So Much Sense](#)

Broadcasting & Cable, 1/19/18



We wondered if audiences in various states across the U.S. are more likely to watch a show that “stars” a city in their state, so we turned to [Inscape](#), the TV data company with glass-level information from 7.7 million smart TV screens and devices to find out. The bottom line: **Networks that keep creating these shows not only get to keep refreshing their franchises — and adding diversity — with each new spinoff, they generally get to capitalize on a higher tendency toward viewership in each new territory they conquer.** Because the data shows that city/region-based reality TV spinoffs mostly do benefit from increased heat in their home states.



[Advanced TV Measurement Under The Beet Retreat Microscope With Panelists From Forrester, Tru Optik, Inscape, Nielsen Catalina Solutions and Team Arrow Partners](#)

Beet.TV, 1/7/18



**Advanced TV Measurement Under The Beet Retreat Microscope With Panelists From Forrester, Tru Optik, Inscape, Nielsen Catalina Solutions and Team Arrow Partners**



Then there's the issue of whose data are deemed to be the most useful, according to **Jodie McAfee, SVP, Marketing & Business Development at Inscape**. "What we hear a lot of is 'we think that the legacy data sets and specifically Nielsen data is flawed.' And then people will look at our data and they'll go 'well this doesn't match up with Nielsen data.' The same people that believe that those legacy data sets are flawed have business systems and operations historically built around those datasets that you literally would have to practically blow up the entire market just to get everybody to change."



[The Most-Watched Shows of 2017 on OTT, DVR and More](#)

Broadcasting & Cable, 1/5/18

As we welcome the beginning of a new year, B&C partnered with Inscape, the TV data company with glass-level information from 7.7 million smart TV screens and devices, to see which shows were most popular among TV viewers in 2017 across viewing modes, including OTT.



['The Walking Dead' Was Second-Most DVR-ed Show Of 2017](#)

*ComicBook*, 1/3/18

The Walking Dead was named the second-most DVR-ed TV series of 2017 according to a survey by Vizio parent company Inscope.



['Teen Mom 2' Leads Reality Shows on 2017's VOD List](#)

*PopCulture*, 1/3/18

In those categories, the MTV reality series beat all the other unscripted programs in the year-end rankings by TV data firm Inscope.



['Live PD' Ranks No. 1 on 2017's DVR List](#)

*PopCulture*, 1/3/18

Live PD was the most DVR-ed show of 2017, according to TV data firm Inscope.



[Live PD was the most DVR'd show of 2017](#)

*Looper*, 1/3/18

According to data accrued by Inscope, a subsidiary of TV manufacturer Vizio (via Deadline), A&E's police ridealong show Live PD was the most DVR'd show of 2017, leaving the otherwise-dominant The Walking Dead in second place.

# DEADLINE | HOLLYWOOD

[A&E's 'Live PD' Ranks As The Most DVR'd Show Of 2017, Per Vizio Survey](#)

Deadline, 1/3/18

Compared with others in the measurement game, smart-TV players like **Inscape** have access to a much broader sample of viewers. That means they can go granular and capture more precise information on viewing, regardless of whether programming is watched live via antenna, internet or cable box, or time-shifted via VOD or DVR.

## Top shows of 2017 by number of seconds watched

	DVR	VOD	OTT	DTV
1. NFL Football	1. Live PD	1. The Walking Dead	1. The Walking Dead	1. NFL Football
2. SportsCenter	2. The Walking Dead	2. Teen Mom 2	2. This Is Us	2. Today
3. College Football	3. Teen Mom 2	3. The Real Housewives of Orange County	3. American Horror Story: Cult	3. Good Morning America
4. Law & Order: Special Victims Unit	4. The Voice	4. Live PD	4. Star	4. CBS This Morning
5. NBA Basketball	5. This Is Us	5. Keeping Up With the Kardashians	5. Teen Mom 2	5. Law & Order: Special Victims Unit
6. Today	6. American Horror Story: Cult	6. American Horror Story: Cult	6. Rick and Morty	6. College Football
7. Fixer Upper	7. The Real Housewives of Orange County	7. This Is Us	7. Scandal	7. Criminal Minds
8. MLB Baseball	8. Keeping Up With the Kardashians	8. The Real Housewives of New York City	8. Criminal Minds	8. Blue Bloods
9. Good Morning America	9. Gold Rush	9. The Real Housewives of New York City	9. Fear the Walking Dead	9. NBC Nightly News With Lester Holt
10. The Big Bang Theory	10. The Real Housewives of New York City	10. Teen Mom OG	10. The Voice	10. ¡Despierta América!



[Data Plus Math Inks Deal with Vizio for Smart TV Ad Info](#)

Rapid TV News, 1/2/18

### Data Plus Math inks deal with Vizio for smart TV ad info

Michelle Clancy | 02 January 2018

Data Plus Math, a research company focused on creating a standardised measurement of the impact of TV advertising, has formed a strategic relationship with Vizio's Inscape division to add smart TV viewing information to its mix.



Data Plus Math's attribution platform, previously code-named Project Thor, measures TV advertising exposures, so TV networks, distributors and brand marketers can better understand and properly attribute lift stemming from ads. A&E Networks, AMC Networks, The CW, Discovery Communications and Fox News Channel are all testing it.

Inscape, the data division at the TV maker, gathers automated content recognition (ACR) data from 7.7 million Vizio US TV sets.

Data Plus Math, a research company focused on creating a standardised measurement of the impact of TV advertising, has formed a **strategic relationship with Vizio's Inscape division** to add smart TV viewing information to its mix.