



Introducing ADTRAKER®: Insights into AVOD, FAST, & beyond



The One Touch Intelligence ADTRAKER® service is an interactive portal positioned at the intersection of television networks, advertising strategy, and the new digital video environment.

Based on proprietary monitoring and surveying activity, ADTRAKER® examines advertising insertions occurring over multiple video networks and multiple delivery platforms to provide revealing data about advertising volumes, insertion practices, advertising categories, and more.

Through monthly interactive dashboards and comparisons, ADTRAKER® provides detail and insights about the business practices and trends that drive ad-supported digital media across subscription, advertising supported (AVOD), and FAST linear video platforms.

In collecting advertising data, our auditors capture on demand and FAST Linear programming every month across major platforms and providers. Reporting appears within an interactive portal displaying individual networks and platforms, side-by-side comparisons, and best practices across the entire dataset.

We're digging deep into ad-supported streaming.

Our data set revolves around ongoing collection of ad-supported video from leading providers: For AVOD, we collect data on six TV shows (three scripted, three unscripted) and three movies across seven advertising-supported video providers, auditing on their online websites. Where available, an original TV show and movie are audited each month, as is network or production studio data. For FAST-live channels, we track five major providers, logging five-hour blocks across six genre-specific FAST channels for each provider, for 150 manual hours of auditing per month.



For current, comprehensive intelligence into the fast-growing world of streaming video advertising, ADTRAKER® tells you what you need to know:

- **Industry Practices**

Discover how leading providers are organizing ad breaks, governing message duplication, limiting hourly advertising loads, injecting interactive advertising formats, and more.

- **Break Architecture**

Display of ad break structure-including: pre-roll, mid-roll, and more, and how break patterns influence the viewer experience across multiple AVOD services. Audits of FAST services to determine ad minutes per hour, ad repetition, average ad length, and more.

- **Trends over Time**

See the progression/variation of ad loads, insertion patterns, top national ad brand presence and more with at-your-fingertips historical progressions dating from 2015 to now.

- **Who's Advertising?**

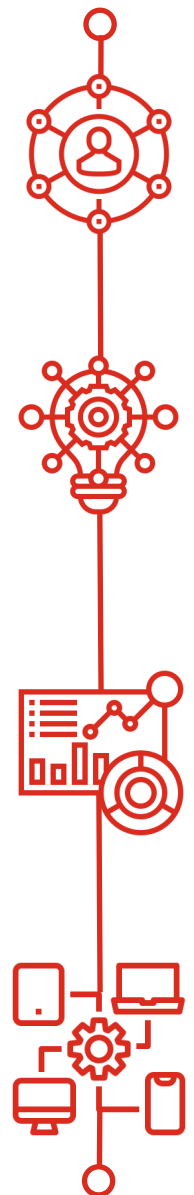
Monitor top advertisers, identify what brands are spending on FAST channels and AVOD services, and keep tabs on budgets for prospecting and sales development goals.

- **Comparison Charts**

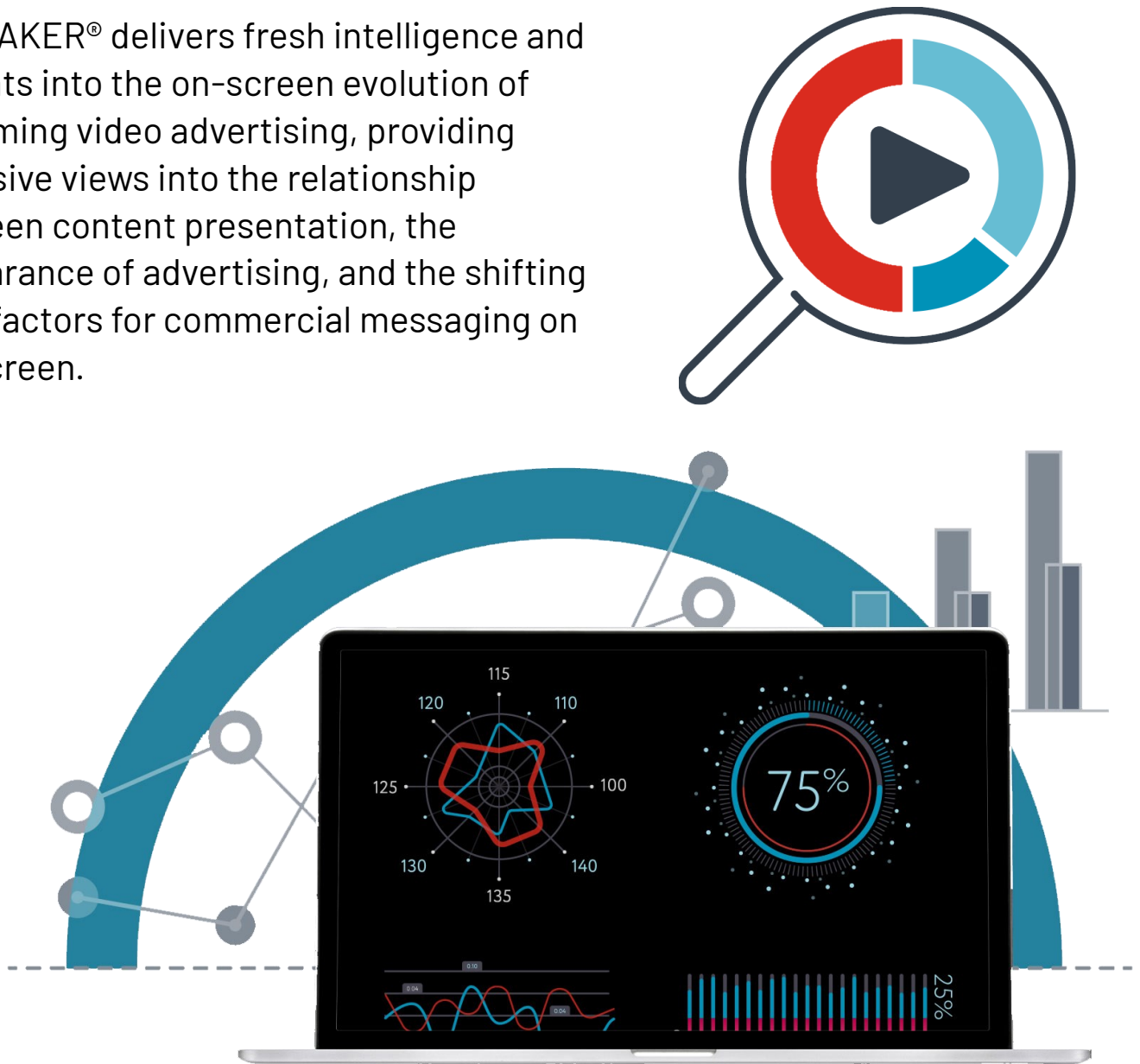
Access at-a-glance visualizations of where your service stacks up in relation to peers across any metric you want, from advertising durations to platform variations to total ad insertions.

- **Insights**

Read original analysis from category experts that synthesizes what's happening in the marketplace with ADTRAKER® data to attain a comprehensive picture about the medium.



ADTRAKER® delivers fresh intelligence and insights into the on-screen evolution of streaming video advertising, providing exclusive views into the relationship between content presentation, the appearance of advertising, and the shifting form factors for commercial messaging on the screen.



Let's connect!

We're here for you to answer questions, offer live demos, and dive deeper into ADTRAKER® anytime you want. Contact **Andrew Fortier** to get started.

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