# StreamTRAK®
Data-Driven Insights + Analysis

StreamTRAK delivers 360-degree, data-centric intelligence on all things streaming: from subscriber counts to ad strategy to detailed title and episode analysis... and much, much more.

The heartbeat of StreamTRAK is data – meticulously researched, compiled, and presented across both numeric and narrative forms. From customizable, sortable databases to in-depth special reports to exclusive market-tracking scorecards, StreamTRAK synthesizes multiple points of view into a comprehensive intelligence service that supports smart decision-making.
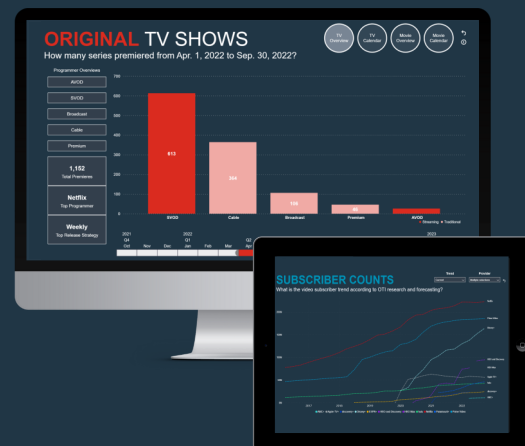
PROVIDERS

Extensive profiles of major service providers across traditional and streaming platforms, including product, content, and advertising metrics.

PRODUCT

Vital intelligence probing the presentation, pricing, and performance across the entire modern video ecosystem: SVOD, AVOD, FAST, MVPD, and virtual MVPD categories.

CONTENT

Exclusive, original data encapsulating presentation of titles, episodes, genres, and programming libraries maintained by leading SVOD and AVOD providers.

ADVERTISING

Precise data about the rapidly growing AVOD and FAST video categories, detailing advertiser identity, message placement patterns, inventory sellout rates, and more.

TECHNOLOGY

Demystify and understand the intricacies of modern video distribution technology, ranging from in-home IP receivers to integrated smart TV software to interactive applications powering live betting.

INSIGHTS AND ANALYSIS

Narrative reports and executive-level summaries about what's new, now, and next across the StreamTRAK field of play, offering exclusive viewpoints and takes that go beyond the everyday.

LET'S CONNECT

We're here for you to answer questions, offer live demos, and dive deeper into StreamTRAK anytime you want. Contact us to get started.

info@onetouchintelligence.com

onetouchintelligence.com

ONE TOUCH
INTELLIGENCE®

Vital intelligence probing the presentation, pricing, and performance across the entire modern video ecosystem: SVOD, AVOD, FAST, MVPD, and virtual MVPD categories.

Service Comparisons

Provider profiles: Detailed, continuously updated snapshots of key ecosystem participants, developments, strategies, and tactics.

Channel lineups: Comprehensive coverage of linear and on-demand programming guides and offerings that present a one-stop collection of channel comparisons.

Subscriber counts and forecasts: Data on subscriber totals, net additions, and growth patterns for prominent SVODs and distributors.

Marketing & promotions: The brand personas, messaging approaches, and creative in a single-source database.

User interfaces: How players leverage key on-screen real estate to influence the user experience, up-to-date and at-your-fingertips.

International Service Availability: Where are these services available and at what price around the world
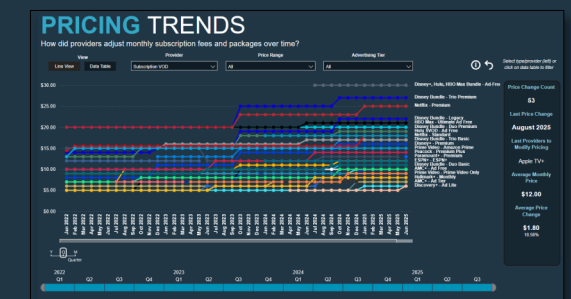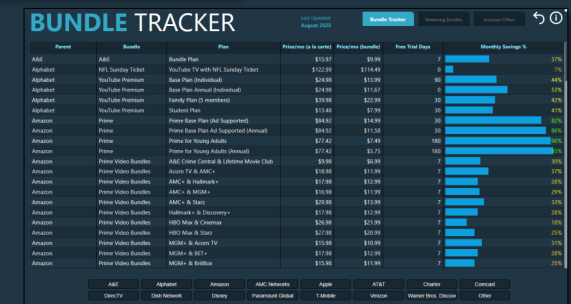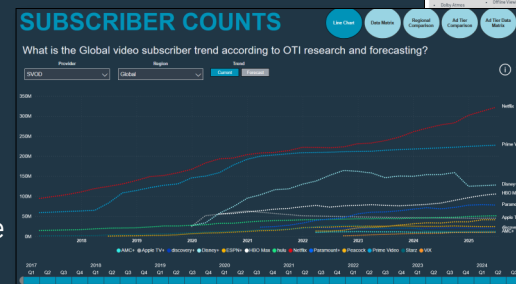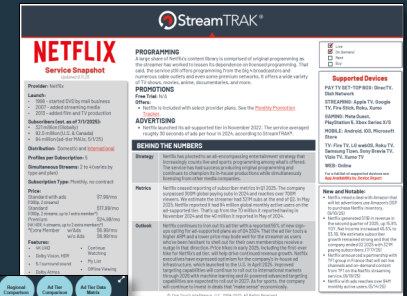
Pricing Trends: Track on-going and historical pricing trends across major SVOD and vMVPD providers.

Emerging Technologies

Dive into everything from in-home IP receivers to integrated smart TV software, including connected TVs , streaming devices, and more.

Insights

Narrative articles, reports, and executive-level summaries offering exclusive viewpoints and takes that go beyond the headlines.

INTERESTED? Contact us at info@onetouchintelligence.com or find out more at onetouchintelligence.com

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CONTENT

Exclusive, original data encapsulating presentation of titles, episodes, genres, and programming libraries maintained by leading SVOD, AVOD and virtual MVPD providers.

Originals: A comprehensive database of original programming across SVOD, AVOD, MVPD and vMVPD categories, detailing the volume, categories, and genres associated with key drivers of engagement, usage, and subscriptions. Uncover critical competitive comparisons ranging from total programming volume to title-specific comparisons, customizable by query.
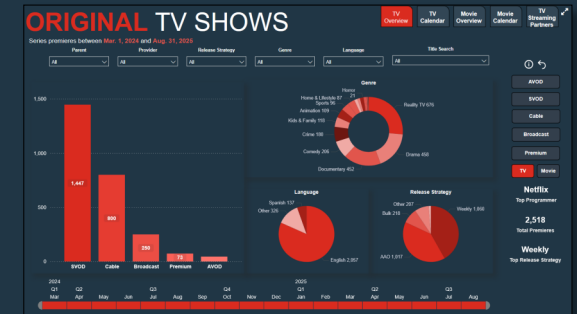
Content Libraries: Auditing full content libraries including AVOD, SVOD, and vMVPD providers on a bi-yearly basis. Includes title level detail for all audited providers.

Curation: Targeted audits of OTT user interfaces highlight how video providers present and promote content throughout the year. Themed reports compile and flag the curation strategies employed by providers looking to maximize appeal and stand out in a crowded arena.

Popularity and performance: Analysis of programming libraries based on popularity and performance indicators, including critical reviews, box-office revenue, and more, offering a competitive delineation of marquee product.

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AD SALES
AVOD, FAST & Beyond
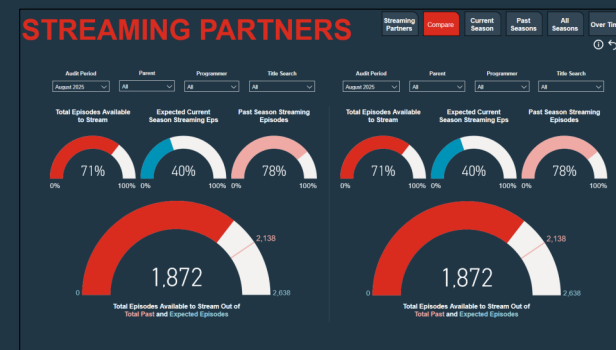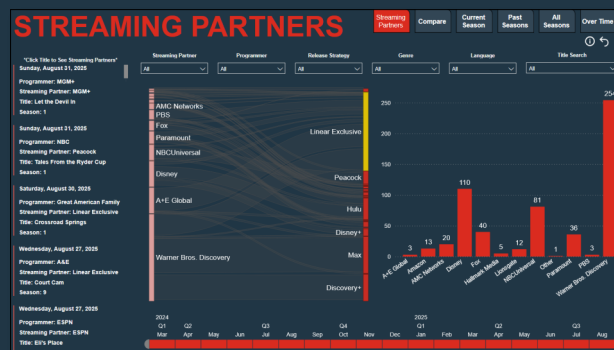
Detailed data about the rapidly growing AVOD and FAST video categories, detailing advertiser identity, message placement patterns, inventory sellout rates, and more.
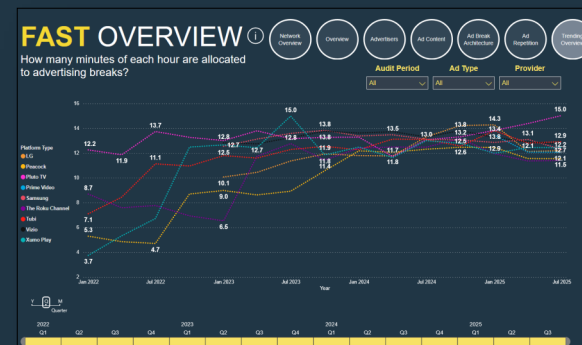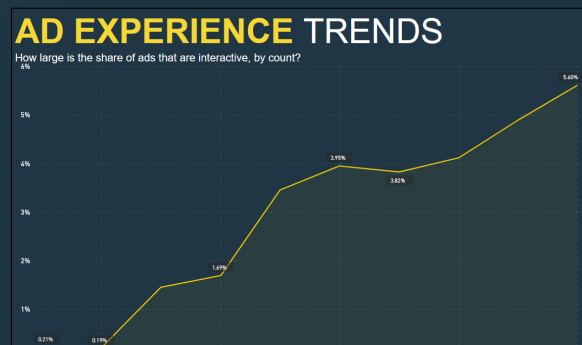
INVENTORY ANALYSIS: Revealing insights around inventory allocation, advertising minutes per hour, unfilled ad time, pod length, and other vital metrics that drive the ad-supported streaming video category.
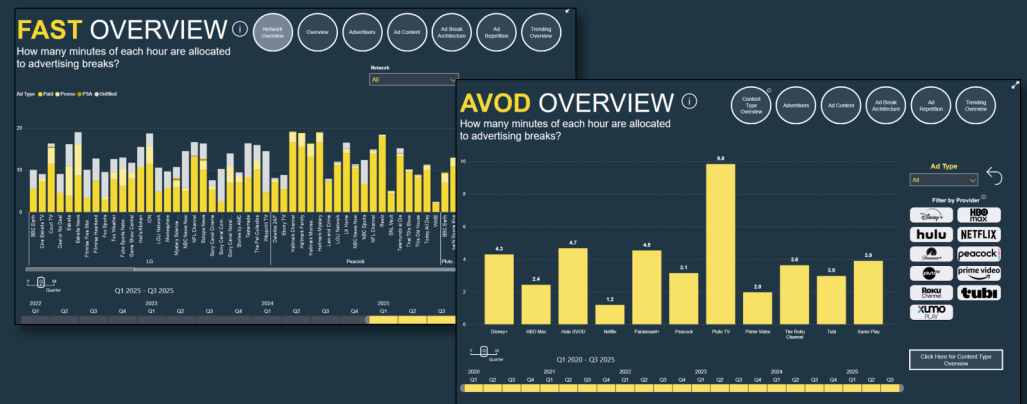
WHO'S BUYING: An exclusive compilation of top category advertisers and brands, including where their messages appear within AVOD and FAST ecosystems. Find prospects, evaluate top spenders, and identify what streaming platforms brands and companies are embracing.

ADVANCED AD TECH: Updated intelligence about new interactive and advanced advertising mediums, who's leading the charge across new advertising avenues and how top players are embracing new advertising formats.

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SPORTS

Curated data from sports leagues, teams, and streamers to provide a 360-degree view of game availability, contract terms, status, and deal costs. With new league and team data added all the time.

NFL NBA MLB NHL WNBA F1 PREMIER LEAGUE UFC NASCAR MLS PGA TOUR

Rights Tracking: A full view of sports rights across streamers and broadcast networks, including data examining both professional and college sports . Get full insights into which providers carry what leagues and sporting events amid the ever-shifting sports landscape.

Local Team and RSN Availability: Comprehensive data on market and provider availability. Keep track of how local games for the NFL, NHL, NBA, MLB, and WNBA shake out among providers, RSNs, and OTA stations. Use interactive maps to see potential reach for RSN and OTA networks.

Deal Costs: Who's paying whom? Dig into national deal cost data for major leagues and NCAA conferences, including how game rights break down among individual networks, as major media companies and Silicon Valley interests jostle for dominance.