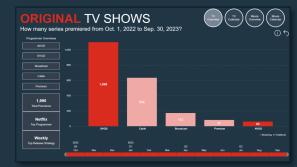# StreamTRAK®
Data-Driven Insights + Analysis

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.

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