



Introducing ADTRAKER®: Insights into AVOD and beyond



The One Touch Intelligence ADTRAKER® service is an interactive portal that's 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 are driving new possibilities in ad-supported digital media across both subscription and advertising supported (AVOD) video platforms.

Collecting subscription advertising data, three current shows from each Network are captured every month across all Platforms (when available) after the episode has transitioned to D4 (one-hour shows are given preference). Reporting is offered through an interactive portal, allowing you to look at individual networks, individual platforms, side-by-side comparison or 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: six TV shows (three scripted, three unscripted) and three movies are collected across seven advertising-supported video providers, audited on their online websites. Where available, an original TV show and movie are audited each month, as is network or production studio data.



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.

- **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?**

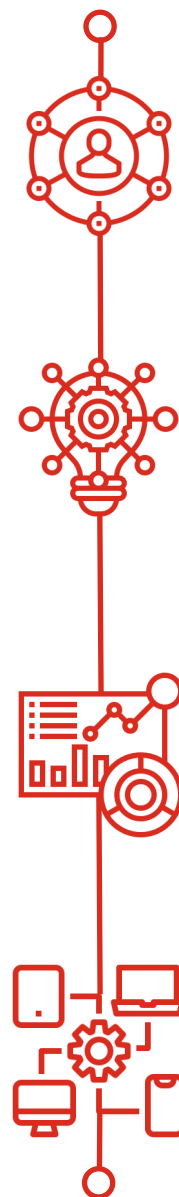
Monitor top advertisers, identify what brands are spending on digital video, and keep tabs on where the budgets are for prospecting and sales development goals.

- **Comparison Charts**

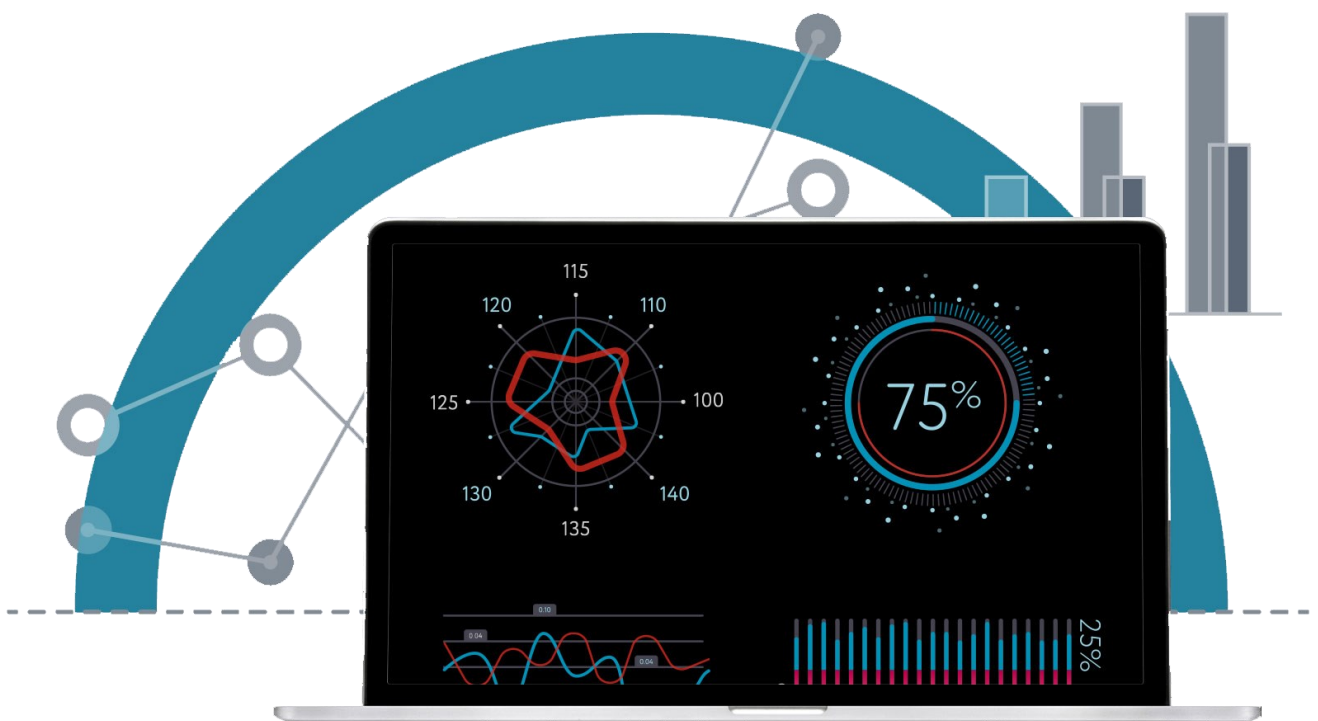
Access at-a-glance visualizations of where your service stacks up in relation to peers across any metric you want, from advertising durations to platform variations to total ad insertions.

- **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.

