dmi.tv
DIGITAL MEDIA INTELLIGENCE

Introducing dmi.tv - Vital intelligence for the video marketplace.

Leaders across the video landscape count on dmi.tv® to stay connected and current with everything that matters in a fast-changing video ecosystem. Detailed provider profiles, exportable datasets, on-screen UIs and up-to-the-moment insights provide deep intelligence on hundreds of video providers — spanning the category from early revolutionaries like Sling TV to newcomers like discovery+ and Paramount+.

As a leader in the video streaming ecosystem, you already recognize how important it is to maintain watch over an ever-shifting competitive environment.

What you may not have solved, however, is how to accomplish the task of continually gathering and maintaining critical market intelligence that supports smart business decision-making in an evolving, 24/7 market.

That's where we come in.

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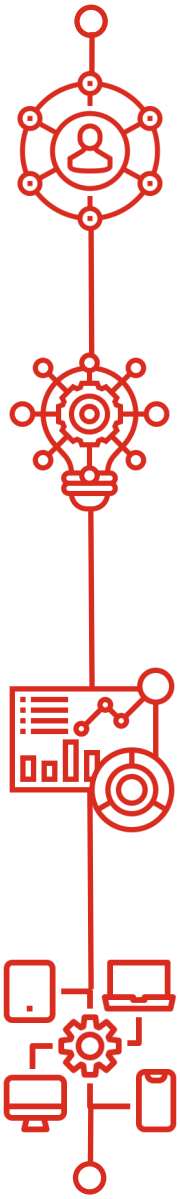
We're here to help.

dmi.tv® is the One Touch Intelligence solution that brings video all together: technologies, players, strategies, economics, and competitive threats. *dmi.tv®* combines provider profiles, news-and-analysis roundups, strategic insights, product details, and comparative metrics across video technology platforms.

Whether you're scouting a new-to-market competitor or in need of an instant download on video, *dmi.tv®* puts the intelligence you need right at your fingertips:

- **Timely dossiers of your top competitors.** From niche SVODs to the largest U.S. MVPDs, dmi.tv® assembles and presents current, detailed intelligence about the competitors you need to follow. Information and detail that would require days to gather and assess is at your fingertips in an instant.
- **Market monitoring from experienced experts.** From quarterly investment calls to metrics buried deep in 10-Qs to current advertising and messaging, dmi.tv® surfaces the vital information you need to know but don't have the time to uncover.
- **Unique, insightful reporting.** Our team of experts from the telecom, advertising, data analytics, and journalism disciplines present original, informed, forward-thinking analysis and interpretations of where the market is going. It's like having your own strategic planning team at your command, every day.
- **Metrics and comparative datasets.** Pricing, promotional offers, and subscriber counts are displayed in an easy-to-access, always-on, secure portal that delivers the information you want, exactly when you want it.
- **Products and presentation.** dmi.tv® gives you direct visual insight on what your top competitors offer, how they display their services, what the fine print says, and how the consumer experience unfolds. It's a front-row view of the entire competitive marketplace.
- **User-level interest based notifications.** We'll stay on top of developments in the video sector and let you know about the topics you're interested in with the timeliness that you need. Stay in-the-know with on-demand, daily, or weekly email notifications you've pre-selected.



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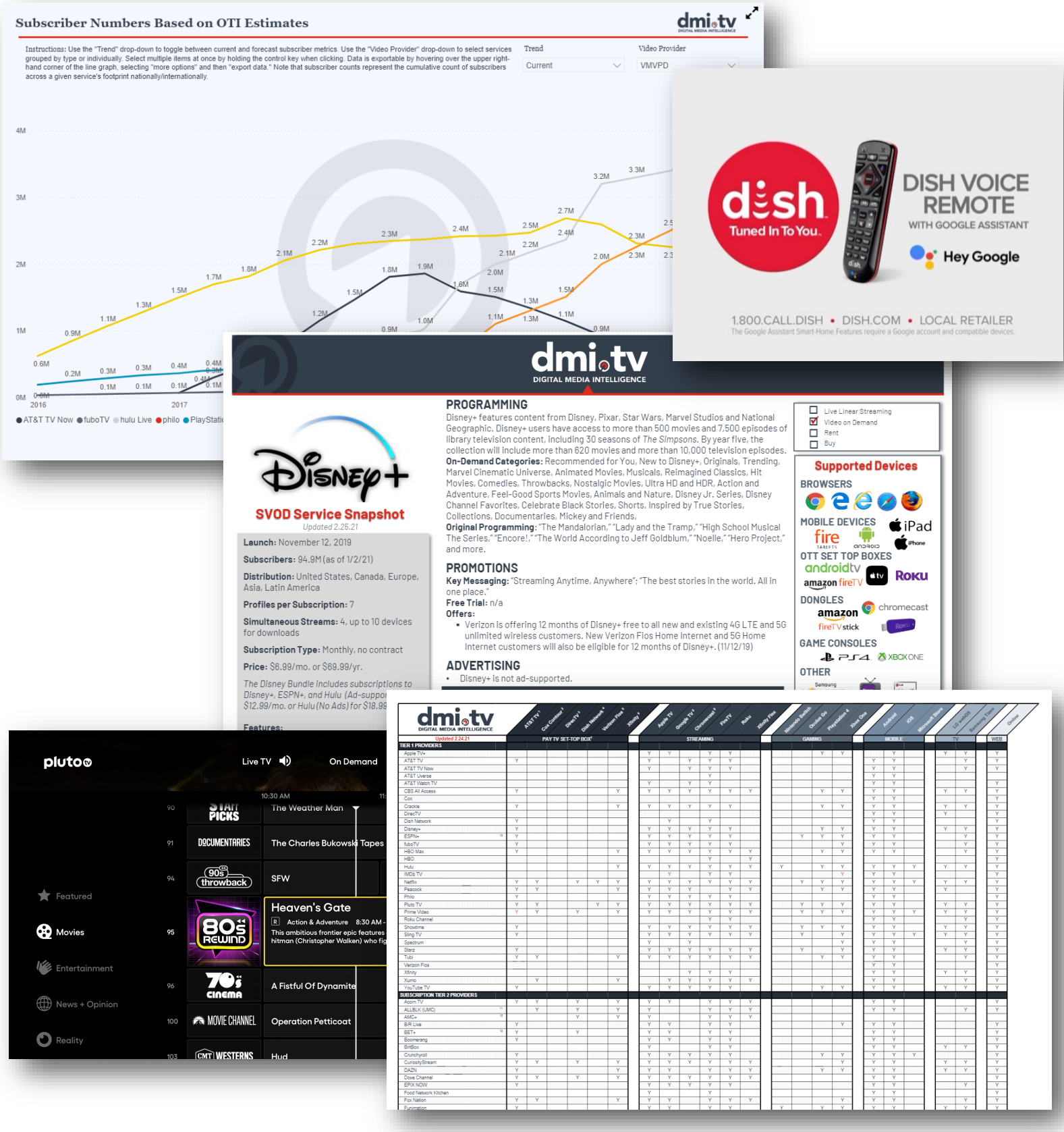

Let's connect! We're here to answer questions, solve puzzles, and bring vital intelligence to you.

Contact Lead Analyst **Brad Rockwood** to get started.

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