

Raising the Bar For ACR Measurement

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Answering these questions requires data that has scale, consistency, granularity and representation of all audiences. These are the four pillars of a truly robust audience measurement framework, and serve as the foundation of everything we do here at Inscope.

With that as our North Star, Inscope has begun taking steps to build an enhanced measurement framework — an ongoing dataset evolution featuring a comprehensive suite of advanced technologies that include advancing our commercial dataset, panel calibration, and co-viewing assignment.

Each is designed to support the four pillars of measurement noted above in different ways. Here's how.

The first phase of our data enhancements currently available includes:

Advancing the Commercial Dataset

We began by releasing Inscope's Commercial Feed + to streamline data processing, making it easier for clients to improve measurement capabilities, create efficiencies, and generate results faster.

This new feed allows clients to take advantage of:

- Deduplication of commercial detections at the creative level, eliminating the potential for over or undercounting similar commercial spots. Ad deduplication allows for more accurate measurement, increasing the effectiveness of ad spend by removing 100% of commercial overlap.
- Increased ad detection from combined ACR data across video and audio for complete and comprehensive reporting.
- Expansion of commercial index by integrating directly with ad servers.

TV is not a solo activity. We often watch TV with other individuals with similar or

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viewing metrics come into play, so advertisers and networks get a more representative picture of the audience they're reaching.

Overall, these enhancements to our data represent Inscape's ongoing commitment to evolve TV solutions and bring a comprehensive framework for measurement to the market. Inscape's ACR technology delivers unparalleled TV viewership data that goes beyond the glass, providing the most granular and comprehensive view of audiences.

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