



Beyond Measurement: The Broadcaster's Perspective

(From Census-Level Data to Real-Time Audience Intelligence and Revenue Growth)

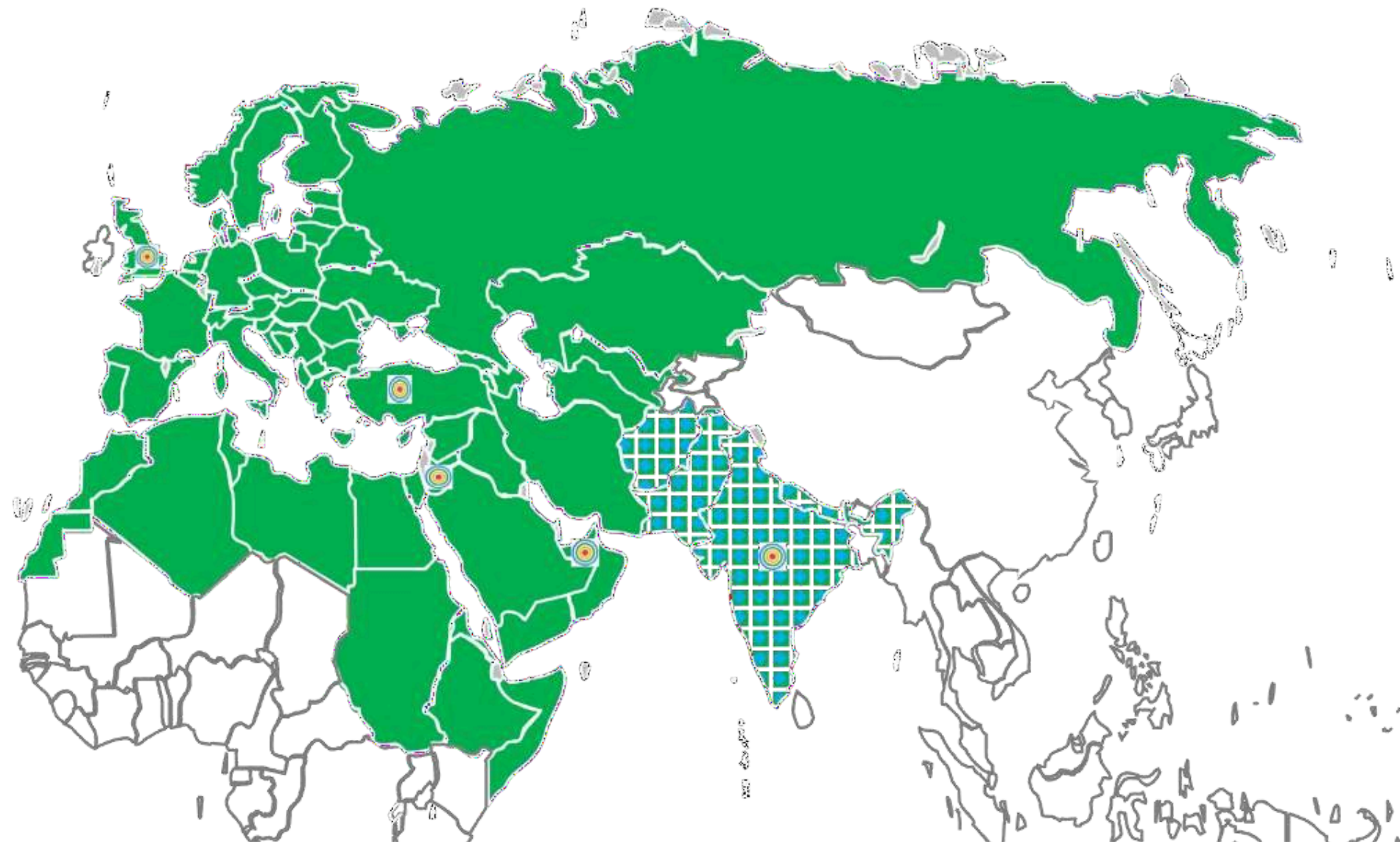
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Audience Measurement at Scale

34 M household technology footprint



200+ Integrated TV channels

8 Distribution platform integrations

3 Billion+ Monthly advertising impressions

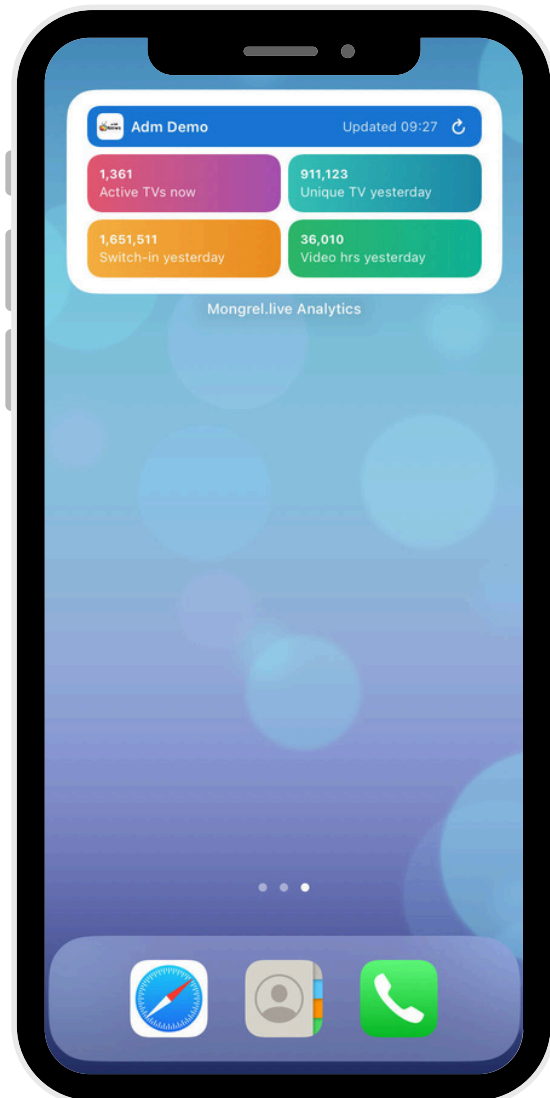
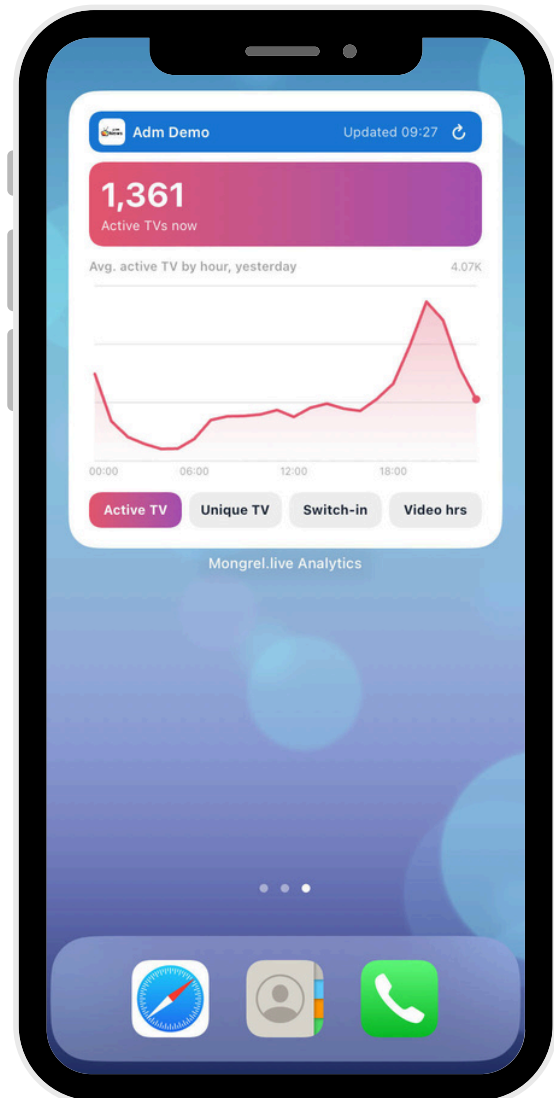
MENA + Türkiye + Europe
Geographic footprint



The Broadcaster's Real-Time Perspective

What Is My Audience Doing Right Now?

 mongrel.intelligence



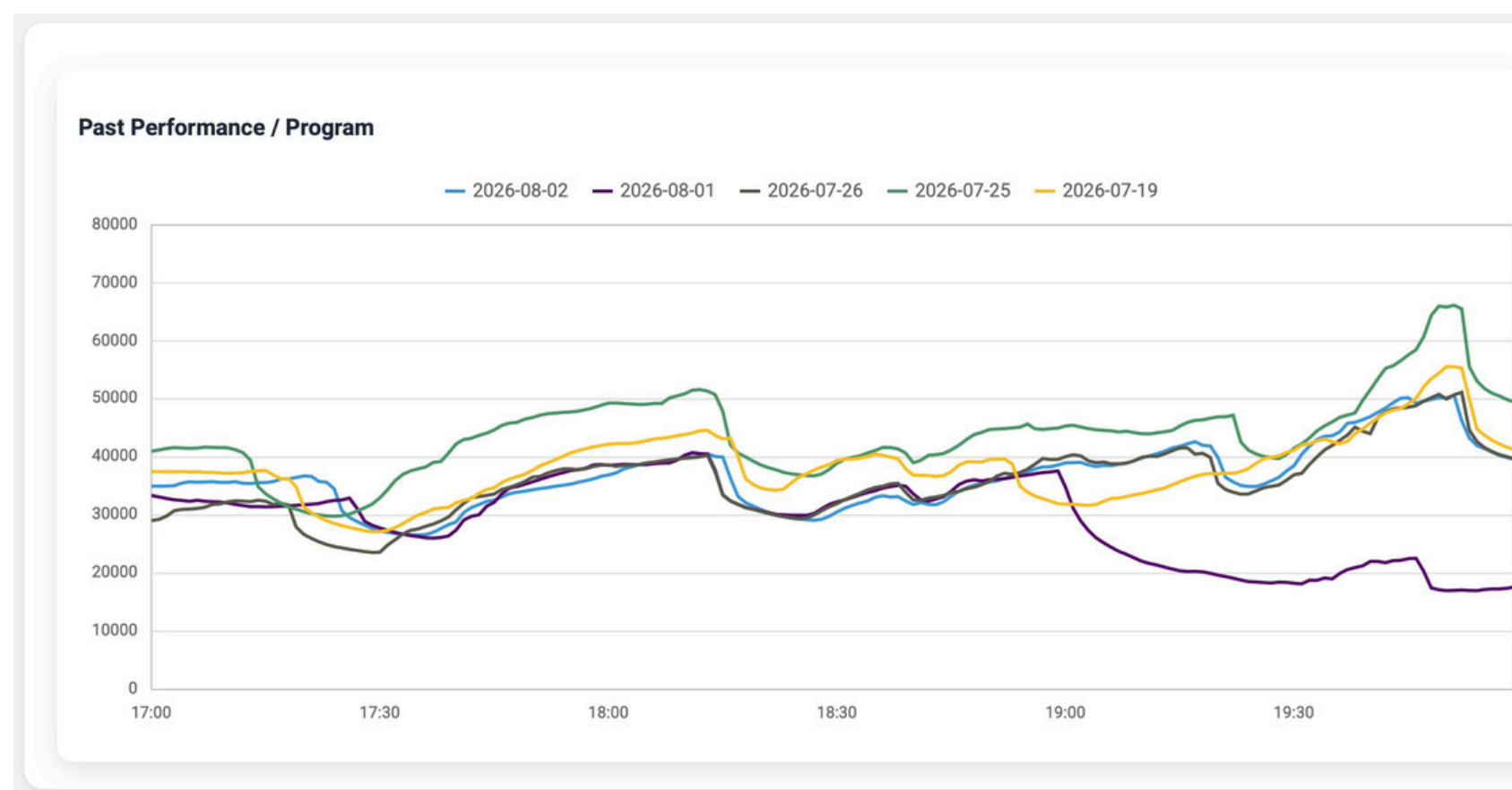
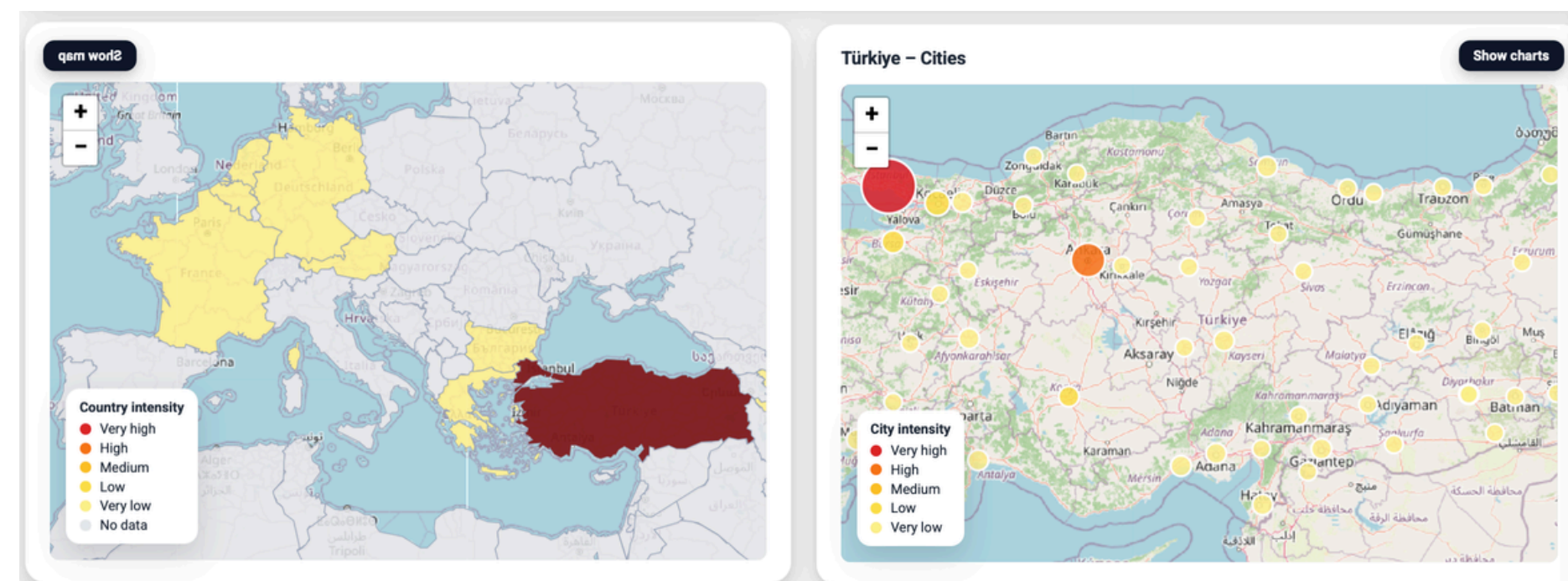
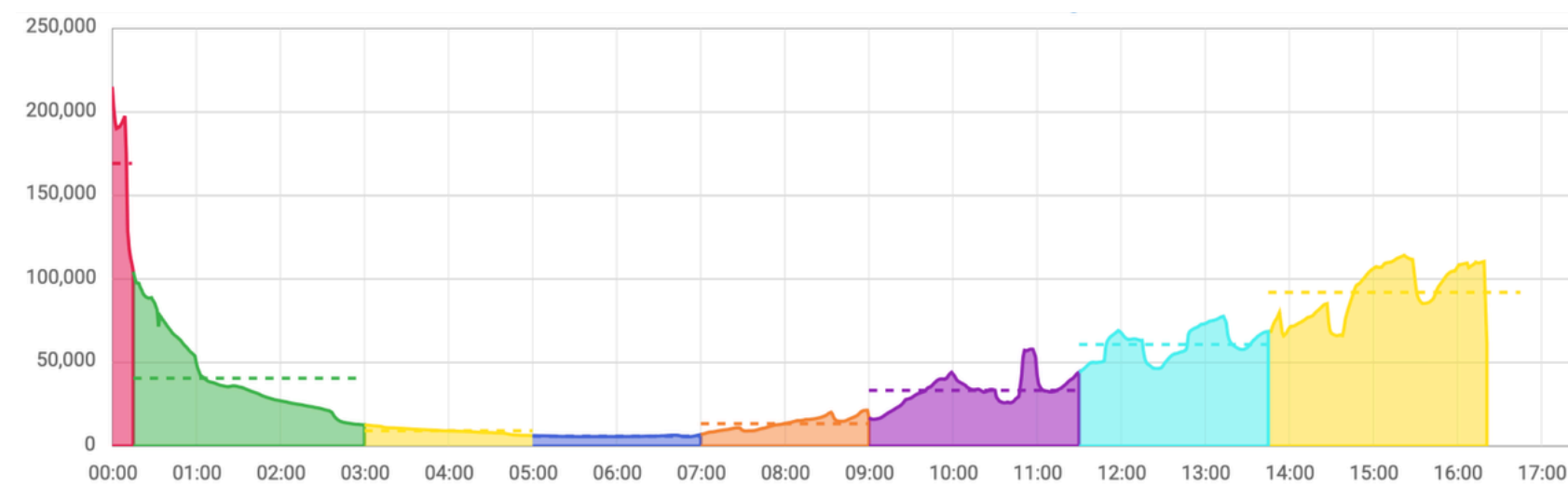
WHERE? — Where are viewers coming from and going to?
WHEN? — When are audiences growing or declining?
WHY? — Which programmes and moments influence viewing?
ACTION? — What can broadcasters do about it now?

Real-time intelligence enables real-time editorial decisions



Census Data Is Just the Beginning

Building a Richer Picture of the Audience



Enriched with:

- EPG and programme information
- Geographic and audience segmentation
- Historical viewing behaviour
- Third-party datasets
- Digital and social media signals

From raw data to audience intelligence



The Long Tail: Discovering Hidden Audiences

Big Audiences Don't Always Come from Big Channels

DISCOVER

Measure smaller channels and niche audiences

IDENTIFY

Find emerging hit programmes and unexpected audience peaks

COMPARE

Benchmark programmes across channels, genres and time slots.

VALUE

Reveal overlooked audiences and advertising opportunities.

Average Active TV



Local Turkish channel broadcasting a niche sport

The next big hit might be hiding on a smaller channel

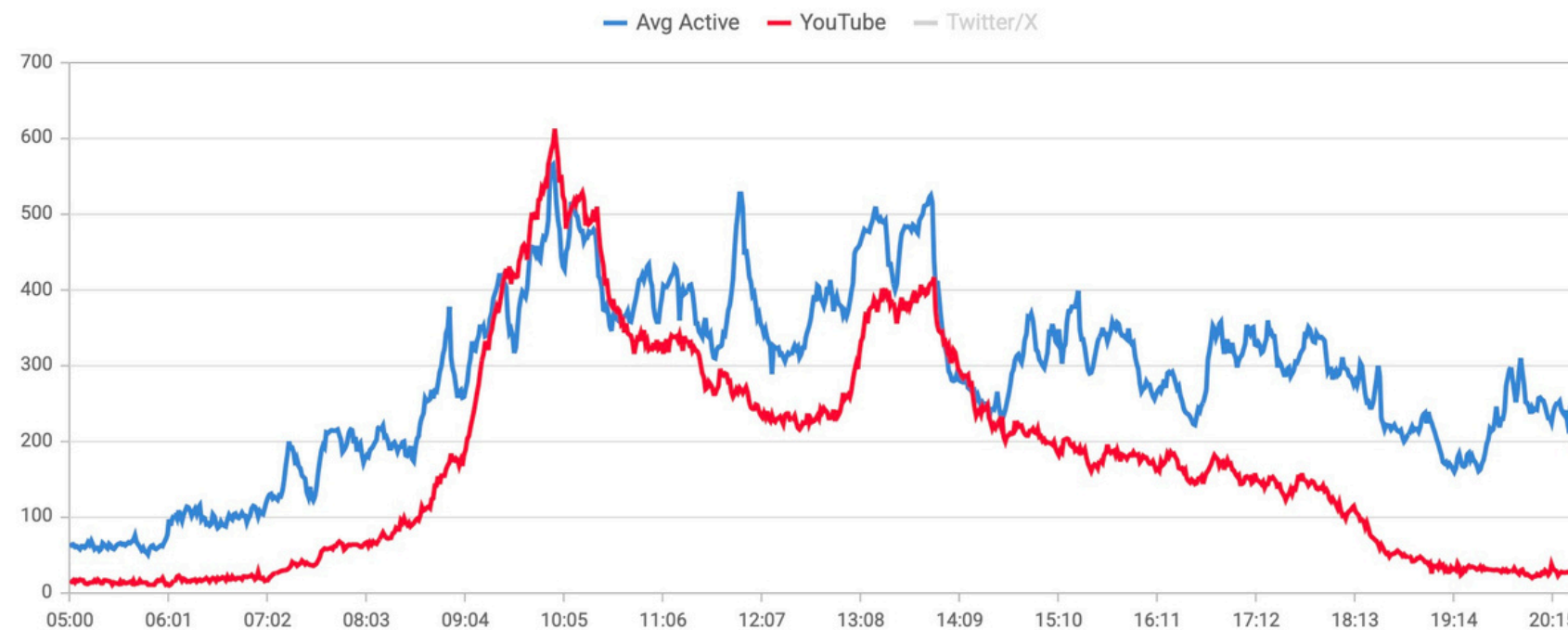


Understanding Audiences Beyond Linear TV

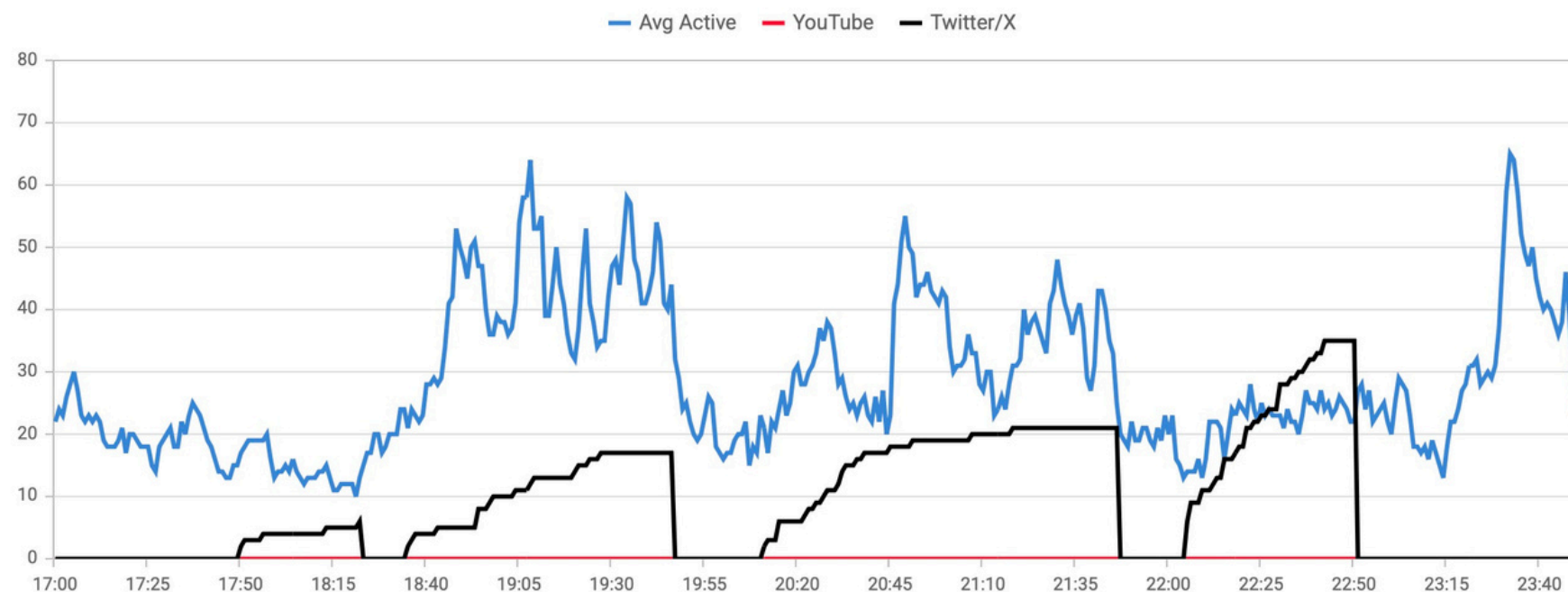
One Broadcaster, Multiple Platforms



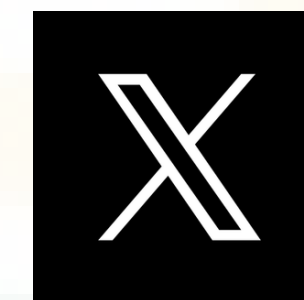
TV, YouTube, Twitter/X



TV, YouTube, Twitter/X



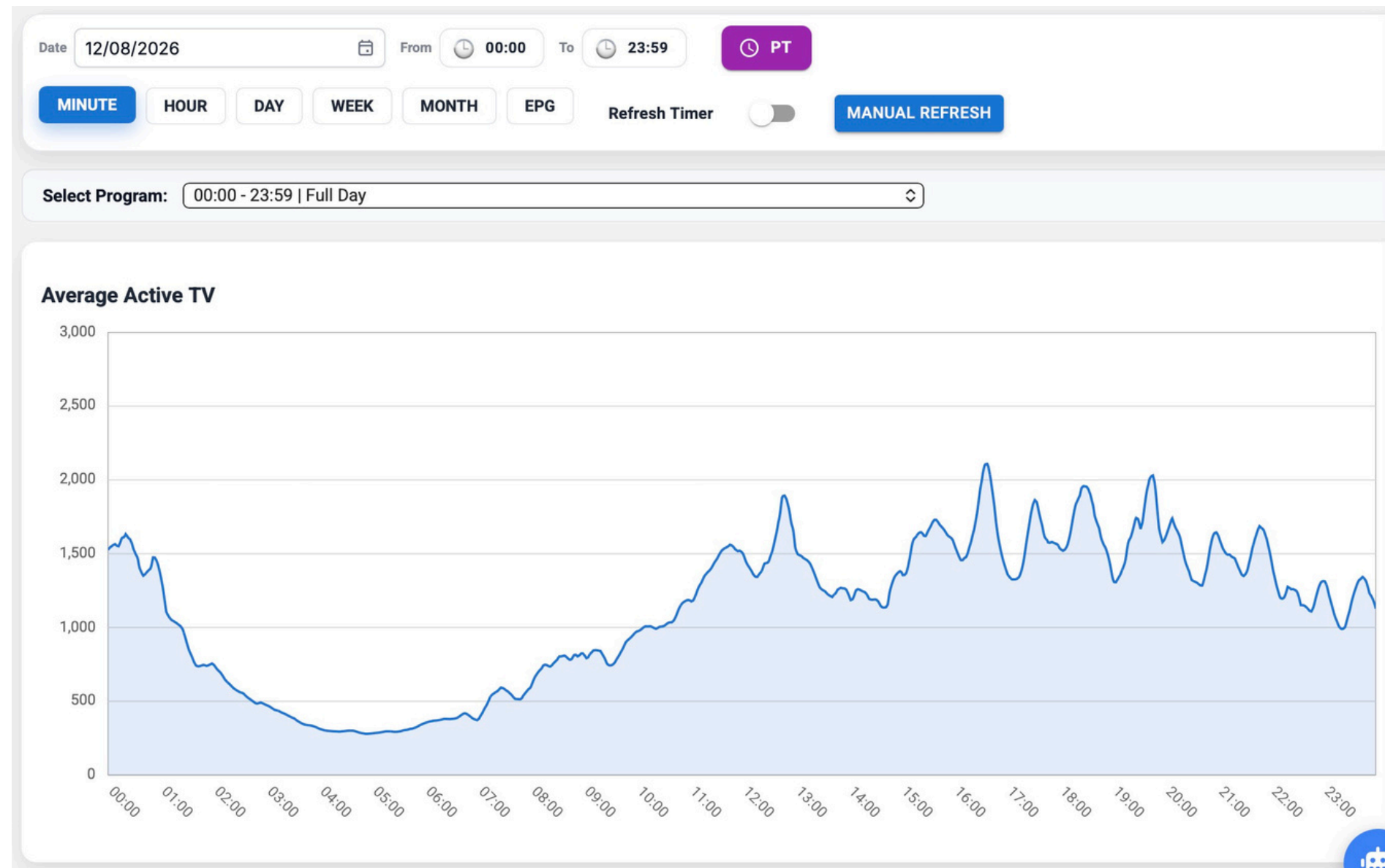
- Compare linear and digital audience behaviour in real time.
- Identify correlations and differences between platforms.
- Benchmark competitors and discover new audiences.
- Understand genre-specific viewing patterns.
- Cross-platform intelligence reveals what linear measurement alone cannot





Measurement That Creates Commercial Value

Better Audience Intelligence. Better Business Outcomes.



BETTER EDITORIAL DECISIONS



STRONGER AUDIENCE PERFORMANCE



GREATER COMMERCIAL VALUE

UP TO \$200,000

Additional revenue opportunity in a single evening
Customer-reported benefit of using Admongrel's real-time analytics



Turning Audience Intelligence into Revenue Growth

More Reach. More Inventory. Better Monetisation.

ADDRESSABLE ADVERTISING

Audience intelligence enables more relevant targeting.

NEW VIDEO FORMATS

HbbTV advertising, interactive formats and ZapRoll.

EXTENDED REACH

AdVantage targets up to 3× addressable reach.

NEW ADVERTISERS

Self-service platforms open television advertising to smaller businesses.



From measuring audiences to monetising their value



From Audience Measurement to Audience Intelligence

The Future Is Real-Time, Cross-Platform and Commercially Actionable

SCALE	Census-level measurement across millions of connected televisions
ENRICH	Combine broadcast, digital and third-party data
DISCOVER	Identify hidden audiences and emerging hit programmes
ACT	Enable real-time editorial and commercial decisions
GROW	Increase audience reach, engagement and revenue

“The future of audience measurement is not simply more data. It’s making that data actionable, in real time, across platforms and at scale.”

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