



AdvantEdge + Sky: A self-serve service for media agencies, advertisers and broadcasters

AdvantEdge

AdvantEdge, owned by TechEdge, is the most comprehensive and feature rich analysis tool on the market today and is used by all major international broadcasters and media agencies for analysis and optimisation in over 60 markets across the world.

It is a self-serve tool that enables analysis of the TV consumption habits using actual viewing data.

The platform, before being enhanced by Sky, contains BARB data as standard.



TechEdge



AdvantEdge

The platform owned by TechEdge

+ Sky

Sky enhances AdvantEdge by offering a suite of different plugins:



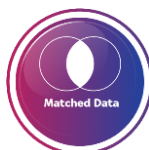
AdvantEdge + Sky Viewing Panel data

The TV consumption of 500,000 Sky households which is capped, scaled and independently measured by RSMB



AdvantEdge + 3rd Party data

Experian / GAME / 20Ci / Emma's Diary



AdvantEdge + 1st Party data

Sky has a unique capability to directly match Advertiser customer data to Sky's viewing data, enabling analysis of what advertiser's customers have watched on TV

Top takeaways

When combined with Sky's household viewing panel data, other 3rd party data or 1st party advertiser data, it can be used to **plan** and **measure** the TV consumption habits of the Sky UK subscriber base using actual viewing data. This enhancement to the AdvantEdge product makes the AdvantEdge + Sky offering **world class**.

The data is collected daily overnight from **all UK broadcasters** giving visibility on what customers watch across **all UK channels**.

For **advertisers/agencies**, it is mainly used for insight led planning and measurement of campaigns and allows for campaigns based on advertiser customer viewing insights and analysis of competitor activity.

For **broadcasters**, it is mainly used to understand exactly how households on the Sky viewing panel watch their channel, by analysing hourly viewing figures, daily impacts and/or weekly cover and analyse competitor viewing figures alongside their own.