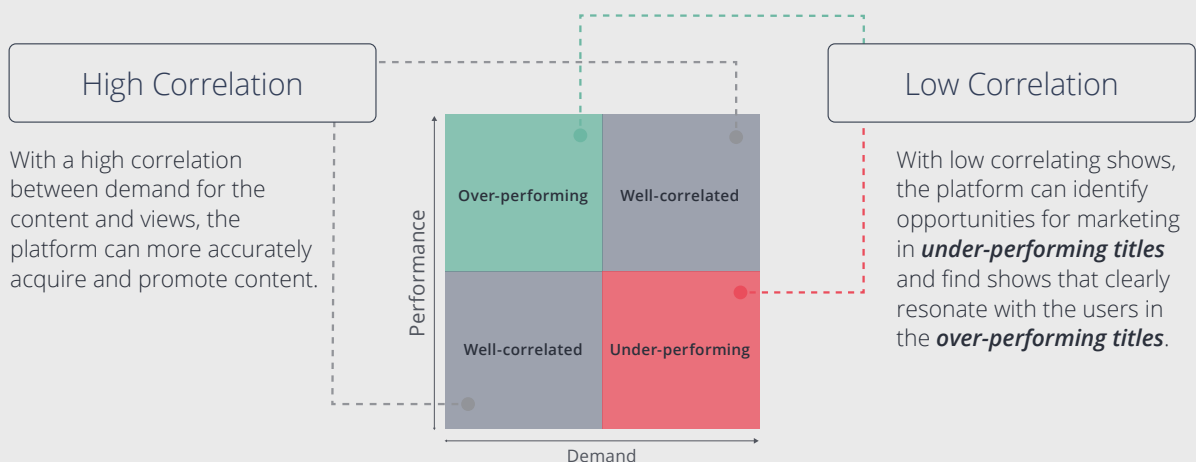


How can Demand Measurement improve your business?

We and our customers have found that **the value of Demand Expressions** is revealed both when they correlate and when they diverge from other measures of performance, such as viewership or revenue.

For example, a content seller can plot the demand for their titles against their revenue in a certain market to determine which titles are over-performing and which they should license for more money. Likewise, an **SVOD service can do a similar analysis with views on their platform**:



Cross-platform global demand measurement enables **Customers** to stand out and succeed across the value chain:

STUDIOS	<ul style="list-style-type: none"> • Understand competitive landscape in the entire TV content universe • Optimize content pricing for all international markets based on empirical demand • Prepare country-specific bundling strategies
BROADCASTERS	<ul style="list-style-type: none"> • Find and select the best content for the market • Acquire and retain specific demographic audiences based on what they want to watch • Improve marketing strategies and increase ad sales revenues
OTT	<ul style="list-style-type: none"> • Select the best content to deliver on your business strategy • Gain competitive advantage of your portfolio • Tap into world's best discovery & recommendations
ADVERTISERS	<ul style="list-style-type: none"> • Understand your ideal audience • Improve marketing and promotion campaigns • Deliver the best ads against TV content
CONTENT INVESTORS	<ul style="list-style-type: none"> • Bankroll most lucrative ROI opportunities • Track content portfolio performance vs stock price • Play content investment moneyball

About Parrot Analytics

Parrot Analytics is a data science company that empowers media companies, brands and agencies to understand global audience demand for television content.

Wielding the world's largest audience behavior data sets, the company has developed the world's only global cross-platform, country-specific audience **Demand Measurement System**.



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For more on **Parrot Analytics'**
Global Demand Measurement System,

[read the GUIDE](#) 

