



AUDIMATIC has won the innovation award for its groundbreaking solution to a long-standing challenge in satellite audience measurement, offering significant advantages to various stakeholders in the audiovisual ecosystem, including operators, TV channels, advertisers, content creators, institutions, and producers.

### **1. Solving a Historical Challenge in Satellite Broadcasting:**

Historically, measuring the audience of satellite TV channels has been difficult due to the lack of a return path. Unlike IPTV or streaming services, satellite broadcasts signals stood without knowing exactly who is watching what, and when. This challenge has led to the undervaluation of satellite television and speculative assessments of audience size, particularly during strategic periods like Ramadan.

AUDIMATIC changes the game by using millions of existing satellite receivers and IPTV boxes, connected to the Internet, to capture real-time viewer behavior. For the first time, satellite audiences can be measured accurately thanks to an intelligent architecture that collects data seamlessly from receivers.

### **2. Major Technological Innovation:**

AUDIMATIC stands at the forefront of innovation with an embedded solution within receivers that collect data every second, detailing the channel being watched, the transponder and satellite position. This process works without disrupting the user experience and ensures accurate measurement both nationally and internationally, covering multiple countries simultaneously.

This solution is adaptive, allowing continuous audience measurement across various channels and satellites, avoiding the biases of traditional survey methods, which are expensive, punctual, and limited in scope. With AUDIMATIC, the industry moves from punctual and costly audience surveys to continuous real-time tracking, reflecting true audience dynamics.



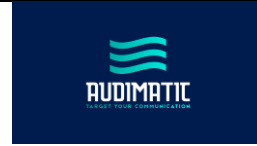
### 3. Benefits for TV Channels, Advertisers, Institutions, and Producers:

AUDIMATIC offers concrete, measurable benefits to several key players in the audiovisual industry:

- **TV Channels:** Channel directors can finally optimize programming using real-time data on what viewers are watching at every moment. This allows them to make informed decisions on which content to prioritize and maximize audience engagement during underexploited periods.
- **Advertisers:** Advertisers gain access to reliable metrics on the impact of their advertisements, allowing them to adjust and target their campaigns more effectively. AUDIMATIC data not only reveals how many people viewed an ad but also identifies spikes in audience for specific ads, opening up opportunities for optimized monetization of ad slots.
- **Institutions:** National institutions, regulatory bodies, and governmental organizations benefit from the ability to monitor the penetration and effectiveness of national television channels, not only within the country but across regions. This real-time insight can be used to inform policy decisions, evaluate the reach of public broadcasting, and monitor cultural or educational programming.
- **Producers:** Content producers and creators can now better evaluate the performance of their shows using precise audience data. This allows them to negotiate better terms with broadcasters, adjust creative strategies based on audience feedback, and ensure that their content reaches its maximum potential. Producers can also track the performance of their content across different channels and times, giving them more control over their distribution and marketing efforts.

### 4. Real-Time, Global Audience Measurement:

The innovation behind AUDIMATIC provides real-time audience tracking, allowing broadcasters and advertisers to see exactly which channels are being watched, at what time, and in which regions. This provides rich, granular data that can be analyzed to understand content consumption habits, helping to optimize programming and content distribution strategies.



By using existing connected satellite receivers and IPTV boxes, AUDIMATIC captures data from a representative panel of several thousand devices per country, making the data highly relevant both locally and globally.

### **5. Revolutionizing the Satellite Market:**

AUDIMATIC doesn't just measure audience, it has the potential to revolutionize the satellite TV industry by providing data comparable to streaming services and IPTV. With these insights, satellite channels can compete more effectively with online platforms, showcasing their value and attracting advertisers more easily. This advancement may also lead to a re-evaluation of long-term advertising strategies, enabling more targeted and efficient ad campaigns.

### **6. Scalability and Future Growth:**

With more than 300,000 connected receivers to date and the ability to expand measurement to new countries and regions, AUDIMATIC is a highly scalable solution. It can manage an increasing number of satellites, channels and viewers, ensuring that as the satellite market grows, it is supported by precise, real-time audience data. Additionally, future integration of artificial intelligence into data analysis will offer even more powerful insights for professionals in the field.

### **Conclusion**

AUDIMATIC deserves an innovation award because it offers a technical and economic solution to a long-standing issue in the satellite TV industry. With its capabilities in real-life and continuous audience measurement, technological adaptability, and direct economic impact on channels, advertisers, institutions, and producers, AUDIMATIC stands out as a disruptive force that is transforming satellite TV audiences measurement and its understanding worldwide.