



Media Rating adalah **tools pengukuran kepemirsaaan televisi** yang memberikan informasi **rating, share, top program, top channel, peak hour**, yang berguna untuk **menentukan pre buy dan post buy iklan TV, analisa program TV yang sedang disukai, dan lain-lain.**

UNics : Actual, Automatic, and Real Time Media Rating







Actual	Automatic	Real Time
1 juta++ pelanggan 300++ kota di 34 provinsi	Less Human Error Mostly Automatic	Only 1 hour delay

Big Data
5.6 juta++ Daily Session 180++ channel FTA & Premium 2800++ daily Program 3000++ VOD



Exception :

- No MNC Group
- Middle Up Only

OUR OFFERING

Detail  <ul style="list-style-type: none"> • By Program • By Channel • By Ad Slot 	Delay Time  <ul style="list-style-type: none"> • One Day • One Hour 	Customer Need  <ul style="list-style-type: none"> • Default • Customize
Insight  <ul style="list-style-type: none"> • Views • Rating • Share 	Products  <ul style="list-style-type: none"> • API • Dashboard Web 	Spread  <ul style="list-style-type: none"> • By City • By Province • Group of it

Product Comparison

		
Market	TV Broadcaster, Advertising Agency, Brand Owner	
Coverage	16 channel FTA	All channel FTA & Premium exclude MNC group
	10 kota	Semua kota di Indonesia
	2 ribu household (SRI, 2013)	1.4 juta pelanggan UseeTV
Source Data	Peoplemeter (sampling)	Data real UseeTV
Teknologi SES	Survey	Survey di UseeTV (under development)
Segmen Produk	All Genre	Menengah ke atas