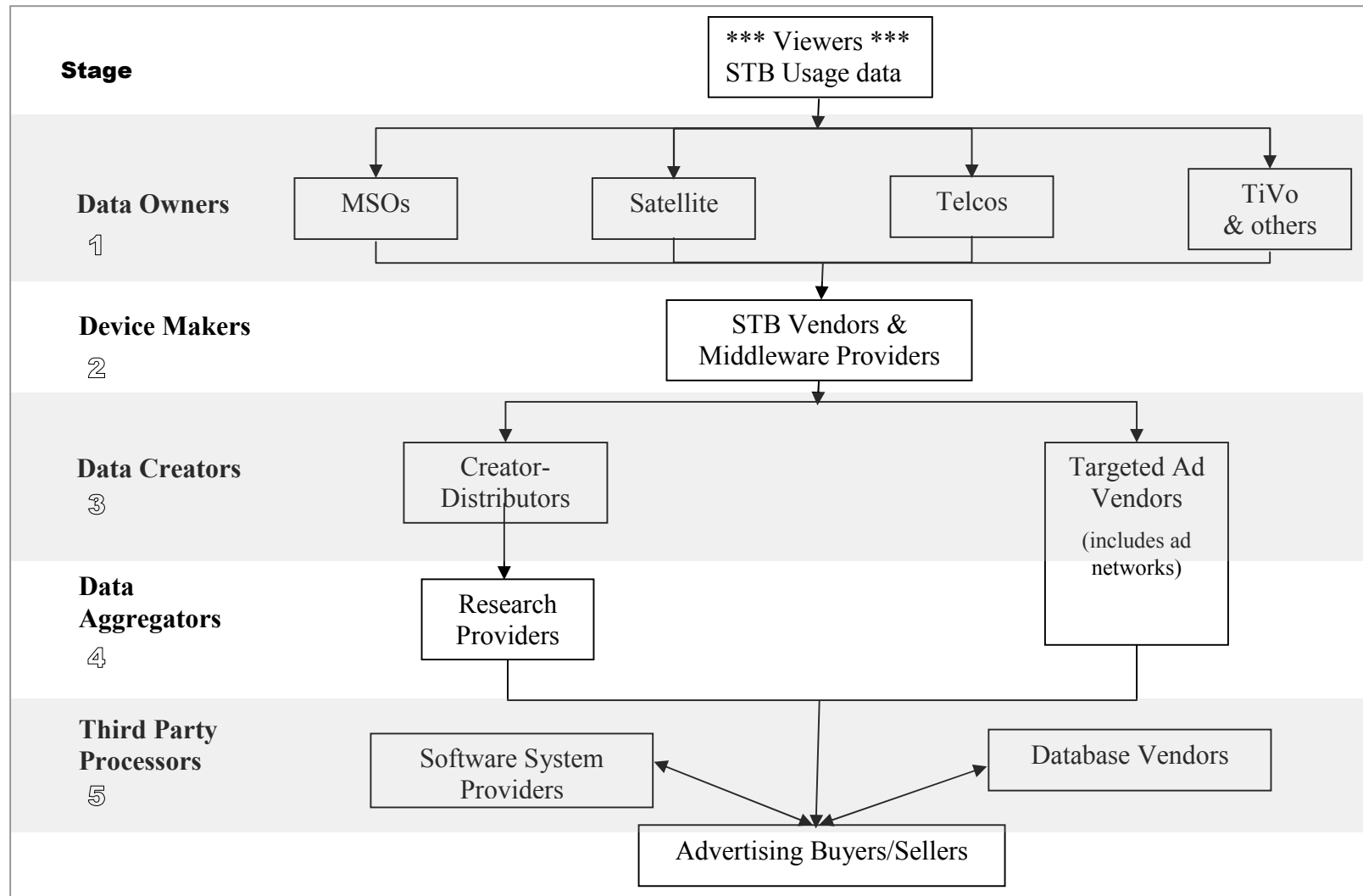


The State Of Set-Top Box Viewing Data as of December 2009

STB Committee of the Council for Research Excellence



Figure 1: Data Hierarchy Flowchart



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Table 2: Vendor Hierarchy Summary

Category (and examples. Not a comprehensive list)	Definition
1. Data Owners <ul style="list-style-type: none"> MSOs (TWC, Comcast, Cox, Charter, Cablevision, Bright House, others) Telcos (Verizon FiOS, AT&T U-verse) Satellite (DirecTV, Dish Network/EchoStar) TiVo (perhaps others, like Roku) 	Companies that deal directly with TV subscribers, own the equipment and the network, or control the return path (i.e. telephone, cable, fiber)
2. Device Makers – hardware and O/S <ul style="list-style-type: none"> STB mfrs (Motorola, Cisco, Pace, Samsung, Panasonic, Moxi/Digeo, ADB, Echostar Technologies, and other Satellite STB manufacturers) Middleware Providers (Microsoft, OpenTV, TVWorks, others) 	Provide STB hardware and its operating software Make STBs for network operators and direct-to-consumers (TiVo) Software that sits between OS and applications. It extends basic STB functions, manages other software and enables many STB measurement functions
3. Data Creators <ul style="list-style-type: none"> Creator/Distributors (Navic, Rovi, itaas, TiVo, DirecTV, GuideWorks, OpenTV, EchoStar Technologies/Dish, Verizon-FiOS) Targeted Ad Vendors (Invidi (addressable ads), Visible World (addressable ads), Navic (targeted ads, ad network)) 	Deploy software that collects tuning data and other clickstream data at the STB level Generate and collect raw data and will distribute data to other aggregators, with Data Owner permission Collect and use tuning data for their own ad placement services. (Also aggregate data) Perhaps won't provide the data to outside research entities
4. Data Aggregators <ul style="list-style-type: none"> Research Providers (TNS, Rentrak, TRA, Nielsen, Concurrent) Targeted Ad Vendors (Invidi, Visible World, Navic, Google (ad planning, placement, and posts), Canoe Ventures (addressable ads, ad network, ad posting)) 	Process raw data collected by data creators, package and sell research products and services Databases and reporting/analytical systems for use by buyers and sellers These vendors aggregate and process the tuning data for use in their own services, in some cases in addition to creating data with their own applications.
5. Third-party Processors <ul style="list-style-type: none"> Software System Providers (Donovan, Star Media Enterprises, Telmar, IMS,) Database Vendors (Acxiom, Experian, Claritas) 	Provide research applications using data provided by clients of data aggregators Use processed data and respondent-level data to provide analytical applications and databases. Use STB subscriber data to characterize subscribers and fuse STB data with other data, like home ownership, income, etc., or to assign target profiles.