

ReportOne™ for Audience Measurement



A central reporting platform to measure linear broadcast viewing activity across all channels, subscribers and markets!

Make better decisions

Concurrent's ReportOne enables you to measure and analyze viewing patterns for up to 100% of your subscriber base.

Industry standard metrics

ReportOne uses standard measures such as rating, reach and share.

Flexible and scalable

Use ReportOne templates out of the box or easily customize them to fit the unique needs of your business.

Clear and concise display

Data is presented in easy-to-understand formats, allowing users to get the information they need quickly.

Ease of deployment

ReportOne uses standard data collection and reporting platforms, enabling deployment in hours, not weeks or months.

Field proven platform

Leverages Concurrent's Data Suite, the industry's leading interactive data collection and reporting platform.

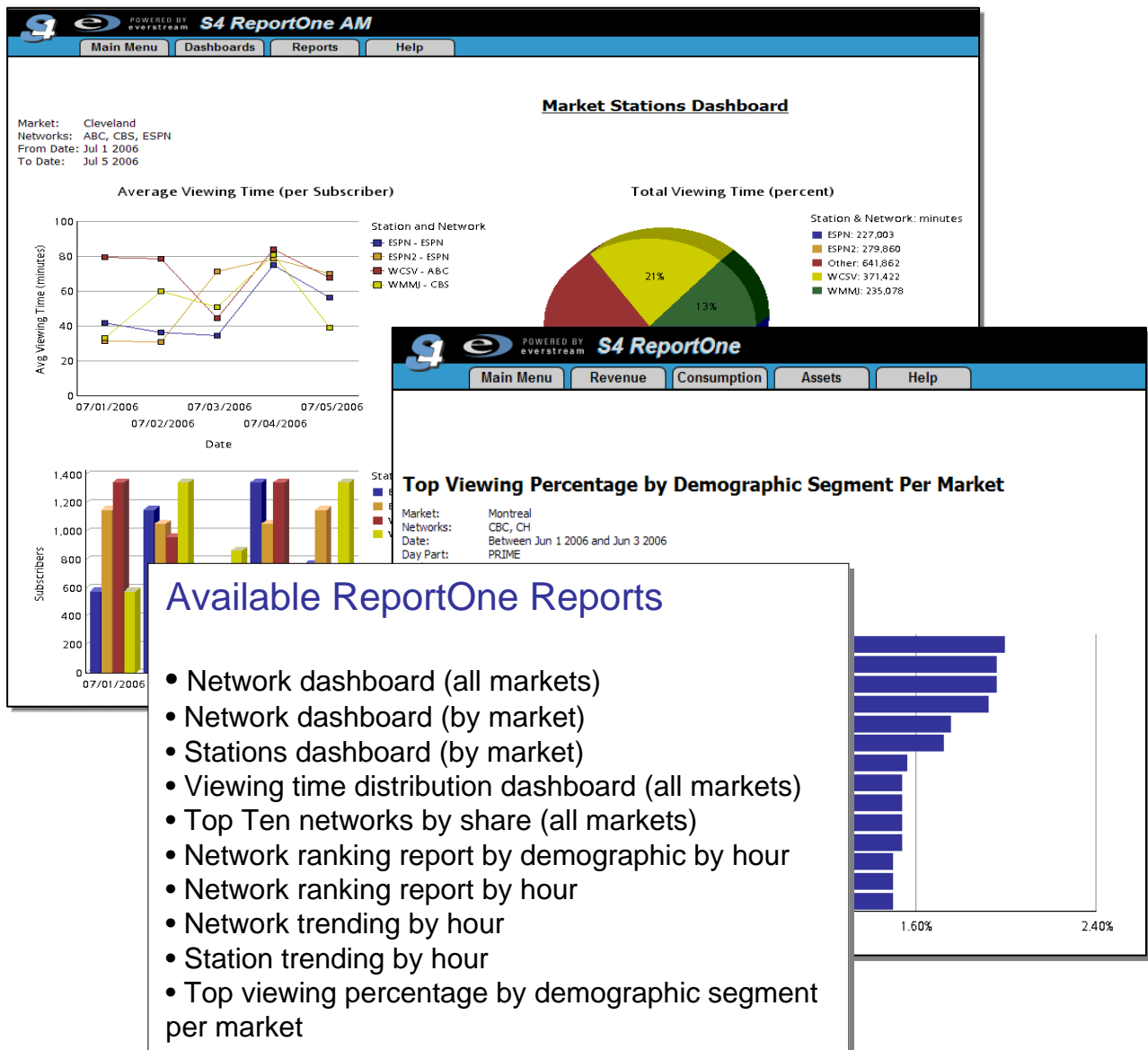


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Features

Concurrent's ReportOne reporting templates enable operators to unleash the power of their subscriber's linear usage data. Using industry standard metrics, ReportOne allows for ease of data analysis to identify viewing patterns and peaks that will maximize advertising revenue and optimize program offerings. To identify both local and global trends, ReportOne can selectively measure and analyze subscriber data in specific markets or across the entire enterprise with ease.

ReportOne templates utilize standard data warehousing and analytic methods for data query and reporting (requires Concurrent's Data Suite). Our flexible approach to standard reporting and OLAP packages makes our reporting platform infinitely customizable. Users can readily add report columns, redefine graphs, and derive new summaries to meet the specific needs of their business. Each template includes query features such as filters, dimension and groupings, as well as flexible measures (or fields) for output.



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