

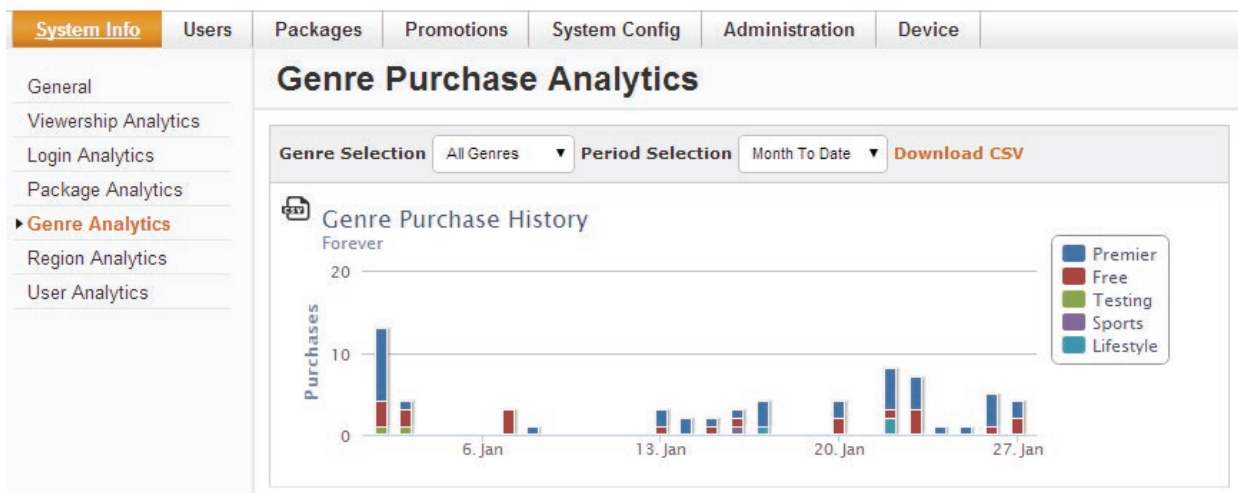
Viewer Analytics

RelayTV understands you need powerful intelligence to make actionable decisions. Our solution is integrated with Google Analytics, and provides instant data on subscriber viewing and purchase activity. We make it possible for you to better understand data and deepen customer relationships.

Macro Analytics	TURN-KEY SOLUTION	SOCIAL OVERLAY ONLY
View subscriber purchases per package/channel over period specified	✓	
See frequency of friends page visits, duration watched before	✓	
Access device usage stats	✓	
Micro Analytics		
View total subscribers viewing packages/channels over specified period	✓	✓
See average duration period of watching for specific channels	✓	✓
Access daypart information on subscriber channel watching	✓	✓

Macro Analytics

- Instantly view total subscriptions purchased per package and per channel, over any specified period (weekly, monthly, annually).
- See the total number of subscribers who have viewed a particular channel package or channel over a specified period.
- See the average duration that a specific channel is watched per day.
- Know the number of subscribers watching a particular channel during a specified time of day, in order to gauge viewer interest for specific programming.



Micro Analytics

- User behavior flow: Explore how often a specific viewer visited his friends page, the EPG, and how long he viewed shows before purchasing.
- Historical use: Review the history of a specific viewer. Track which channels or shows watched on a regular basis.
- Device usage: View stats on specific device usage, similar to stats for your website (visitors, time spent, number of pages viewed, purchases, etc.)

