



TVD REPORT

TV Distribution Rankings & Analysis

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TVD Report Product Overview

TVD Report (TVD) tracks and ranks cable and broadcast network distribution for OTT, cable, IPTV, OTA and satellite providers for the US. Summary views provide content, headend, lineup, provider, and feed penetration by network to provide multi-dimensional views of distribution and provider footprints. Detail reports provide headend level specifics including subscribers and channel position via pre-defined, downloadable Excel workbooks.

Access TVD through www.tvdreport.com and begin to view summary and download detail information providing answers to questions such as:

- Do you know where your network is?
- Where are my competitors and where is their growth coming from?
- What geographies are more susceptible to OTT and subscriber loss?
- Where are my biggest opportunities based on subscriber penetration?
- How does my growth compare to my ratings?

Tracking changes

Monitoring changes in carriage can be a time consuming and unsatisfactory experience. This is even more challenging for unencrypted networks who have to rely on the strength of contractual language in order to gain insight into new launches as well as dropped carriage. Even more difficult is to understand channel position and / or tier changes. Tracking weekly changes and making that information available in a timely manner gives our clients the power to proactively identify changes.

Competitive carriage

All networks know where they are carried, but most do not know where their competition is carried. With our timely channel lineup changes and reporting frequency, our clients can identify carriage of competitor networks and compare to its own carriage giving networks clear opportunities for growth.



Cord cutting impact

OTT services continue to take subscribers from traditional MVPDs. At a high level, the numbers are astounding, but where exactly do these numbers originate? Our unique subscriber estimation methodology provides those answers. On a quarterly basis, we dive deep into communities across the US to detail subscriber growth and take the guessing completely out of the process.

Understand Nielsen UE estimates

Nielsen UEs do a great job of showing network growth – good or bad – at the national level. Gaining insight into the geographical location of subscriber growth is key to understanding how to make the case for carriage when combined with successful TV ratings/subscriber retention. Our subscriber estimates are available at headend, county, congressional districts, market and state levels providing actionable information in a timely manner.

Non-carried markets

For small to mid-sized networks it is extremely difficult to understand where the best opportunities are. Identifying markets that provide the biggest subscriber upside focuses the affiliate sales teams on the low hanging fruit. Independent networks that tap into our subscriber penetration reports such as Video x DMA simplifies this task.

TVD Report offers access to channel lineup and subscriber information for more than 500+ providers across the US. All in one centralized database through sleek dashboard. Our product is unique (methodology), comprehensive (data fields) and frequently updated.

Methodology

Data is obtained by direct feed and collected daily from the public domain and directly from operator web portals. Subscribers are estimated using actual community counts submitted twice per year by operators.

Data fields include

Provider, Headend Name, Headend City, Headend State, Headend type, Lineup type, Channel position, DMA rank and name, basic subscribers estimates.

Data Updates

Weekly channel lineup changes
Quarterly subscriber estimates

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About TVD Report

TVD Report has been providing channel lineup and subscriber estimates since 2013. Prior to that, MediaBiz developed and ran MediaCensus, the #1 affiliate sales database since 1999. TVD Report is the most accurate and complete affiliate sales tool on the market today.