

# Speed Accuracy Support

## MediaBiz Data Solutions, Inc.

For more than 25 years, MediaBiz has offered creative data solutions to media companies of all kinds and sizes, including cable networks, broadcasters, service operators, technology providers and others. Starting from a base of must-read publications and analysis, we have evolved into a premier provider of data services featuring in-depth, real-world data designed to help a wide variety of media companies make the best decisions for their businesses.

While our data operations were originally known for our Media Census product [now a part of SNL Kagan], today we offer products designed to:

- Help programmers track their distribution – and that of their competitors – in order to maximize their networks’ potential;
- Provide distributors with detailed information on their services’ reach and competitive advantages;
- Give media-related businesses of all kinds a comprehensive overview of content, platforms and evolving opportunities.

Our services begin with comprehensive data collection activities, tapping a full array of public and private information sources. Using our extensive and continually growing data caches, we provide mapping and modeling services tailored to meet the needs of today’s linear and non-linear video providers. Extensive testing insures the accuracy of our products, and we strive to provide the best, most timely customer response in the business.

Over the past 25 years, our products and services have set industry standards in cable network distribution, Pay TV subscriber metrics, and cable franchise boundary mapping.

To this day, our solutions reach all corners of the Pay TV industry including cable networks, broadcasters, platform providers, OTT firms, investment banks, advertising firms, law firms, and federal, state and local governments.

With offices in both the United States and Europe, MediaBiz executives represent a combined 30+ years of experience in providing service to media businesses ... and the ability to help best position you for the next 30 years.

MediaMetrics, TVD Report and SkyREPORT are three of our newest offerings. All are designed to provide critical industry data to top executives.

Test drive the products today - [www.mediabiz.com](http://www.mediabiz.com)

• Data  
You Can  
Count On

**MEDIA**  
M E T R I C S

**TVD**  
R E P O R T

**SKY**  
R E P O R T