TVeyes

FIND IT HERE

TVEyes for Business Intelligence

Powerful APIs that Deliver Broadcast and Podcast Data Insights Into Your Existing BI Tools

It is estimated that more than 90% of the world's data is unstructured, therefore, and difficult to analyze. And much of this difficult-to-analyze data is broadcast data, spoken language audio or podcast data. **But difficult doesn't mean impossible.**

TVEyes API solutions allow users to consume and extract meaningful insights from unstructured sources like never before. They offer users real-time, high-fidelity intelligence around television, radio, podcast and logo data – and that data can be fed seamlessly into your existing business intelligence tools to offer greater breadth and depth to current efforts.

- Examining broadcast data around things like mentions of your brand, mentions of competitors, the context in which your brand is mentioned, or how it's discussed can give greater meaning to other data sources such as social media mentions, sales metrics and more.
- Investigating how variations in messaging – both in terms of advertisements and local and national news – influences opinions and attitudes can be a powerful way to fine tune marketing campaigns.
- Partnering with your data science team to build natural language processing models designed to analyze media content for information (as well as misinformation) and provide insights on the impact of this content and the influencers behind it.

Activities like these – powered by TVEyes – give you the full picture of the landscape in which you're operating – enabling you to **drive visibility**, **mitigate risk**, **inform strategy** and **take action**.

OUR DATA

2,700+	27	35	2 million	120,000
Stations	Countries	Languages	Hours of Content per Month	Podcast Content Hours Per Month

At Work for You

SEARCH

Identify brand mentions, on-screen logos, competitor intelligence, and strategic opportunities from our massive library of television, radio, podcast, and online streaming sources.

- **Broadcast Data Feed API:** Delivers raw television and radio transcript data alongside revenue data and gives market researchers the data they need to assess the impact of product mentions on TV, radio, or online streaming sources.
- **Podcast Data API:** Delivers the full transcript and metadata from more than 35,000 of the world's top-trending podcasts.
- **Logo Discovery:** Allows brands, rights holders, media, and venues to dynamically track, measure and analyze visual occurrences of logos across premium news, sports, and entertainment channels.

PLAY

Watch, share, and replay clips that are important to you – right from your existing dashboard solutions.

- **TVEyes MediaView API:** A skinnable video player that can be embedded into your platform to offer more insight than a transcript alone. Review broadcast clips to understand things like tone, body language and voice inflections – which can speak volumes.

CREATE

Use our data combined with other unique partner sources to build custom analytics products on-demand.

- **TVEyes Page Feed:** Combines raw transcripts and metadata with internal or external data to give PR and marketing professionals a better understanding of how their campaigns are performing. This API is available for broadcast and podcast datasets.
- **TVEyes Historical Archives:** Enables researchers to tap into ten years of historical data with full descriptive metadata and entity tagging (12/1/2012 to present).

To learn more about how to **use TVEyes products to monitor, assess, gauge, and take action on your brand** as part of a comprehensive business intelligence effort, please contact: **sales@tveyes.com.**

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