

RealLife Media Players



RealLife Media Players provides detailed measurement of streamed media consumption across any device.

Overview

The RealLife Media Players report supplies clients with a consolidated feed that provides a granular view of streamed media consumption (audio and video) across major platforms and on any device. Clients can then uncover the viewing habits of the panellists being studied: which programs and movies are being viewed on Netflix and Amazon Prime Video, for how long, and how frequently.

Benefits

This report allows researchers to build a comprehensive view of viewing behaviour across major platforms. With viewing behaviours increasingly fragmenting across devices and various operating systems, the ability to unify viewing activity with online behaviours and survey data from a single source, provides unprecedented visibility of the influences and effects that viewing activity has on other behaviours.

Use Cases

- Determine whether product placement within programming impacts online behaviour.
- Access viewing behaviour across browser and applications.
- Identify content preferences across the entire ecosystem.
- Learn from competitor services.

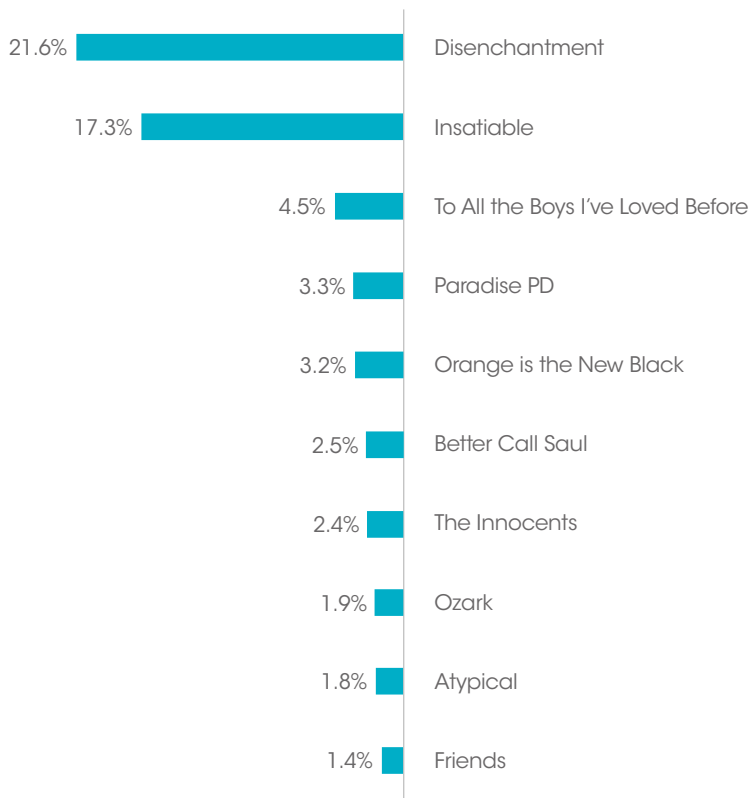
Available Data

The following fields are available in the report:

- Content title
- Series number
- Episode number
- Episode title
- Channel
- Category
- Play/pause duration
- Content duration

Viewing behaviour is sessionised with start and end events being included along with play and pause events being made visible.

Top Netflix Titles — September 2018



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