

RealityMine Connect

Streaming intelligence across all devices



With massive rates of consumer adoption, streaming has driven a permanent shift in content consumption. Investment in the sector has increased competition and giving consumers ever more choice over where and how they access content. The need to grow and retain audiences in this increasing competitive environment has forced streamers to adapt their range of subscription tiers and introduce new revenue generating ad-supported tiers. With advertiser dollars flowing in, the need for more comprehensive and trusted measurement is critical.

What Is It?

RealityMine Connect provides clients with access to verified content viewing data captured directly from user's accounts. Initiated through an interface within a client or white-label application, users can choose to connect their accounts and share their viewing data. Using a privacy first approach, user credentials do not leave the user's device and no other data is captured beyond what they watched, when they watched it, and for how long.

Why Use It?

1

Streaming Video Intelligence

- ✓ Content Performance
- ✓ Competitive & Market Intelligence
- ✓ Audience Understanding

2

Cross Platform, Cross Device

- ✓ High Frequency, Individual Level Viewing Data
- ✓ Collected Directly from Users' Accounts
- ✓ Not Self-Reported, No Recall Bias

3

Enrich Your Customer View

- ✓ Connect to First Party Data
- ✓ Identify Trends & Opportunities
- ✓ Close Data Gaps and Stay Ahead of the Competition

Which Devices Are Supported?

User consent and account connection is supported via a mobile application or SDK. This provides access to viewing data across all devices that are connected to that account.

Supported Platforms

- YouTube
- Disney+
- Netflix
- Amazon Prime Video
- Paramount+
- AppleTV+
- Hulu
- Peacock

Panellist Experience

RealityMine Connect is available as an SDK for integration into client and partner applications, as a branded white label, and is available today in the Play Store.

Users are invited to share their data, connect their accounts and the relevant profile by entering platform credentials and will be prompted to reconnect should any failure occur. No additional action is required from the user.

Data Feed Specification

panellist_id	AM3	AM3	AM1	AM2
service	Amazon Prime Video	YouTube	Netflix	Disney+
profile_id	5492d194	e03db1c4	4d799e09	null
media_id	amzn1.dv.gfi.70a9f664-e019-3f6e-444d-a0e6dc8356af	wl-eVipq5cE	81517608	38097bbf-b1fd-49be-b459-0e3f96a2970c
title	The West Wing	Kraftwerk - Album (The Man Machine) Full	Tour de France: Unchained	Bob's Burgers
series	1	null	Season 1	1
episode_title	Pilot	null	Attack, Counter Attack	Human Flesh
episode_number	1	null	4	1
data_date	Jul 10, 2023	Jul 10, 2023	Jul 15, 2023	Jul 3, 2023
watch_start_time_utc	2023-07-10 06:38:31.100	2023-07-10 08:11:11.929	2023-07-08 17:24:46.853	2023-07-03 05:59:16.556
watch_start_time_local	2023-07-10 07:38:31.100	2023-07-10 09:11:11.929	2023-07-08 18:24:46.853	2023-07-03 06:59:16.556
play_duration	1734	148	2106	1296
media_duration	2460	1704	2214	1327

Contact Us:

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