

Media Presentation on Amagi

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What is Amagi

- Amagi - Geo-targeted Television Advertising Network
- Founded in 2008, 8+ years of journey
- Buy inventory from TV Channels & then slicing the satellite beam
- Act as an agency with publication and as a publication with agencies/clients

How do we measure TV viewership

- TV viewership monitoring body BARC (Broadcast Audience Research Council) measures national viewership
- Geo monitoring possible for national clients and not available for geo-targeting clients
- Not open for all. Membership is a must

Amagi Measure Tool

- Tool to measure GRPs (Gross Rating Points)
- Geo-targeting is possible
- Amagi Measure matches BARC monitoring file with channel rating file
- No fees for using Amagi Measure tool
- Currently, BARC subscribers only can access this tool through "Adsplit Module" on BARC's BMW software

Amagi Measure – Adsplit Module

- GRP Calculator – gives spot wise TVR of campaigns on split beam channels monitored by BARC to generate rating of a spot in a market
- R & F Calculator – converts BARC monitoring report for split beam channels into .pvi (uploadable) format to measure R&F of campaigns with Amagi

<https://www.youtube.com/watch?v=RQxSC9DWpnU>

Amagi Limitations

- Tie-up with different Television Networks – around 24 TV channels. Eg: Times, NDTV, Colors, Zee networks
- Limited with locations

Conclusion

- Analysis possible for limited channels only by Amagi
- Amagi Measure possible for volume business
- Management to take a call on the volume of business

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Thank You