



Samba Technology

OWNED AND OPERATED

End-to-end proprietary technology for higher quality
and better results



**Proprietary
technology
powering accurate,
efficient and
actionable data**

SAMBA TV IS RECOGNIZED AS THE INDUSTRY'S primary source for viewership-based audience data and essential TV insights. Our proprietary video ACR process, Content ID, is derived from exclusive partnerships with top OEMs who have incorporated Samba's chipset technology directly into their Smart TV operating systems.

To make this data actionable, our Content ID technology is combined with a first-party persistent digital device map including phones, tablets and computers for 1:1 real-time syncing and advanced analytics.



Video Fingerprinting

USES REAL-TIME CAPTURE and identification of video fingerprints from the TV to help understand viewership and behaviors that provide key insights, data and analytics on TV consumption and ad effectiveness.

- Captures live and time-shifted viewing
- Content agnostic capture across broadcast, cable, OTT and video games
- 100% privacy compliant collecting only opt-in data
- Best in market scale, accuracy and speed and potential for innovation

13.5M TV HOUSEHOLDS // **10 OEM** PARTNERSHIPS

Device Map

A MAPPING OF ALL DIGITAL DEVICES to the primary TV of the household using various data sources to identify the right devices and enable cross-screen targeting and measurement.

- 1:1 TV to digital mapping using TV as the master key
- Persistent tracking even outside the household
- Multiple data sources to scrub out outliers and create a high-fidelity map

66M DIGITAL DEVICES WITH 1:1 MAPPING // **1B** DIGITAL DEVICES WITH MODELING

TRUSTED

Owned, Controlled, 100% Privacy Compliant + Consumer Driven

TRANSFORMATIVE

Broadest Most Representative Audience Data from 13.5M HHs

TRENDING

Cross-Screen Activation Connects How, When & Where Consumers Watch

Samba TV is a data and analytics company providing essential television insights by leveraging the world's most comprehensive source of real-time viewership data across broadcast, cable TV, OTT and digital media. Through software embedded in smart TVs, amplified by set-top boxes and mapped to connected devices, Samba makes TV audiences more addressable and measurable to help marketers activate cross-screen campaigns and analyze the impact of their media investment. Samba TV is headquartered in San Francisco with offices across the United States and Europe. For more information, please visit platform.samba.tv or follow @samba_tv on Twitter.