Lotame’s aiTV (Audience Intelligence for Television & Video) bridges the gap in television advertising by bringing rich audience insights, previously only available in digital channels, to television networks and marketers. By combining viewership habits of a television audience with other data points collected from the viewers’ online and offline interests and behaviors, Lotame’s aiTV offers a suite of solutions to give a complete view of television consumers:

**aiTV: Platform**
The aiTV: Platform unifies TV viewership data with the world of digital data. This allows for television networks to develop a deeper understanding of their audience data, optimizing inventory and increasing linear sales revenue. The platform itself includes the following capabilities:

- Planning
- Analysis & Optimization
- Activation
- Post-Buy Reporting

**aiTV: Attribution & Insights**
Television advertisers can now measure the impact of TV advertising on the real-world KPIs that matter.

- Better understanding of who is interacting with your campaigns
- The aiTV: Attribution and Insights suite include the following reports based off of commercials that ran:
  - Foot Traffic Attribution Report
  - Online Purchase Attribution Report
  - Website Visitation Attribution Report
  - Offline Purchase Attribution Report

**aiTV: SmartTV Data Segments**
The aiTV: SmartTV Data segments are TV Viewership audiences, scaled via the Lotame Data Exchange:

- **Prepackaged:** Access to tens of thousands of audiences from over 8MM Smart TV’s which can be combined with your 1st, 2nd and 3rd party data.
- **Custom Audience Segments:** Data segments generated from a raw feed of Smart TV data can be analyzed to form custom segments based on client needs.

**HOW IT WORKS**

**LOTAME DATA EXCHANGE**
100 MILLION connected TV profiles

**VIZIO**
Lotame has access to 8 MILLION smart TV households 40% Smart TV market

**LOTAME UNIFIES**
Cookie ID, Mobile ID, TV ID

**aiTV: Platform**
Planning, optimization, activation, and reporting of TV viewership data.

**aiTV: Attribution & Insights**
Foot Traffic, Online Purchases, Offline Purchases, Website Visits.

**SmartTV Data Segments**
SmartTV viewership audiences, scaled via the LDx

Interested in learning more about aiTV? Get in touch! aiTV@lotame.com lotame.com/aitv