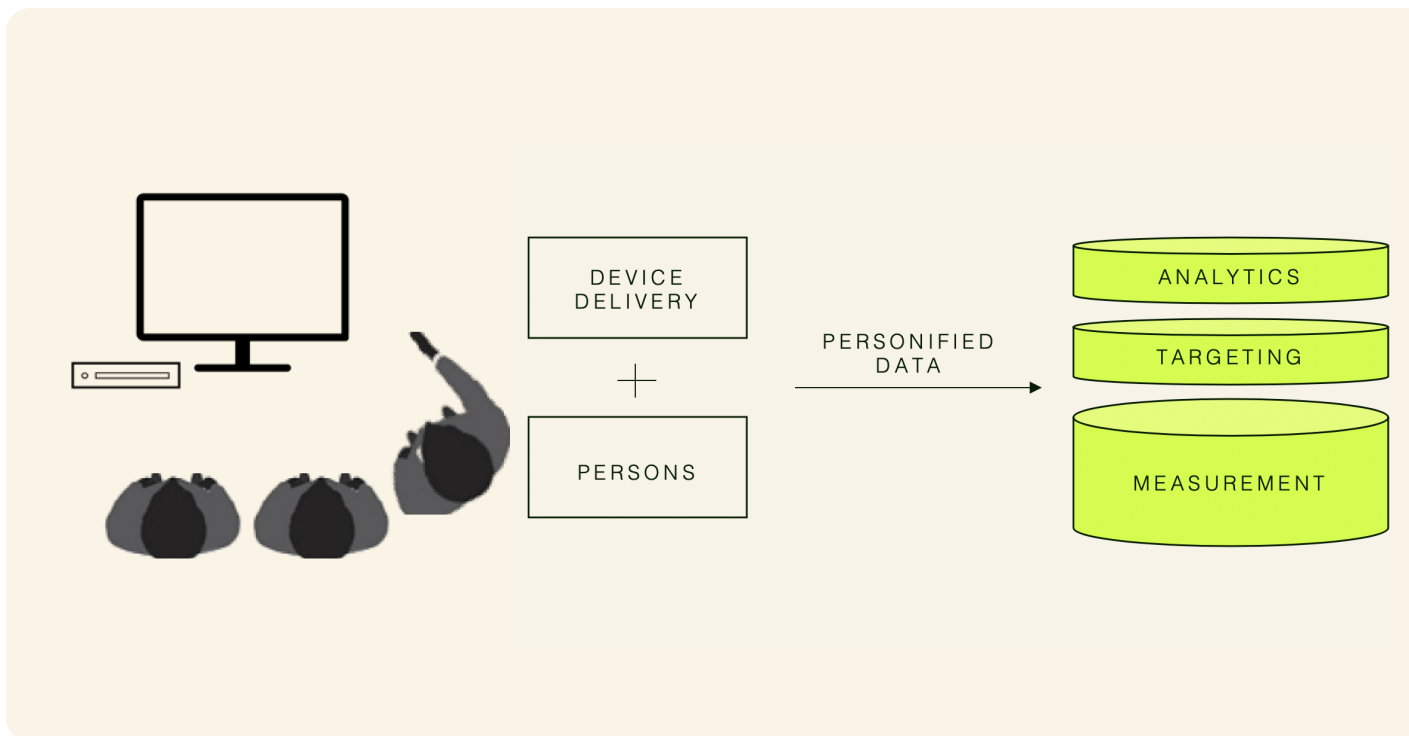## Personified Metrics

Hypha is an independent quality data supplier offering an all-encompassing view of what the world is watching. Serving as the connective tissue across the media ecosystem, we provide the precise metrics necessary for trading and optimization in today's unique media environment. We leverage cutting edge technology and industry-accepted research methodologies to serve the marketplace with individualized zero-party data.

DEVICE DELIVERY

+

PERSONS

PERSONIFIED DATA →

ANALYTICS

TARGETING

MEASUREMENT

Personified Metrics provides the information necessary to facilitate "persons level" attributes with existing device delivery data that is currently captured and reported at the household level (MVPD/STB, Smart TV, etc.).

Data reflective of the US population

Through the use of a unique identification device, we measure every individual in a given household within viewing distance of every television in the home. This allows us to capture both unique and co-viewing which equate to VPVH (viewers per viewing household).

The confluence of these two data sets will empower a new product suite with persons level identification. The primary output is a unique identifier that facilitates insights otherwise inaccessible in the marketplace.

Data Output

Data Collected From Set Top Box or Smart TV	HH ID	100	100	200	300	300	300	400	400	400	400	500
	HH Data Source	Comcast Set Top Box	Comcast Set Top Box	Fios Set Top Box	Xandr Set Top Box	Xandr Set Top Box	Xandr Set Top Box	Samsung Smart TV	Samsung Smart TV	Samsung Smart TV	Samsung Smart TV	Vizio/Inscape Smart TV
	Network	ABC	Food Network	HBO	ABC	NBC	NBC	CBS	FOX	MTV	PBS	FOX
	Program	The View	Barefoot Contessa	Curb Your Enthusiasm	The Bachelor	This is Us	Will & Grace	Sunday Morning	The Simpsons	Teen Mom	Daniel Tiger	The Resident
	Day of Week	Tuesday	Friday	Sunday	Monday	Wednesday	Monday	Sunday	Thursday	Monday	Tuesday	Monday
	Daypart	Daytime	Daytime	Primetime	Primetime	Primetime	Daytime	Early Morning	Early Fringe	Daytime	Early Morning	Primetime
	Timestamp	2020-01-15 9:00-10:00	2020-01-15 13:00-13:30	2020-01-15 21:00-22:00	2020-01-15 19:00-20:00	2020-01-15 :00	2020-01-15 13:00-13:30	2020-01-15 9:00-10:00	2020-01-15 16:00-16:30	2020-01-15 11:00-11:30	2020-01-15 7:00-7:30	2020-01-15 20:00-21:00
Data Collected from Validated Persons Exposure	Start Time	2020-01-15 9:00:00 AM	2020-01-15 01:00:00 PM	2020-01-15 09:05:00 PM	2020-01-15 07:03:00 PM	2020-01-15 08:00:00 PM	2020-01-15 01:01:00 PM	2020-01-15 9:03:00 AM	2020-01-15 04:00:00 PM	2020-01-15 11:01:00 AM	2020-01-15 7:00:00 AM	2020-01-15 08:01:00 PM
	End Time	2020-01-15 10:00:00 AM	2020-01-15 01:29:00 PM	2020-01-15 09:56:00 PM	2020-01-15 07:54:00 PM	2020-01-15 09:00:00 PM	2020-01-15 01:30:00 PM	2020-01-15 9:23:00 AM	2020-01-15 04:30:00 PM	2020-01-15 11:30:00 AM	2020-01-15 7:29:00 AM	2020-01-15 09:00:00 PM
	Persons ID	101	102	201	301	302	303	401	402	403	404	501
	Age	45	75	28	19	44	23	64	31	75	52	43
	Gender	Female	Male	Male	Male	Female	Female	Female	Male	Male	Male	Female
	Income	$55,000	$200,000	$95,000	$75,000	$100,000	$50,000	$300,000	$75,000	$75,000	$150,000	$30,000
	Race	White	Black	Hispanic	Asian	Black	White	White	Asian	Hispanic	White	Asian
	Education	Bachelors	Masters	Bachelors	High School	High School	Middle School	Bachelors	Masters	Bachelors	High School	Masters
	Device Ownership*	iPhone	Android	iPhone, iPad	Android	iPhone, iPad	iPad	Android, Tablet	iPhone	Android	Android, Tablet	iPhone
	Auto Ownership*	Honda Accord	Toyota Prius	Toyota Prius	VW Golf	Jeep Wrangler	Nissan Altima	Chevrolet Malibu	Honda CRV	Ford Explorer	Toyota Corolla	Honda Civic
	Consumes Soft Drinks*	No	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	No
	Consumes Fast Food*	Yes	No	Yes	Yes	No	No	No	Yes	No	Yes	No
	Has a Pet (Cat or Dog)*	Yes	Yes	Yes	Yes	No	No	No	Yes	No	Yes	No
	Vacations Inside & Outside the US*	Yes	No	Yes	No	No	Yes	No	No	Yes	Yes	Yes
	Visits Sporting Events*	No	Yes	No	No	Yes	No	Yes	Yes	No	Yes	No

*Example Audience Segmentation