Hypha

ClearviewMetrics

Hypha is an independent quality data provider addressing one of the largest challenges facing today's media landscape— the measurement solutions that inform how media is traded have yet to evolve with the accelerating rate of change in society's relationship to media. Content and ads are created and traded with the intent to reach specific individuals— yet there is no way to truly understand who is watching what and how. Without the existence of independent, cross—platform, person level data, the gap between the consumer and media entities trying to reach that consumer will continue to grow.

It's time to bring humanity back to media.

Hypha ClearviewMetrics offers 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.

ClearviewMetrics captures unduplicated viewing data at the individual level across every television and device in the household. We provide personalized real-time viewing data across every network, program, advertisement, product placement, streaming app, gaming environment, and exposure metrics for every single device in the household.

Our proprietary panel technology will be distributed to 5,000 homes and 15,000+ devices within the home. While we are not a ratings product, we do follow industry approved and accepted processes for quality panel deployment. This data will help industry constituents increase overall yield, improve the optimization of media, and influence content production.

ClearviewMetrics Data Output

General Information																		
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Charter	Charter							omcast	Comcast	Charter		Fios					Charter	AT&T
Kitchen 101	Basement 102	Living Room 201	Bedroom 301			neu		itchen 02	Living Room 503	Playroom 601		Living Room 701	Living Room 801 8				1101	1201
Pay TV Live Set Top Box	Pay TV Playback Set Top Box	Pay TV VOD Set Top Box	OTA Live The TV	Streaming VOD Roku	2			ay TV ive et Top Box	Streaming VOD X-Box	Pay TV Live Set Top Box	Pay TV Live Set Top Box	Streaming VOD X-Box	Streaming Gaming Playstation				Streaming Live Android Tablet	Streaming Live Laptop
ABC	FOX	CBS	CBS		HBO	The CW	Vetflix Original Facility	ood Network	NBC	MTV	НВО	Amazon Orig- inal Series					Discovery	HGTV
				Hulu	HBO Go	Vetflix	Vetflix		Hulu			Amazon Prime Video					Sling	AT&T TV Now
National The View	National The Simpsons	NCIS	Local Nightly News	James Bond				lational larefoot	This is Us	National Teen Mom	National Curb Your Enthusiasm	Fleabag	Call of Duty				National Dirty Jobs	National Flip or Flop
Daytime	Early Fringe	Primetime	Early Fringe	Daytime		ning		arly Fringe	Daytime	Primetime	Primetime	Late Fringe	Overnight				Primetime	Primetime
2020-01-15 8:00 2020-01-15 9:00	2020-01-15 17:00 2020-01-15 17:30	2020-01-15 20:00 2020-01-15 21:00	2020-01-15 18:30 2020-01-15 19:00	2020-01-15 13:01 2020-01-15 16:24				020-01-15 16:01	2020-01-15 14:31 2020-01-15 15:30	2020-01-15 20:01 2020-01-15 21:59	2020-01-15 21:00 2020-01-15 22:00	2020-01-15 0:03 2020-01-15 0:35	2020-01-15 3:04 2020-01-15 6:10				2020-01-15 8:00	2020-01-15 8:00
9 Nike: 'Beginnings'		1005 Frito Lay: 'Share Your Favorite Things: Tostidos Tango	2 Huggies: 'Your Own Way'					8 lanes: 'Magic f the Pouch'	Jimmy Johns: 'Ready'	4 Honda Civic: 'Comet'	804							
2020-01-15 8:15.30-8:16 Advil: 'What	2020-01-15 17:13.30-17.14 Goldfish: 'Moxio Maker'	2020-01-15 20:11.30-20:11.50 Toyota: 'Here					2-1	020-01-15 6:15.30-16:16 Ide: 'Quiet Time'	_	2020-01-15 20:15.30-20:16 Chipotle:								
2020-01-15 8:16-8:16:30	2020-01-15 17:14-17:14-30	2020-01-15 20:12-20:12:15	2020-01-15 18:55:30-18:56				2	020-01-15	0	2020-01-15 20:16-8:20:30								
				Aston Martin 2020-01-15 13:34.43-13:35		Eggo Waffles 020-01-15 :08-6:09												
		iPad Tablet	iPhone	Android Tablet			Android Phone A	android Phone	Apple Watch	PC		Nintendo Switch	-				Android Tablet	Laptop
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Bachelors	Bachelors	Bachelors	PHD	Bachelors	chool			ligh School	(n	Masters	Bachelors	High School	S				s Masters	Bachelors
Android, Tablet	iPhone, iPad	iPhone, iPad	iPhone			-		indroid Phone, indroid Tablet	iPhone, iPad, Apple Watch	iPhone, Dell PC	iPhone, iPad	Android, Nin- tendo Switch	Android	4			, Android Phone, Android Tablet	iPhone, HP Laptop
Honda Accord	Chevrolet Malibu	Subaru Forester	Jeep Wrangler	tima	Ford Explorer			oyota Prius	Toyota Prius		Toyota Corolla	Honda Civic	Honda CRV					Subaru Outback
No	No	Yes	Yes	Yes				ses lo	No	No	No	ON ON					Yes	No
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mentation																		
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