

## 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.

