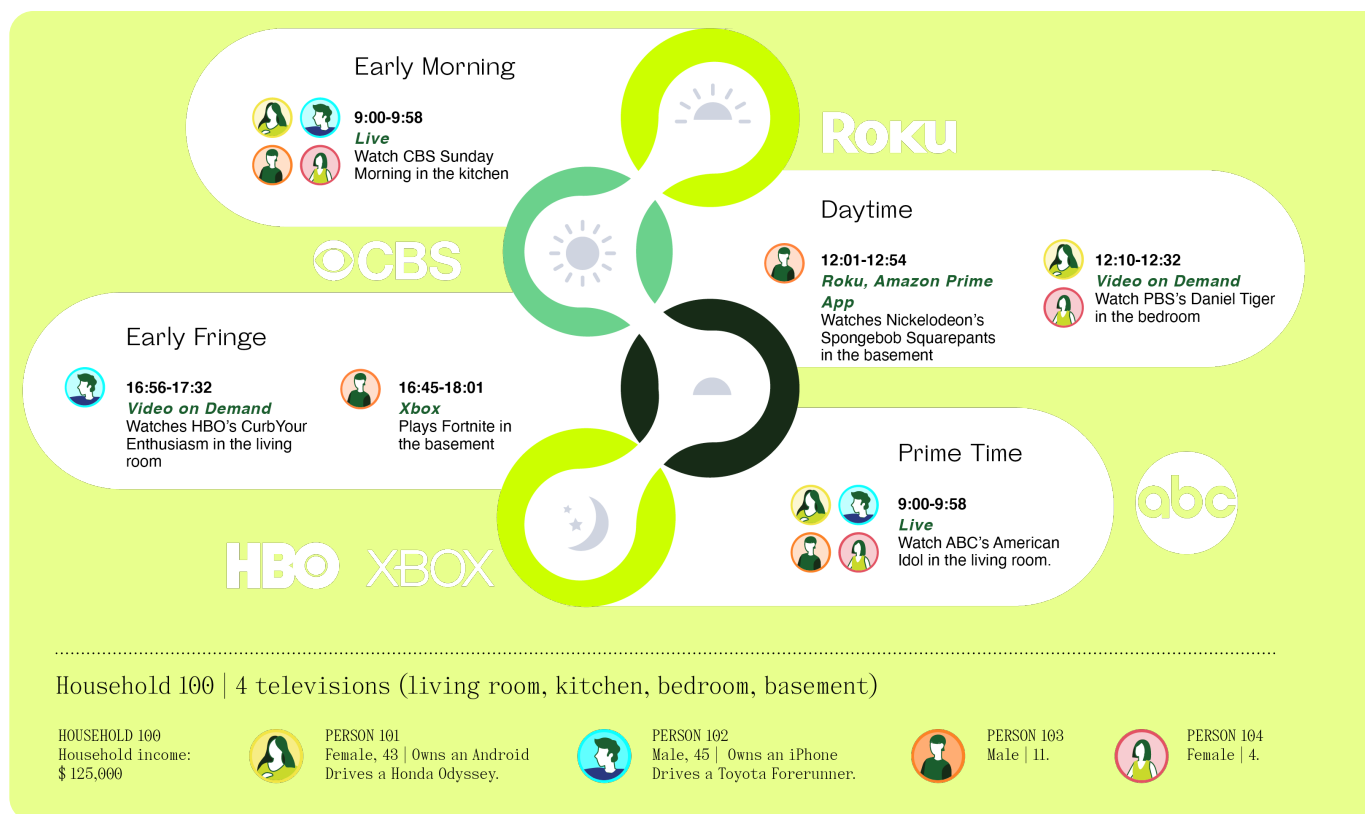# Content Metrics

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.

Early Morning

9:00-9:58
Live
Watch CBS Sunday Morning in the kitchen

Daytime

12:01-12:54
Roku, Amazon Prime App
Watches Nickelodeon's Spongebob Squarepants in the basement

12:10-12:32
Video on Demand
Watch PBS's Daniel Tiger in the bedroom

Early Fringe

16:56-17:32
Video on Demand
Watches HBO's Curb Your Enthusiasm in the living room

16:45-18:01
Xbox
Plays Fortnite in the basement

Prime Time

9:00-9:58
Live
Watch ABC's American Idol in the living room.

Household 100 | 4 televisions (living room, kitchen, bedroom, basement)

HOUSEHOLD 100	PERSON 101	PERSON 102	PERSON 103	PERSON 104
Household income: $125,000	Female, 43	Owns an Android. Drives a Honda Odyssey.	Male, 45	Owns an iPhone. Drives a Toyota Forerunner.	Male	11.	Female	4.

Our proprietary panel technology captures individualized viewing behavior for the entire household across the vast array of different media viewing environments. With the implementation of Content Metrics, the industry will finally be able to understand how time is spent across every platform available on TVs today. The primary benefit is understanding, in real-time, who is watching what and in what format (live, timeshifted, streaming) within the entire household-- for example, time spent watching This is Us across live, recorded, and streamed via Youtube TV, Peacock, Hulu and Amazon.

Panel technology will be deployed within a customizable sample, measuring every television in the home.

The data will be available via API to our participating partners' system or platforms. These insights can be used directionally to understand continuity, unduplicated viewing, and general consumption habits beyond current available measurement standards.

This partnership will be beneficial for any media company whose business is based on viewing data and has the ambition to be first to market in utilizing our pioneering "persons-level" DaaS product.

Included in this partnership will be priority access to our more robust cross-platform Clearview Metrics product when available in 2021 which will capture all data currently available through Content Metrics plus TV commercials, brand placement, and individual exposure metrics for every single device in the household.

Data Output

General Information

Household ID	100	100	100	200	300	400	400	400	500	600
Provider	Charter	Charter	Charter		DirecTV	Cox	Cox	Cox	Fios	Uverse
Room	Kitchen	Kitchen	Living Room	Bedroom	Living Room	Kitchen	Bedroom	Basement	Living Room	Living Room
Person ID	101	102	103	201	301	401	402	403	501	601

TV

Viewing Source	Pay TV	Pay TV	Pay TV	OTA	Streaming	Streaming	Streaming	Pay TV	Pay TV	Streaming
Viewing Type	Live	Playback	VOD	Live	VOD	VOD	VOD	Live	Live	Gaming
Viewing Platform	Set Top Box	Set Top Box	Set Top Box	The TV	Roku	Samsung Smart TV	Apple TV	Set Top Box	Set Top Box	Playstation
Network	ABC	FOX	CBS	CBS	ABC	The CW	Netflix Original Series	Food Network	HBO	
App					Hulu	Netflix	Netflix			
Locality	National	National		Local				National	National	
Program	The View	The Simpsons	NCIS	Nightly News	Grey's Anatomy	Gossip Girl	House of Cards	Barefoot Contessa	Curb Your Enthusiasm	Call of Duty
Daypart	Daytime	Early Fringe	Primetime	Early Fringe	Daytime	Early Morning	Prime Time	Early Fringe	Prime Time	Overnight
Start Time	2020-01-15 08:00:00 PM	2020-01-15 05:00:00 PM	2020-01-15 08:00:00 PM	2020-01-15 06:30:00 PM	2020-01-15 01:00:00 PM	2020-01-15 6:11:00 AM	2020-01-15 08:33:00 PM	2020-01-15 05:00:00 PM	2020-01-15 09:00:00 PM	2020-01-15 3:21:00 AM
End Time	2020-01-15 09:00:00 PM	2020-01-15 05:30:00 PM	2020-01-15 09:00:00 PM	2020-01-15 07:00:00 PM	2020-01-15 01:24:00 PM	2020-01-15 6:56:00 AM	2020-01-15 011:55:00 PM	2020-01-15 05:23:00 PM	2020-01-15 010:00:00 PM	2020-01-15 4:54:00 AM
Channel #	9	3	1005	2				48	804	

Person

Age	45	64	70	44	23	15	39	75	52	23
Gender	Female	Male	Male	Female	Female	Male	Male	Female	Male	Female
Income	$100,000	$100,000	$100,000	$50,000	$75,000	$200,000	$200,000	$200,000	$150,000	$25,000
Race	White	White	White	White	Asian	Black	Black	Asian	Black	Asian
Education	Bachelors	Bachelors	Bachelors	PHD	Bachelors	High School	Masters	High School	Bachelors	Bachelors
Device Ownership*	Android, Tablet	iPhone, iPad	iPhone	iPhone	Android, Tablet	Android, Tablet	Android	iPhone, iPad	iPhone, iPad	Android
Auto Ownership*	Honda Accord	Chevrolet Malibu	Subaru Forester	Jeep Wrangler	Nissan Altima		VW Golf	Toyota Prius	Toyota Corolla	Honda CRV
Consumes Soft Drinks*	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Consumes Fast Food*	Yes	Yes	No	No	Yes	No	Yes	No	Yes	Yes
Has a Pet*	No	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Vacations Inside & Outside the US*	No	No	No	Yes	Yes	Yes	No	No	Yes	Yes
Frequently Visits Sporting Events*	No	No	No	Yes	Yes	Yes	Yes	Yes	No	Yes

*Example Audience Segmentation

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