



SERVICES PRESENTATION

2024

KNOW YOUR AUDIENCE. **WE ARE HERE TO HELP.**



SCREEN ENGINE/ASI is a multifaceted research and analytics firm focused on maximizing market potential for media and entertainment clients across film, television, streaming, and audio platforms.



What makes SE/ASI unique is our vast experience in conducting audience research across varying categories and platforms. Our team creates customized research solutions that **probe beyond consumer attitudes and behaviors** to answer our client's **strategic business decisions** related to usability, production, marketing, and content discovery.



People are watching more content in more ways than ever before. Understanding how consumers are **connecting** with content, what drives their **urgency to view**, and how to further **engage** them is critical for advertisers and content providers to connect more deeply to their target audiences.





Top 25

US Market Research Firms



1M+

Respondents Interviewed Annually



2K+

Movies/TV Series Measured and Tested



5M+

Community Panels

4 Companies and Divisions

 **coherency**[™]
a screen engine/asi company

tapestry
a screen engine/asi company

engineworks[™]
a screen engine/asi facility

ticketBox[®]
a screen engine/asi company

virtuworks[™]
powered by screen engine/asi

TESTDRIVE[™]
powered by screen engine/asi

screenplay

screenexperts[™]
powered by screen engine/asi

Tracktion[™]
powered by screen engine/asi

PostVOD[™]
powered by screen engine/asi

PostTrak[™]
powered by screen engine/asi

GETT[™]
powered by screen engine/asi

screen engine/asi's
spectrum[™]

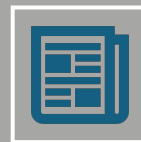
 **audience
engine**
powered by screen engine/asi


insights
ASSOCIATION

Spectrum at Screen Engine/ASI



Spectrum at Screen Engine/ASI is a **full-service market research division** that provides a variety of quantitative and qualitative strategies to answer our clients' burning questions.



The Spectrum team within Screen Engine/ASI is deeply steeped in pop culture, news, content, tech, creative and ad-sales research.



Our team creates customized research solutions that probe beyond traditional consumer attitudes and behaviors related to media consumption including capability tests, playability, branding, marketing and discovery.



What makes Spectrum and SE/ASI unique is our experience in conducting audience research across all categories and platforms and our commitment to representing the voice of all consumers.



Powerful insights combined with a unique POV: ScreenEngine/ASI's Spectrum division has a history of working with top content producers to develop and strategically position content for **global audiences, including those in the US, Latin America, and Europe.** The team is diverse and has over 80 years of combined experience in the entertainment industry, working on various mediums such as networks, cable, streaming, films, videogames, and podcasts.

Televisa
Univision

NETFLIX



TELEMUNDO



THE SCREEN ENGINE/ASI DIFFERENCE

You can go to any firm around town and commission a research test that will include the traditional metrics: “definite” interest, viewing urgency, drivers and barriers to viewership, favorite scenes, and most effective story angles . While we certainly cover all that very important ground in every project at Screen Engine/ASI (SEA), **our research approach is held to a higher standard:**

EVERY TEST IS A CUSTOM TEST

We treat every single test we undertake as a **piece of custom research**, and ask an **expanded set of survey questions** specifically tailored to the project.

TESTING CONTENT IS OUR SPECIALTY

80% of all test screenings are conducted with SEA for a reason. You can get sales advice from many other firms, but no one understands content like us.

WE ARE AN EXTENDED PART OF YOUR TEAM

We want to be embedded in the key moments of your decision making and become your **trusted research and content advisors**

WE ARE THE EASY TO WORK WITH

Our philosophy is to make the **complex beautifully simple**. We leverage our content strategy expertise and established creator partnerships to deliver actionable reports that ignite your imagination and empower you to act.

A typical approach to a proposal



Frame & Align

Before diving into research, we want to understand your goals! Through interviews and possibly a workshop, we'll learn what everyone involved hopes to achieve with the study, what they already know, and how they want the results used



Explore & Uncover

We –and you –have hypotheses about what might matter; we'd like to know what viewers think matters and how they articulate it. Through online discussions, we'll explore how viewers see your brand as a whole and specifically its content. We'll also gather real-life examples of what they consider "great" content and brand executions from their perspective.



Measure & Understand

By now we should have all the possible pieces of our story. The challenge is to prioritize them and figure out how they all fit together. To allow us to do everything well, we usually undertake a quant phase including viewing behavior, brand and content looking at what really matters to viewers



Track & Accompany

We will walk with you tracking and finetuning the execution of your content and business plan. Among other things, we can help you test new concepts, improve existing shows, select new acquisitions and maximize the marketability of your communications.

Tracking and accompanying you through the journey



Concept Testing

Concept/Capability exploration measures the viability of a business idea/content before it is green lighted for production. It evaluates core elements of interest and informs development.

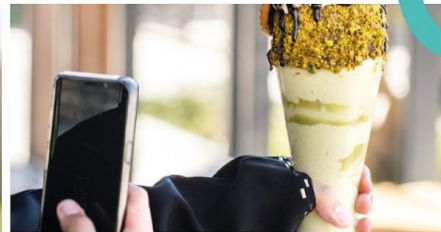
Turn around time: 1-2 weeks



Pulse Studies

In-depth quantitative surveys about existing shows, new launches, promo optimization plans, Attitude & Usage, Landscape Studies, Brand Health/Tracking, among other.

Turn around time: 3-4 weeks



Pilot Testing

Audiences watch content on their own time using online dial response technology before taking a survey. This informs and identifies how emotionally engaging the content is and the overall likelihood for success over time.

Turn around time: 2-3 weeks



Screenings & Focus Groups

Best in class on recruitment, discussion guide development, content security, moderation & analysis.

Turn around time: 3-4 weeks

SECURING YOUR CONTENT

WE CARE ABOUT YOUR SECURITY

Your security matters and protecting your content is of utmost importance to us.

- Servers and databases are actively managed by firewalls and encryption.
- Online sample is funneled through the True Sample validation process. All our providers do a form of GeoIP and Machine ID verification procedure in addition to their own unique security methods.
- Client materials are protected:
 - Images are dissected into 16 different pieces
 - Dynamic watermarking can be made down to specific respondent level identification
 - Disabled “right click” control during testing
 - Disabled ability to “save as”
 - Disabled ability to “print”
 - Disabled ability to show the “Windows Clipboard”
 - No pause, rewind, reverse, or fast forward capability on videos.

OUR BEST PRACTICES FOR ENSURING RELIABLE DATA

With regular online content testing among targeted audiences, we know the importance of delivering findings that are valid and reliable to overcome common misperceptions.

OBTAINING A REPRESENTATIVE SAMPLE

To ensure data is reliable, we'll **conduct an incidence check** in advance of fielding, followed by **stringent weighting** to provide a more representative sample. We also make sure to “ask the right questions” to reduce overstatements.

WORKING WITH THE RIGHT SAMPLE PROVIDERS

Unlike other companies, we're not locked into using one small panel owned by our same company. We refrain from using river or “router” samples, which can lead to sampling biases. Instead, we have access to 6-8 **high-quality, pre-profiled, double-opt-in panels**, for greater sample quality, better representation and shorter fielding times.