

E-Vision's Newly Launched TAM Service puts the UAE at the forefront of MENA TV Audience Measurement

Broadcasters and industry professionals will be able to analyse and respond to viewership data of over 3.5 million UAE TV viewers via independently accredited TAM system

Dubai, May 2021: E-Vision today announced a new initiative identifying the audience's selections, trends, and desires from eLife, the region's largest and most successful IPTV service that is set to put the UAE at the forefront of TV audience measurement in the MENA region.

Television Audience Measurement (TAM) system identifies the number of views and the interests of TV viewers, so that TV stations can develop their programs to match the desires of their audience and to air them at the most appropriate timings.

For many years, the MENA TV industry has had to rely on telephone surveys for audience information, whilst broadcasters around the world have had access to people metering (direct recording of TV viewing) to measure and understand audience nature. This is about to change with E-Vision's initiative.

The TAM system is accredited by an independent audit agency following rigorous testing and verification. Broadcasters, agencies, advertisers, consultants and industry experts will be able to subscribe to the data and log in to access a wide range of reporting tools.

"We are proud to be leading the way in the MENA region by offering exceptionally powerful audience analytics tools to industry professionals," remarked Olivier Bramly, CEO of E-Vision. "By giving broadcasters insights about the interests and desires of our viewers, we are providing them with the tools they need to make their channels more relevant and attractive towards their viewers and more efficient towards agencies and advertisers."

The TAM system will measure audience reach, ratings, share and viewing time for over 530 channels, and will cover both live and catch-up viewing across all viewers. Subscribers to the TAM system will be able to monitor viewing of any period, ranging from same day to previous years and have access to a variety of configurable reports within the TAM system, offering them a fully detailed analysis and reports with channel-related filters.

Broadcasters and other industry professionals will have access to detailed performance reporting for both TV channels and individual TV shows in TAM. Further functionalities measuring the performance of TV advertising will be released later this year.

E-Vision has partnered exclusively with ChannelSculptor to manage the distribution and client support of the TAM system. ChannelSculptor was selected for its position as a leading industry consultancy, its exceptional reach amongst broadcasters in the MENA TV industry and its leading position in audience analytics, serving major regional and international TV networks.

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About E-Vision

E-Vision an owned subsidiary (LLC) of Etisalat, a pioneer and trusted content aggregator in the region, providing a comprehensive turnkey solution for content acquisition and management for IPTV platforms and multi-screen (OTT) like eLife, and other telco's in the region. E-Vision currently operates in UAE, KSA, Pakistan, and Egypt serving over one million subscribers. E-Vision is geared up to meet business partners in the field of TV channels licensing, video-on-demand acquisition, content strategy, video OTT solutions, 4K, hospitality and advertising. For over 20 years E-Vision has secured content for multiple Pay TV and OTT services from major Hollywood Studios, Bollywood and the latest Arabic productions as well as leading TV channel providers from around the globe partnering with the biggest names in the industry worldwide. E-Vision has been in the business of soliciting advertising sales with all major advertising agencies, MBUs and clients for over 13 years with expertise in ad sales across proprietary channels like e-junior and e-masala as well as Third Party channels like Fox International.

About ChannelSculptor

ChannelSculptor is a Dubai-based strategic consultancy and service provider to the MENA TV industry. Established in 2008, the company provides award-winning TV channel management services, licensing the rebroadcast of over 200 free to air TV channels (including most major MENA TV channels) with regional IPTV and OTT networks. The company's Index analytics service provides audience insights based on passive IPTV viewing data to a growing number of international and regional broadcasters, including Warner, Viacom and Star. ChannelSculptor has advised several international industry players including Netflix, RTL Group, Arqiva, Eutelsat and IBC as well as regional heavyweights such as Rotana Media and Sky News Arabia. The company organizes the annual MENA TV Leaders' Summit (now in its 5th edition), a private gathering of CEOs from the major regional broadcasters, IPTV operators and OTT platforms. In 2017 the company established mena.tv, the Content Marketplace of the MENA region, which won Best Content Distribution Initiative at the TBI Content Innovation Awards at MIPCOM 2017, and Best Service Initiative in both the 2019 and 2020 Digital Studio Awards.

For further enquiries please contact TAM@channelsculptor.com