

**dataxu announces TotalTV for Media Companies**  
*Audience intelligence and activation across linear and digital video*

dataxu®, a leading [software provider](#) for marketing professionals, has launched a new solution for media companies, TotalTV.

This solution enables owners of high-quality TV content to offer audience-based targeting and unify disparate distribution channels and consumer devices -- including connected, addressable, and/or linear TV -- into a single source of inventory. TotalTV improves yield for media owners, increases efficiency for advertisers, and reduces ad load for viewers.

TotalTV enables media companies to enhance their high-quality video with the advanced audience analytics and automation that advertisers seek. The solution allows broadcasters, programmers and distributors to understand, engage and monetize audiences across devices at the individual consumer level. It also provides a simple and powerful user interface for marketers to target media across any audience, and to access real-time reporting on delivery and performance.

TotalTV provides a number of tangible benefits for premium media sellers, including:

- Enabling advanced audience targeting with global frequency controls for owned-and-operated content as well as third-party content across all delivery platforms and devices
- Predicting avails/reach for any combination of inventory and audience
- Unified GRP and TRP reporting and other post-campaign analytics across all channels

“At Sky, we’ve long seen the value of incorporating new technologies into our stack, from both a media selling and media delivery capability,” said Jamie West, Deputy Managing Director Sky Media UK & Group Director of Advanced Advertising Sky PLC. “TV advertisers want to invest in high quality, curated TV content, but also realize the benefits of digital targeting and scale. Over the last two years, Sky has been using dataxu’s TotalTV solution to deliver our TV advertisers hundreds of video ad campaigns with advanced audiences. This is the future of TV.”

This offering is powered by OneView™, dataxu’s [cross-channel identity and data management platform](#). OneView was built from the ground up as a real-time cross-channel technology, allowing media owners to link all devices consumers use to access media, thus increasing avails through incremental reach and frequency against their inventory. With TotalTV, the power of OneView is made accessible to media sellers across a variety of use cases.

“TV owners and distributors are facing a once-in-a-lifetime opportunity. While consumer access fragmentation is a challenge to business as usual, there’s a huge opportunity to harness data analytics technology to transform TV,” said Sandro Catanzaro, Chief Innovation Officer and co-founder, dataxu. “We are leveraging more than 10 years of experience and the most advanced real-time graph technology to provide a scalable solution to the TV advertising market.”

**About dataxu®**

dataxu® helps marketing professionals and publishers use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 11 offices around the world, we're here to help power your business forward. Discover what you + our software can do at [www.dataxu.com](http://www.dataxu.com).