

Data Coverage Map

800,000
Families surveyed every year

56,000
IPs & brands tracked

22
Countries

3-18s
Age-groups surveyed

Real-time Data
Updated Daily

Categories covered



- Demographics
- Attitudes
- Characters
- Consumer Journey
- Licensing & Merchandise
- Influencers
- Social
- YouTube
- Devices
- Apps
- Music & Audio
- Gaming & Esports
- Toys & Games
- Films
- TV shows & Platforms
- Brands and Adverts
- Shopping, Beauty & Fashion
- Hobbies & Interests
- Sports
- Books & Magazines
- Food & Drink
- Education & Awareness
- Money
- What's Next?



AUDIENCE SEGMENTATION TOOLS

Our **AUDIENCE SEGMENTATION TOOLS**, allow clients to view, filter, interrogate, and analyse our propriety data to their own specific requirements. Meaning clients have access to:

- COUNTRY TOOLS
- DATA DASHBOARDS
- TREND TRACKER
- THIRD PARTY API DATA
- SEARCH TOOL



PREDICTIVE DATA SCIENCE TOOLS

Our **PREDICTIVE DATA SCIENCE TOOLS** – developed in collaboration with leading academics - provide clients with access to a suite of tools to apply to future decision making. Meaning clients have access to:

- IP INDEX
- MIX MEDIA COMPASS
- PERSONA PERSPECTIVES