

C3 VOD

BOOST YOUR NIELSEN RATINGS & MAXIMIZE YOUR AD SALES REVENUE

More and more commercially-rated content is being viewed time shifted. You owe it to yourself to capitalize on that viewership.

Nielsen's C3 ratings measure the average commercial minutes in programs that were viewed live and timeshifted through video on demand or DVR playback. Content providers can combine audiences for an episode that is viewed in real time and in the three days following a linear broadcast.

If a content provider supplies VOD assets without the Nielsen watermark attached, only the real time views are captured; resulting in lower Nielsen viewership ratings and advertising revenue. Not capturing complete viewership within the critical 72-hour window will result in lower Nielsen viewership ratings and advertising revenue.

Comcast Technology Solutions C3 VOD helps content providers receive the viewership credit they deserve. Comcast Technology Solutions C3 VOD service expansive capture and rapid-turn capabilities to acquire linear TV programs during their original broadcast, provide real-time encoding of the program, including the original advertising, and incorporate the profiles for C3 commercial ratings provided by The Nielsen Company. The VOD-encoded programs are delivered to local cable systems for time-

**“54% of network programming
and 46% of non-network
programming is viewed live.”**

– David Poltrack, EVP Research CBS as quoted by
Video Track – One Touch Intelligence

shifted viewing within hours of the original broadcast. When the episode is viewed on demand or through DVR within the 72 hours window, content providers will receive their full Nielsen viewership numbers.

Comcast Technology Solutions's flexible pricing structure allows for rapid capture and encoding of assets and delivery to any and all of the MVPD footprint in SD and HD format. Comcast Technology Solutions offers services to tag DAI and create D4 assets.

Get the ratings you deserve today. Contact your local VOD representative, or call Comcast Technology Solutions at 1-800-824-1776 (option #3) to find out more about C3 VOD.