



Monetizing the “Currency” of the Ad-Supported TV Networks While Maximizing Profits



Company Overview

Our Client is the trusted software and data backbone of the television media research and ad-sales industry. Its platform powers the critical decisions that drive programming, pricing, and ad monetization. Operating under a proven SaaS model, the Company provides a proprietary, end-to-end suite for TV ratings ingestion, validation, reporting, analytics, and forecasting for major networks and broadcasters, with potential expansion into agencies and advertisers. Built from extensive code and refined over several decades of customer collaboration, the system delivers unmatched sophistication, speed, and accuracy. The platform includes hundreds of different unique capabilities to explore, compare, and forecast audience ratings and impressions data. Users can analyze performance, identify trends, and generate predictive insights in real time. **With audience viewing data dating back to 1996, the Company maintains one of the most valuable historical repositories in the media industry.** This expansive database provides a unique resource for trend analysis, modeling, and cross-currency validation. Trusted by enterprise clients across 100+ major networks and broadcasters, many of whom have relied on the platform for decades, the system has become mission-critical infrastructure.

Expertise and Differentiation

For 37 years, the Company has served as a data and technology partner to leading networks, building deep domain expertise and lasting customer relationships. The platform ingests and harmonizes data daily from all major ratings sources, including Nielsen, Comscore, VideoAmp, and iSpot.tv, supporting both traditional and emerging industry currencies. Reports that take competitors' hours are delivered in minutes. Clients use customized dashboards, real-time analytics, and seamless data integration with Advertisement Management Platforms to make faster, more informed decisions. Customer service is a defining advantage. Clients reach senior analysts directly for immediate issue resolution, creating strong loyalty and long-term retention. **Because the business operates with minimal incremental costs, each new dollar of revenue flows almost entirely to the bottom line, resulting in very high margins and strong ROE.**

Market Position

The Company's independence, precision, and rapid turnaround have made its platform a trusted standard in North American markets. As the industry transitions to Big Data and cross-platform measurement, the Company is ideally positioned to integrate alternative currencies, support streaming analytics, and deliver validated, scalable insights across all media formats.

Investment Opportunity

With a proprietary technology stack, decades of expertise, extensive historical data, and a strong reputation for accuracy and service, the Company occupies a defensible position as the operational backbone of television audience measurement. It is seeking a strategic partner to accelerate sales, scale platform growth, expand internationally, and capture the expanding demand for fast, reliable, and integrated cross-media measurements. Kensington Park Capital has been retained to lead this process.

Key Highlights

- **Mission-Critical Infrastructure:** Embedded within the core workflows of major 100+ blue-chip networks and broadcasters.
- **Strong Moat:** Extensive proprietary code refined over decades of customer collaboration.
- **Historical Data Archive:** Audience data since 1996, offering unmatched depth for analysis and forecasting.
- **Dominant Market Position:** Minimal direct competition.
- **Hundreds of Tools:** Powerful analytics suite enabling real-time modeling, slicing, and custom reporting, driving platform stickiness and user reliance.
- **Speed and Accuracy:** Among the fastest and most precise processing systems in the industry.
- **Cross-Currency Integration:** Seamlessly supports Nielsen, Comscore, VideoAmp, and iSpot.tv currencies.
- **Exceptional Customer Service:** Direct analyst access and rapid issue resolution.
- **Scalable Growth Platform:** Well-positioned to capture the rise of Big Data and multi-currency measurement.

Financial Highlights

- **Revenue Base:** 98% +/- Recurring
- **TTM Revenue:** \$17M
- **TTM EBITDA:** \$13.4M
- **Avg Customer Lifetime:** ~25 years