Sorenson Media and Neustar Announce Data Integration

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New Partnership Adds Further Scope and Depth to Sorenson Media's TV Analytics and Insights Platform

SALT LAKE CITY -- Sorenson Media, which recently announced its expansion into digitally-enabled television to benefit broadcasters and advertisers, and Neustar, Inc., a trusted, neutral provider of real-time information services and analytics, today announced a partnership to provide better insight into TV audience viewing patterns and behaviors. Neustar's real-time, validated data will bring added scope and depth to the already groundbreaking analytics and insights provided to broadcasters and advertisers by Spark Enlight, Sorenson Media's recently introduced TV analytics and insights product.

Spark Enlight leverages a large and growing base of Smart TVs to deliver comprehensive viewing analytics and insights in near real-time to broadcasters and advertisers. The integration with Neustar will enable customers to leverage both online and offline audience data to better understand how viewers consume their content, including how audience segments flow between channels, programs and advertisements in order to optimize their content for audiences and adjust scheduling for improved performance and efficiency. While rich in detail, the aggregated audience viewing data contains no personally identifiable information.

"For decades, broadcasters and advertisers have had to rely on viewing data that provided a very low level of audience information, was based on small samples sizes and arrived days or weeks after the content was aired," said Marcus Liassides, President and CEO of Sorenson Media. "Neustar's audience data will help our Spark Enlight product provide broadcasters and advertisers with detailed audience viewing insights in near real-time while assisting them in optimizing their programming to better cater to audience preferences."

Neustar's data-driven insights will also be integrated into Sorenson's Spark Enhance product, which can personalize ads based on a number of data-points including location, language, time of day and weather. Neustar's consumer insights provide Spark Enhance enabled TV advertisements to be further tailored based on audience segments and preferences to optimize ad impact and efficiency.

"Through this partnership, Sorenson and Neustar are bringing audience level insights and functionality to broadcasters and advertisers that until now have only been available in the digital domain," said Ted Prince, Senior Vice President, Information Services at Neustar. "Broadcasters and advertisers will now have a much better understanding of their audience and how to best serve their needs."

About Sorenson Media

Sorenson Media is focused on providing TV & video solutions that enable its customers to adapt and thrive in an increasingly digital landscape. Founded in 1995, Sorenson Media has been at the forefront of innovation in the world of digital video and television for nearly twenty years. Sorenson's award winning Squeeze range of encoding and streaming products have been used by video professionals for over a decade to bring quality video to connected devices. Sorenson's Spark range of products draws on this rich heritage and assists broadcasters, advertisers and content owners to bring digital media capabilities such as addressability, interactivity and real-time measurement to the world of broadcast television. For more information, visit www.sorensonmedia.com.

About Neustar

Neustar, Inc. (NYSE: NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.