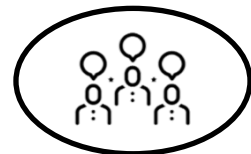




TV STRATEGY, RESEARCH AND ANALYTICS



5,97,000 VILLAGES



3.6 LAKH RESPONDENTS



450+ TELE CALLERS
@24/7 CALL CENTERS



3300+ TOWNS



650+ FEET ON STREET



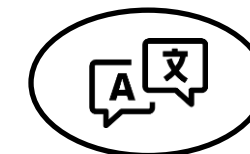
400+ CHANNELS



7 PROPRIETARY TOOLS



1,40,000+ MOBILE SDKs

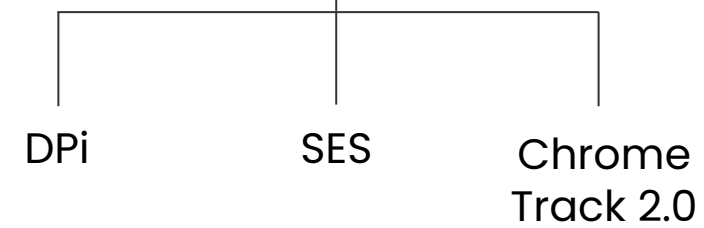


22+ LANGUAGES

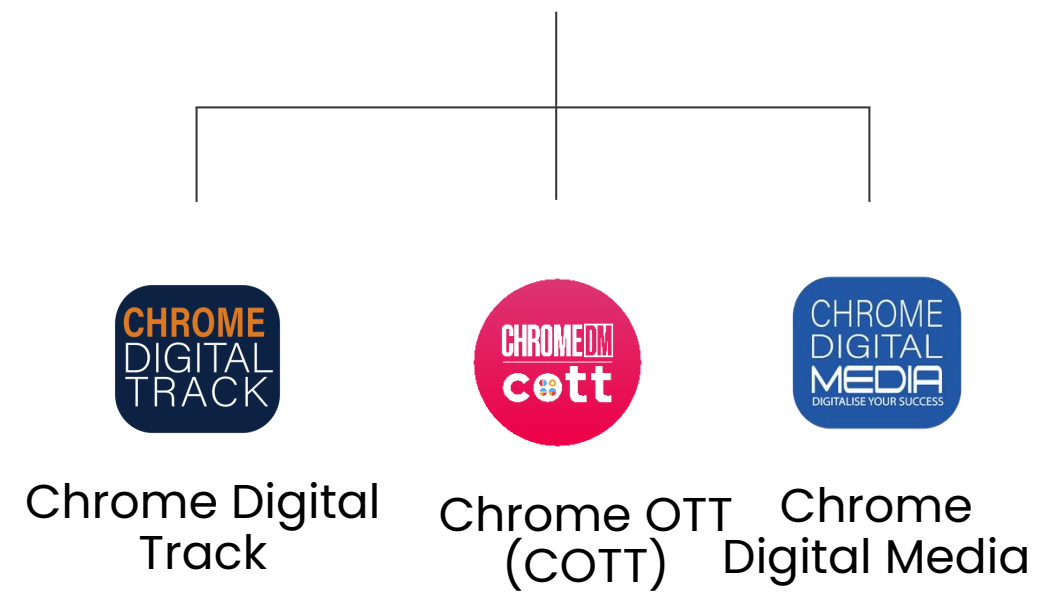
CHROME^{DM}

(Verticals)

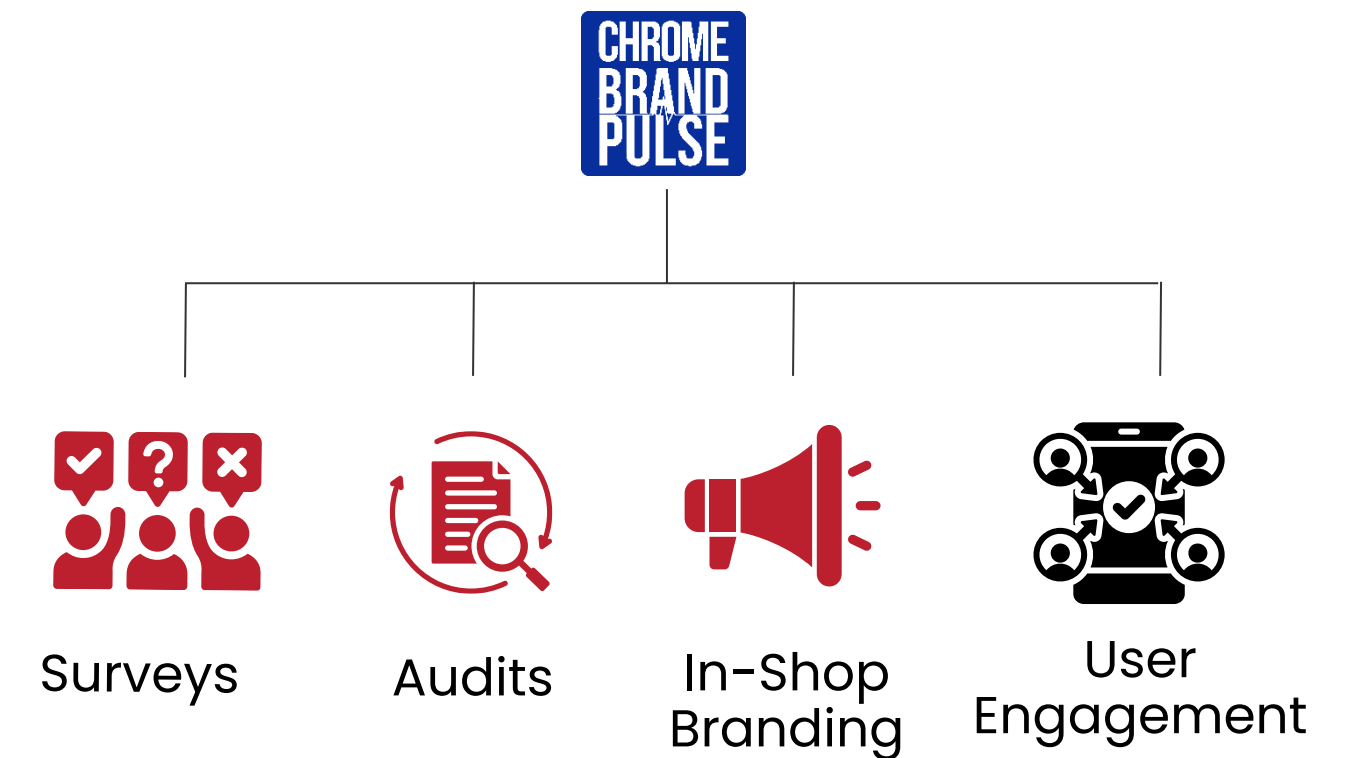
Traditional Media



New Media



Media Research



Traditional Media

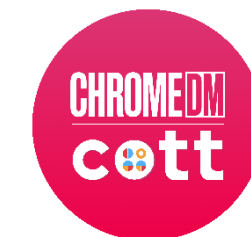
- Track 2.0
- Ratings+
- SES (Subscriber Establishment Survey)
- DPi – Distribution Potential Index
- Break Strategy
- Dual LCN Report
- Landing Page Report
- DFR – Daily Fluctuation Report
- Hotel Track



CHROME**DM**

New Media

- Chrome Digital Track
- COTT for Business
- COTT (Chrome OTT)
- Chrome CTV Subscriber Establishment Survey (SES)
- Chrome Digital Ad Track
- Chrome Digital Media



Chrome Brand Pulse

- Surveys
- Audits
- Visual Merchandizing
- User Engagement

Traditional Media

- **Chrome Track 2.0**

A city wise weekly **'connectivity report'** with weighted **OTS (opportunity to see)** across PCS, hyper/UHF, digital & DTH percentages giving the exact distribution status of a channel vis-à-vis its competitive set across all key markets, necessitating the **neighbourhood status, distribution summary, placement details, weekly highlights** and the **package details**.

CHROME**DM**

Traditional Media

- **Chrome Ratings+**

A Chrome DM exclusive to maximise Time Spent, Reach & overall Channel Share by optimising Headend Wise Distribution, On Air Presentation, Content Scheduling and Break Strategy to reach the right audience @the right time and @the right place.

CHROMEDM

Traditional Media

- Chrome SES (Subscriber Establishment Survey)

A Chrome DM exclusive primary survey report that gives the number of **active subscribers** attached to each cable network spread across 3400+ cities in India.

CHROMEDM

Traditional Media

- Chrome DPi – Distribution Potential Index

A Chrome DM Proprietary study that gives the exact **reach contribution** of a channel broken down to individual cable networks in India.

CHROMEDM

Traditional Media

- Chrome Break Strategy

A Chrome DM exclusive proprietary analysis that help broadcasters **strategize a channels' break patterns** to minimise their impact on viewership.

CHROMEDM

Traditional Media

- Chrome Dual LCN Report

A Chrome DM exclusive weekly tracking report that monitors the channels having placement on **more than one LCN #/ frequency** across 4100+ headends.

CHROMEDM

Traditional Media

- Chrome Landing Page Report

A Chrome DM exclusive weekly tracking report that monitors the **default/ landing channel** across 4100+ headends.

CHROMEDM

Traditional Media

- Chrome DFR – Daily Fluctuation Report

A Chrome DM exclusive that reports a **channel's daily fluctuations** basis the daily data collection.

CHROMEDM

Traditional Media

- Chrome Hotel Track

A Chrome DM exclusive city wise monthly report that tracks the availability of a channel across the **5 Star, 4 Star and 3 Star Hotels** in Urban India.

New Media

- **Chrome Digital Track**

A subscription-based digital audience measurement service that reports the actual reach of content across Smartphones, Smart TVs, Connected TVs and browsers. It measures unique audiences consuming **Live, VOD, Shorts, OTT content and digital advertising**, using a **30-second continuous viewing threshold** for reach calculation.

The report helps publishers, broadcasters and advertisers understand **platform-wise digital reach and incremental audiences beyond the traditional Cable & Satellite universe**, across environments such as YouTube, OTT apps, native apps, websites and major Smart TV operating systems.

Key Metrics: Digital Reach | Unique Audience | Platform-wise Reach | Incremental Reach | Live/VOD/Shorts Consumption.



New Media

- COTT for Business

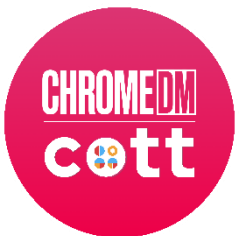
Is India's first digital analytical tool that offers a complete overview of the evolving consumption trends toward **OTT platforms**. It gives you an in-depth analysis of viewers' consumption dissected by demographics, genre, duration, and content in both percentages as well as absolutes. Industry's first digital measurement PaaS that covers **top platforms, top shows, top genres, and top binged content** across the total internet usage in India. CFB allows the selection/deselection of platforms, shows, and actors' trend lines across various platforms and different market cuts.



New Media

- COTT (Chrome OTT)

One stop B2C solution for users to see all the trending, **Upcoming and new movies and shows** released on various OTT & other platforms under one panel.



New Media

- **Chrome CTV Subscriber Establishment Survey (SES)**

This report provides state-level insights into **CTV households across OEMs**, covering urban, semi-urban and rural markets. It analyses OEM distribution patterns, consumer feature preferences and model alignment to help manufacturers, broadcasters, agencies, marketers, auditors and policymakers understand regional market dynamics.

The report delivers actionable intelligence to optimise **product placement, channel distribution and market strategies**, ensuring better accessibility and growth across India's diverse CTV ecosystem.

New Media

- **Chrome Digital Ad Track**

This measures **campaign visibility, frequency, duration, reach, share of voice, language mix and post-exposure** impact across digital platforms. It also tracks the **down-funnel journey after ad exposure**, capturing actions such as product searches, quick-commerce visits, platform access and add-to-cart behaviour, with insights broken down by tracked devices. This helps advertisers understand not just who saw the campaign, but how exposure translated into measurable consumer action.

New Media

- **Chrome Digital Media**

Helping brands grow beyond **social channels** and digital space. Our workforce, passion, engagement tools, and digital experience improve brand exposure and credibility. We craft **campaigns and marketing strategies** that engage, entertain, and empower audiences.



Chrome Brand Pulse

- **Surveys**

- **Customer Satisfaction (CSAT)**

- ✓ Measures how satisfied customers are with a product, service or overall brand experience. It helps businesses identify satisfaction levels, key pain points and areas for improvement to strengthen customer experience and loyalty.

- **Net Promoter Score (NPS)**

- ✓ Measures customer loyalty by assessing how likely customers are to recommend a brand, product or service. It helps identify promoters, detractors and opportunities to improve overall customer experience and advocacy.

- **Brand Health/ Brand Track**

- ✓ Measures how a brand is perceived over time across key indicators such as awareness, consideration, preference, usage and loyalty. It helps businesses track brand performance, identify shifts in consumer perception and benchmark against competitors.

- **Market Research**

- ✓ Provides actionable insights into consumer behaviour, preferences, market trends and competitive dynamics through quantitative and qualitative research. It helps businesses make informed decisions on products, positioning, communication and growth opportunities.

- **Post Campaign**

- ✓ Measure campaign effectiveness by evaluating changes in awareness, recall, perception, consideration and purchase intent after campaign exposure, helping brands understand impact and optimise future marketing strategies.



Chrome Brand Pulse

- **Audits**
 - **Retail Audits**
 - ✓ Involve analyzing product placement, pricing, promotions, and inventory in stores to ensure compliance and improve sales performance.
 - **OOH Track**
 - ✓ OOH audits evaluate the visibility, placement, and effectiveness of outdoor advertisements to ensure compliance and maximize campaign impact.
 - **Mystery Shopping**
 - ✓ Research method where individuals pose as customers to evaluate the quality of service, compliance with regulations, and customer experience at businesses.



Chrome Brand Pulse

- **Visual Merchandizing**

- **In Shop Branding**

- ✓ Transform your retail space with visual merchandising that captivates customers, enhances shopping, and boosts sales.

- **Retail Space & Brand Audits**

- ✓ Optimize your retail space with brand audits that ensure alignment with your brand identity and meet customer expectations.

- **Promotional Activities**

- ✓ Enhance brand visibility with tailored campaigns that drive engagement and boost awareness.



Our partners



Our partners



Our partners

TEN 2



INDIA TV

MOVIES NOW



NTV PRIME



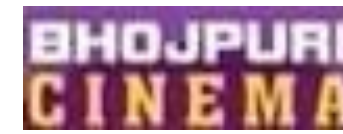
NAT GEO MUSIC



Romedy NOW



Our partners



Our partners



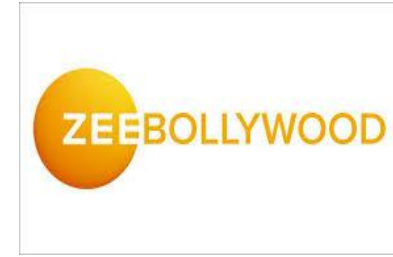
Our partners



Our partners



Our partners



Our partners



Our partners



Our partners



HOUSE OF CHEER
CREATE • CURATE • CONSULT



Transsion





**WE RESPECT THE CONFIDENTIALITY AND PRIVACY OF OUR CLIENTS,
OUR PEOPLE AND OTHERS WITH WHOM WE DO BUSINESS.**

