



Netrics Customer Success Story

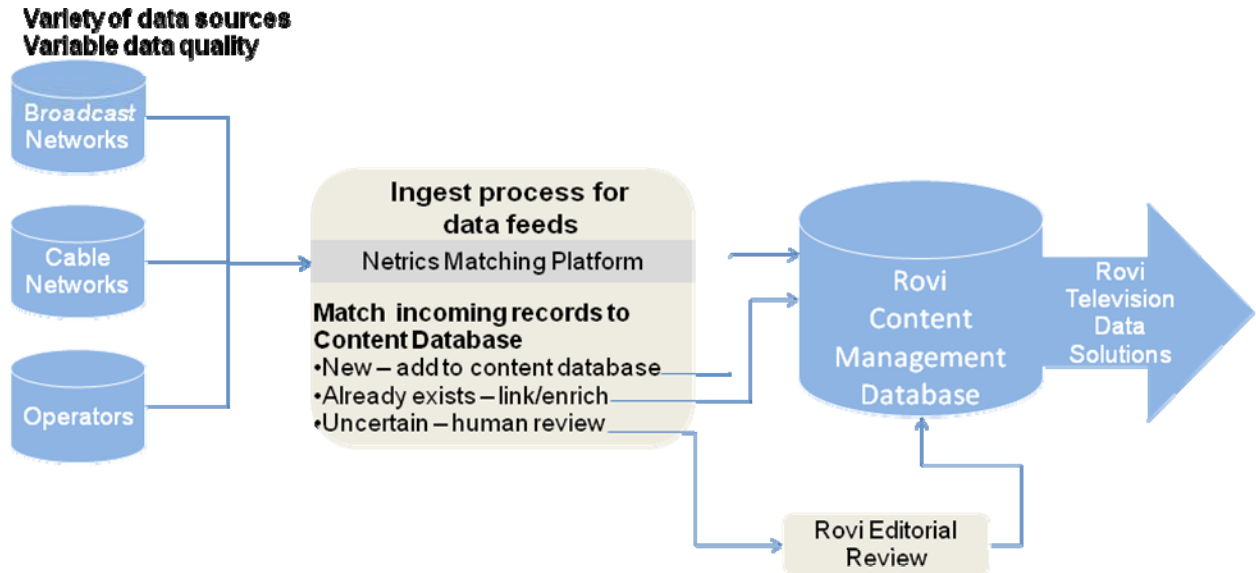
Netrics Matching Platform™ Enables Rovi Corporation to Synthesize Data from Hundreds of Disparate Databases

The Client: Rovi Corporation

Testimonial: “Our goal is to provide comprehensive and accurate TV data for use on interactive program guides for consumers to make their television viewing decisions. Viewers have an insatiable appetite for more information about their programs and that means that we continually enrich the data in our system,” said Ken Murphy, vice president, data operations, Rovi Corporation. “The Netrics Matching Platform™ solves a critical challenge by automating the process of matching new data against data already in our system, enabling us to focus our resources on adding more value to new data records for our customers.”

Situation Analysis: Known for more than 50 years under the TV Guide brand as the authoritative provider of TV listing information for millions of households across the country, Rovi’s state-of-the-art data infrastructure and content management system stores and aggregates a broad array of programming information including TV shows, movies, sport events and more. The company’s central content management database features unique data on more than 300,000 movies, more than a million TV series episodes and searchable data on virtually every show produced since the 1950s. The database offers more than 12,000 channel lineups delivering accurate mappings to the tuner and Multiple Service Operator (MSO) channels available on just about every cable, satellite and telco/IPTV in the United States and Canada.

The Challenge: Rovi receives data feeds in a variety of formats, from hundreds of different operators and networks nationwide. Prior to implementing the Netrics Matching Platform, incoming records were matched manually against Rovi’s central database to ensure data consistency. Rovi sought a cost-effective way to automate the data matching process so as to provide timely, precise data synthesis.



The Netrics Solution: Netrics Matching Platform technology is superior to conventional technologies in that it employs advanced mathematical modeling that mimics human perception of similarity. With the ability to recognize data similarities and inconsistencies across multiple, disparate databases, the Netrics Matching Platform enables ultra-precise, real-time data matching with little to no customization required.

Rovi's Data Solutions team was impressed by Netrics' automated ability to tailor the matching process to the quality of each data source. This enables Rovi to streamline and enhance the effectiveness of its data matching process, while minimizing manual reviews. "It was this aspect of the Netrics Matching Platform that cemented our decision. The company has found its answer," stated Todd Dietz, vice president of engineering, Rovi.

Successful Outcome: The Netrics Matching Platform was deployed in 2008 in conjunction with Rovi's new state-of-the-art data infrastructure system, with integration support provided by global services firm, Sapient. With the Netrics Matching Platform, Rovi has achieved a significant reduction in overall manual effort associated with its data matching and synthesis processes. Rovi's staff is now able to focus more of its time on enhancing the company's television, movies and sports databases, thus enriching the consumer experience for Rovi's customers. "We are really amazed by the 'no touch process' and are only beginning to realize the business benefits of the automation," concluded Todd Dietz.

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About Netrics: Netrics' intelligent data matching technology utilizes advanced mathematical modeling to automate data matching processes. Ultra-precise, real-time data matching enables users to extract greater value from their structured data, regardless of the underlying data quality. One hundred percent automated and immune to human error, Netrics's industry-unique technology ensures that decision makers always have access to information they can trust. Visit www.netrics.com for more information.

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