

## Leading Media Directory Automates Data Linking — Enhances the Customer Viewing Experience

*The Netrics Matching Platform™ Enables major media directory to provide accurate, informative program information for millions of viewers*

**The Client:** A Leading Media Directory Publisher

**Situation Analysis:** The client provides the most comprehensive and accurate onscreen program guide data for consumers to make their television viewing decisions. The Netrics Matching Platform™ solves a critical challenge by fully automating the process of matching new data provided by cable systems and other media outlets against the programming data maintained by the client. This allows the client to focus resources on adding value to the data, rather than on “mechanics”, so that viewers get the information they need to make better, more informed decisions about the programs they love.

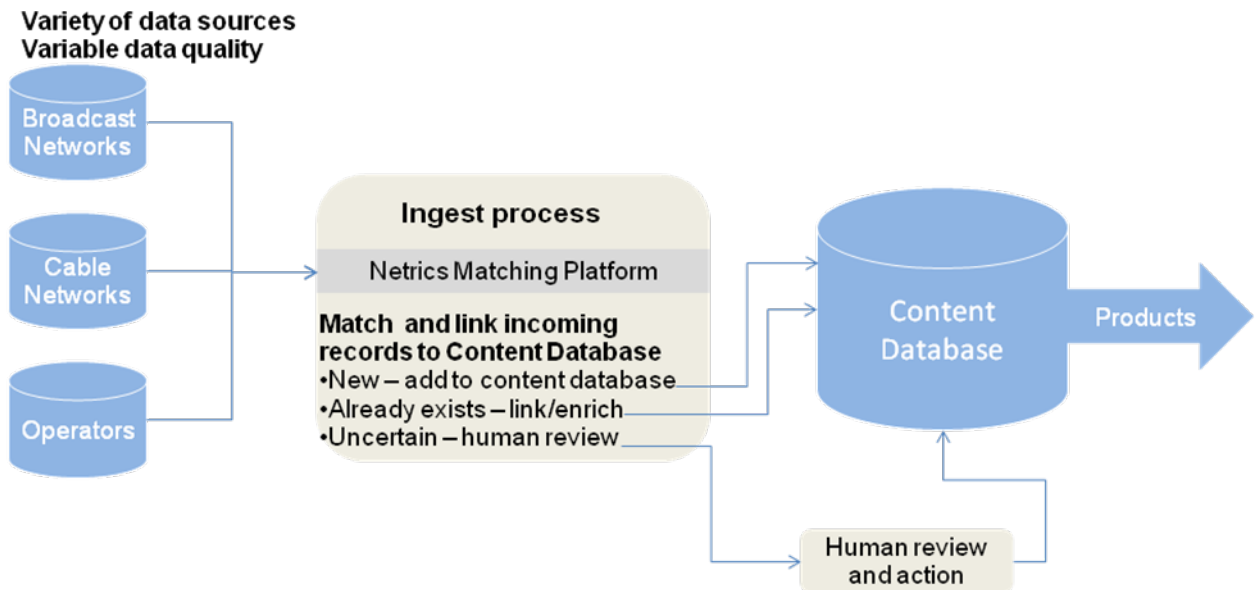
They maintain a state-of-the-art content database, which features unique data on more than 170,000 movies, more than a million TV series episodes and searchable data on every TV show produced since 1960. The database stores 12,000 channel lineups delivering accurate mappings to the tuner and Multiple Service Operator (MSO) channels available on all cable and satellite systems in the United States.

The client is responsible for providing accurate and consistent scheduling information to hundreds of cable providers, Web site visitors, third parties and readers of its print publication.

**The Challenge:** The client receives data feeds in a variety of formats, from literally hundreds of different operators and networks nationwide. Prior to Netrics, records were matched manually against the existing database by a staff of 170 data stewards.

The client sought a way to fully automate the process of matching the data, but variations, differences and errors in the incoming feed descriptions made this difficult. They sought a solution that would fully automate the process.

**The Netrics Solution:** The client invited a number of leading vendors to benchmark their data matching capabilities — Only Netrics achieved the level of accuracy and automation they required. Netrics technology is fundamentally different from conventional technologies in that it employs mathematical modeling that mimics human perception of similarity.



**Successful Outcome:** The Netrics Matching Platform is deployed at this customer. Netrics is embedded into the existing workflow application and ingest processes. The benefits were immediately apparent. With Netrics, they have seen a significant reduction in the overall human effort. With matching now scored by Netrics, the need for guesswork is eliminated. The new streamlined ingest process allows staff to focus on enhancing celebrity data, rich media graphics, and enriching the end-user experience.

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## **Making Imperfect Data Perfectly Usable**

*In the Real World, Database Information is Never 100 Percent Perfect,  
Never 100 Percent Consistent and Never 100 Percent Complete  
– and Never Can Be*

**About Netrics:** Netrics brings a totally new approach to making structured data – of any kind – usable despite its imperfections. The problem isn't with the data; it's the inability to accurately match data. Netrics matches imperfect data in real-time despite inconsistencies, incompleteness, variations and errors. Decision-makers at all levels of the organization, from front-line personnel to C-level executives, get information they can trust. As an embeddable technology, Netrics works with virtually any database, data source or application to quickly, easily and automatically turn data into a business asset.

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