



Broadcaster Launches Audience Insight Tools

January 27, 2010

In the US, broadcasting network VELOCITY has launched a suite of audience insight tools, which it claims will enable its clients to tap directly into the mindset of audiences, while allowing viewers to question experts live on the air.

The firm specializes in producing and delivering live TV to invitation-only audiences at 'VELOCITY HD Digital Suites', which are located in private clubs, restaurants and hotels across the world.

It claims its new 'Mind Over Matter' service allows clients to transform live programming into a think tank integrating research and discussion. Viewer responses can be measured and assessed by demographics, geographic spread, knowledge and opinion base, and trend analysis; while reports offer insight into the attitudes, opinions, and knowledge of viewers through both qual and quant research results.



Mind Over Matter comprises three distinct areas:

MindShare – interactive audience polling to enable viewers to react, respond and provide insight in real-time. The qual and quant service offers analytics and audience segmentation across client-designated geographies, targeted demographic and psychographic groups, and individuals.

Audience Integrated Research (AIR) Reports – through custom sorting, analysis and reporting, the service collates detailed audience data from which to build advanced database queries and retrieve marketing insight.

MindStorm – enables audiences to engage in live interaction by calling, e-mailing and texting questions, comments and discussion points to experts.

'Mind Over Matter's true value proposition is its unique ability to engage a client's key audience, tap into their thinking, and gather and distill critical information,' explained President and CEO Philip Elias. 'This can provide organizations of all kinds with important feedback on a new product, or insight into specific mindsets that may exist among consumers or important stakeholders.'

Web site: www.velocitybroadcasting.com .