

PRESS RELEASE

MIP TV, Cannes, France, 10th of April 2018



TAPE Consultancy launches App.Dex, the new Content Evaluation Service

TAPE Consultancy Limited, the London based content-focused research company announces the launch at MIPTV of App.Dex, the new Content Evaluation Service assessing the audience potential of scripted projects.

This service provides an objective assessment of the audience potential of scripted projects throughout the development process – from brief treatments and outlines, to full-blown scripts, or produced pilots.



The content evaluation service identifies key strengths and weaknesses of a project as well as its marketing/promotional assets. It can be employed on individual projects or across a portfolio to determine relative potential. It allows broadcasters, content owners, and investors to make well-informed decisions at every stage.

The service utilises the unique App.Dex tool, developed by TAPE Consultancy to analyse and quantify intrinsic appeal. It draws on TAPE's qualitative content research methodology and identified appeal drivers, based on the company's expertise of modelling, and observing audience behaviour and viewing choices. This unique understanding of how programme content satisfies viewer needs is enhanced by TAPE's partnership with Eurodata TV Worldwide, which adds statistical modelling into the mix. It combines continual international monitoring with actual ratings in different markets and for different targets.

John Peek, TAPE's Joint Managing Director, said: "With the explosion of scripted content around the world, all vying to attract, and deliver local and increasing, global audiences, we believe this is an ideal time to launch this service, providing informed and valuable insights for anyone investing in content."

Paul Youngbluth, TAPE's Joint Managing Director, added: "App.Dex offers investors in content an opportunity to manage their risk – due diligence for the creative world. "

Frédéric Vaulpré, Eurodata TV Worldwide Vice President, added: "By joining forces, blending the content know how of TAPE with the ratings expertise of Eurodata TV, professionals can now benefit from a unique new service in an industry where objective input at the development stage can deliver real added value."

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Eurodata TV Worldwide and TAPE Consultancy are providing Worldwide Content and Audience Insights for global media professionals in the television and film industries.

About TAPE Consultancy

TAPE Consultancy is the pre-eminent UK based content consultancy, providing specialist reporting, insights and analyses on programming and viewing trends. Originating as a division within a major UK Advertising Agency in the 1970's, tasked with developing forecasting and predictive tools, TAPE has built a range of bespoke consultancy services since launching as an independent company in 1976, for a client portfolio including major UK and international broadcast and cable networks, platforms and OTT services, production companies, rights holders and distributors. All services originate from the T.A.P.E. (Television Audience Programme Evaluation) and App.Dex Systems.

www.tapeconsultancy.com

About Eurodata TV Worldwide



Eurodata TV
WORLDWIDE

Eurodata TV Worldwide is the specialist in international TV research and unique provider of official TV ratings for over 7000 channels in 110 territories. Eurodata TV Worldwide tracks and monitors the latest TV and online contents in 45+ markets with its NoTa (New On The Air) service. Trusted by over 200 clients from the global media industry, Eurodata TV Worldwide is a market leader in TV and digital market intelligence.

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