



EVERYTHING YOU NEED. ONE PLATFORM.

KNOW ENGAGE MONETIZE GROW

Own your **viewing audience**, not just content distribution.

Understand your audience. Make smarter decisions. Build a stronger, more profitable business.

A person is seen from behind, sitting on a dark couch and watching a large screen. The screen displays four audience segments and a summary of insights.

THE BINGE WATCHER
Deeply engaged. Loves full seasons and marathons.

THE CASUAL VIEWER
Watches on their terms. Shorter sessions, broad interests.

THE TREND FOLLOWER
Driven by what's new and social. Discovers through recommendations.

THE LOYAL FAN
Consistently returns. Values specific content, creators or genres.

REAL AUDIENCE INSIGHTS. REAL BUSINESS IMPACT.

Audience Insights

Engagement +62%

- Know Your Viewers
- Discover Opportunities
- Make Data-Driven Decisions
- Increase Revenue

LIVE, VOD & FAST
ANY SCREEN

AUDIENCE ANALYTICS
REAL INSIGHTS

DIRECT RELATIONSHIPS
GREATER CONTROL

FLEXIBLE MONETIZATION
HIGHER ROI

ONE POWERFUL PLATFORM
BUILT FOR GROWTH

READ THE ARTICLE >

Title: Who's Really Consuming Your Content? If You Don't Have All The Answers, Then Your Business May Be Headed For a Crash Diet.

Katapy

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Know your audience. It's a key fundamental for ensuring success in business – any business. But just knowing who is watching and where they're watching isn't enough.

At one time, back in the dark ages, to get inside the mind of your audience, you could figure out what they were watching, how many of them watched it, and you figured it was on the screen in front of their couch (otherwise known as the television set). You got basic demographic information – gender, age, and race. And if you did focus group research, you may have also gotten some attitudinal insights. But the information you discovered was at least 24 hours old – if not older.

Actionable, yes. Accurate, maybe. Instantaneous, no.

Today, thanks to AI and automation, we have the ability to understand in real time who is watching, for how long, on what devices, if they are return viewers, what location they're in, and how much revenue they're generating for your business. We also know if your content is meeting quality standards.

Accurate information, quickly. So you can optimize your content today, not tomorrow or this week or next month. So you understand what you are doing right, and you can repeat it. You can tweak what's underperforming. And you can lean into the audiences, content, and video that really drive your revenue. And begin attracting more of the same.

In the video streamlining world, we know there are four basic “personas” – personalities – that drive our business.

You may have different names for these content consumers, but it doesn't really matter what you call them. Because if you don't really understand them, then your business is literally on a crash diet.

There's the Couch Bound Content Chugger – they watch throughout the day, with non-discernment. Any content will do. They drink content through the firehose.

Then there's the Family Content Calorie Counter - parents concerned about who their children watch and how long, they want to ensure they maintain controls on what content is available at all times.

Of course, there's the Gen Z and Gen Alpha Content Snacker – three seconds is a lifetime, so they constantly bounce from one piece of content to the next, on multiple devices. Never satiated.

And finally, the Content Category Binge Eater – those who are all in on one genre. Can't get enough. Loyal to a fault.

These four basic types of content consumers are the bread and butter for media businesses. But how can your business appeal to the right combination of these, at the right time, with the right content, so they are more engaged, for longer, and allowing you to attract even more eyes to your channel?

Katapy has cracked the code on speed to insight so you can scale your business quickly. Learning which content types resonate with which targets and generate revenue becomes a simple, 24/7 activity. Just like breathing. One single platform, live dashboard updates, a view across every app, device and screen. automated alerts and notifications. That's Katapy.

Having this performance data at your fingertips anytime you need it, anywhere, is the key to making real business impact.

Isn't it time you knew more about your audience? DM me on Linked In or reach out at stuart@katapy.com. I can help.