

Fall 2020

## Parrot Analytics

Maxwell Vincent

*Bowling Green State University*, [mdvince@bgsu.edu](mailto:mdvince@bgsu.edu)

Follow this and additional works at: <https://scholarworks.bgsu.edu/arp>

**How does access to this work benefit you? Let us know!**

---

### Recommended Citation

Vincent, Maxwell, "Parrot Analytics" (2020). *Audience Research Firm Presentations*. 16.  
<https://scholarworks.bgsu.edu/arp/16>

This Book is brought to you for free and open access by the Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Audience Research Firm Presentations by an authorized administrator of ScholarWorks@BGSU.



---

# Parrot Analytics

Maxwell Vincent

---

# Overview

---

“When science meets art:  
MAGIC HAPPENS”

Parrot Analytics is the leading global content demand analytics company for the multi-platform TV business.

They hold the world’s largest TV audience demand datasets, currently tracking more than 1.5B daily expressions of demand. Their Platform provides insight into global, country-specific audience demand for television content.

Over 100 languages from 200+ countries.

# Industries

Parrot Analytics offers services for every company on the distribution network.

- Financing Companies
- Talent Agencies
- Production Companies
- Studios
- Distributors
- Linear Networks
- PayTV Networks
- Over-The-Top Platforms
- Marketing and Media

Parrot offers specialized help and support for each level of production.

# TV360 MONITOR

---

- Parrots 2<sup>nd</sup> platform designed for everyone to use.
- TV360 Monitor is built to analyze TV Demands. One of the key functions is Global Demand Measurement. The platform covers 100,000+ TV shows, with a selection of 100+ Streaming platforms and television channels.
- The platform provides easy-to-understand data and insights to help contextualize the data to the desired market, and help the customer make the best possible decision.
- \$99 per Month.

# TV360 ENTERPRISE

---

- Parrots platform is built for the whole content lifecycle.
- TV360 Enterprise includes everything as TV360 Monitor, as well as, access to direct data interrogation (API), Group-Based Licensing, access to every market, and contextualizing data to match the local market.
- The platform is more suited for in-depth data research and Parrot requires clients contact customer service before they can have access to the service.

# Previous Clients



DISNEY

FACEBOOK

WARNERMEDIAGROUP

GOOGLE

AMAZON

SKY MEDIA

# Parrot's Leaders

Wared Seger, and his board head the company which features offices in Los Angeles, New York, London, Auckland N.Z. and Sao Paulo B.R.

Currently worth \$10.3m



**Wared Seger**

*CEO*  
Co-Founder



**Adriana Cisneros**

*CEO of Cisneros, Board of Directors*



**Adam Clark**

*Board of Directors*  
Co-Founder



**David Bishop**

*Board of Directors*



**Bruce Tuchman**

*Board of Directors*



**Michael Montgomery**

*Board of Directors*



# Job Opportunities

Only five positions available as of now, one as  
resent as last week.

## Los Angeles

Insights Director  
Partnerships

## Sao Paulo

Senior Partner Insight  
Analyst

## Auckland

Senior Front End Developer  
Software Engineer, Graduate – 2 openings  
Data Scientist, Graduate

# Citations

<https://www.parrotanalytics.com>

[https://www.crunchbase.com/organization/parrot-analytics/company\\_financials](https://www.crunchbase.com/organization/parrot-analytics/company_financials)

<https://www.linkedin.com/company/parrot-analytics/about/>

<https://apply.workable.com/parrot-analytics/?lng=en>

<https://markets.businessinsider.com/news/stocks/parrot-analytics-launches-individual-licensed-product-to-democratize-access-to-global-tv-streaming-data-trends-and-analysis-for-individuals-and-companies-of-all-sizes-1029380960#>