

## RESEARCH ANALYST



XUMO is a leading entertainment technology company, bringing the best in digital video direct to consumers on the screens they love and use most. The first software-based OTT TV platform, XUMO has successfully combined live TV and video-on-demand into one, easy-to-use experience that is free to access, stream and use. XUMO has developed a brand-new way for consumers to enjoy the television they love, for content owners to stream live or on-demand content right into their fans' households and for advertisers to monetize in the rapidly growing Connected Device space. XUMO is available in the U.S. and Canada on multiple streaming platforms including LG, VIZIO, Hisense, Panasonic and Samsung smart TVs, Roku and mobile devices.

This position will oversee market research projects with an eye to identifying and crafting stories that support marketing, advertising, business and sales initiatives. This person will proactively sift through data and scour dashboards to develop strong narratives identifying growth areas, channel strengths, platform differentiators and more. This position requires a media background to understand the nuances of the OTT industry.

### JOB SUMMARY

- Leverage proprietary and syndicated tools to create and present analyses for internal and external clients that tell XUMO's story to the marketplace and advertiser clients
- Support the advertising team with research and analytics, including but not limited to audience data, site metrics, marketplace research and internal consumption data
- Assess XUMO relative to other media properties and develop actionable insights to help tell the story that best positions XUMO
- Create and report on custom media targets based on media briefs and RFPs; Help account executives create prospecting tools in pre-sale efforts
- Work collaboratively with the Integrated Marketing team to create data-based collateral and proposals to effectively sell through marketing ideas
- Measure advertiser campaign performance, providing insights and actionable recommendations
- Develop creative research solutions to uncover consumer insights and trends related to consumer motivations and behavior across the XUMO platform

### MUST HAVES

- 2+ years at a fast-paced web publisher, media agency, OTT or TV Network
- Proficient with syndicated media research and analytics tools such as comScore, VideoMetrix, comScore PlanMetrix, MRI, Nielsen Digital Content Ratings, etc.
- Established relationships with a variety of research vendors
- Highly proficient in Microsoft Excel, PowerPoint, Keynote is a plus
- Understanding of media planning and media metrics (reach, frequency, audience composition, coverage, etc.)
- Knowledge of the media landscape and, preferably, the digital media landscape
- Strong mathematical skills and an interest in finding stories in the data through in-depth analyses

- Strong interpersonal skills with the ability to work collaboratively within and across research, marketing and sales teams



### **NICE TO HAVES**

- Strong communication and presentation skills: strengths in narrative development, holistic perspective, developing concise/actionable insights, accessible to a non-research audience
- Highly organized and able to handle multiple projects simultaneously in a fast-paced environment. Very detail-oriented with strong prioritization skills.
- Strong interest in OTT/CTV
- Ability to easily visualize and present data findings so as to captivate a room
- Understanding that rattling off numbers is not what we're looking for—we're looking for what those numbers mean

### **REPORTS TO VP, MARKETING & VP, SALES**