

TIVO ACQUIRES TRA



TiVo will soon make an announcement about its recent acquisition of TRA, a company that has used different methods of research to track habits of consumers and figure out what they are interested in and what they are buying. TiVo will likely pay \$20 million to purchase TRA. The President of TiVo, Tom Rogers, recently said that at this point, television is at what is actually referred to as an inflection point. With the Internet, it has been easy to take measurements and find out information about consumers because of the things they click on, which is something that was not available for television for quite some time. However, it has now become possible. TRA is a company that is able to acquire information about consumers watching television, collecting all sorts of information. It has been in existence for several years now and has been working with a number of clients since it was first established. Some of the clients include cable networks and broadcasting networking, along with several different advertising brands. Some of the brands include Oscar Mayer and Mars chocolate and candy. These clients have insisted that TRA has worked in an efficient manner to gather information on consumers that actually helped the clients gain more exposure and target the right audience based on their habits. One of the company's first clients, CBS, has always shown its support for TRA and its abilities. In fact, the chief research officer for the CBS network, David F. Poltrack, says that this new acquisition is definitely a good thing and believes it will help to increase the effectiveness of advertisements on television, which often struggle due to the lack of information available on the consumers. He feels that this acquisition will help with advertising and with the ability of advertising to specific demographics and individuals who will more than likely be willing to purchase certain products. The chairman of TRA, Mark Lieberman, will continue to hold his position as the chairman even after the acquisition occurs. He says that the company has been able to accurately measure the buying habits of consumers who happen to watch certain television programs on specific television stations. Now that TiVo has acquired the company, it will continue to expand its operations. Lieberman says that he is excited about the new alliance with TiVo and believes that the expansion will go over well. Rogers is mutually excited about the new acquisition and believes that there is a lot of potential that can be used in favor of those who are advertising on television.