



DIGITAL DATA TRACKING COMMITTEE 2016-2017

The Digital Data Tracking Committee has oversight of the vendors responsible for aggregating worldwide digital transaction data for movies and TV shows. The Digital Data Tracking system illuminates digital title specific performance by genre, channel, source, territory and resolution. The Digital Data Tracker is a tool that helps provide a better understanding of the latest sales trends, marketing effectiveness and is used to guide strategic decisions on release.

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6/26/2017

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