



TelmarHelixa Introduces Plan + DASH Essentials, Expanding Access to Independent TV Planning Data

TelmarHelixa today announced the launch of DASH Essentials dataset in its Plan product.

NEW YORK, NY, UNITED STATES, March 4, 2026 /EINPresswire.com/ -- [TelmarHelixa](#) today announced the launch of DASH Essentials dataset in its Plan product. Independent and accredited by the Media Rating Council, the DASH TV Universe Study measures in detail how Americans connect to and consume TV. TelmarHelixa has integrated DASH Essentials, a curated version of the DASH dataset, into its [media planning](#) platform, Plan.

DASH provides a comprehensive view of the modern TV ecosystem, measuring TV access, device penetration, service adoption, streaming tiers, co-viewing behavior and daily viewing patterns across the U.S. market. Built from a national probability sample and updated twice annually, DASH offers a neutral and validated foundation for audience understanding.

TelmarHelixa saw the potential of DASH to become an industry-standard dataset. TelmarHelixa further recognized that many agencies would benefit from employing reliable, independent data within day-to-day media planning workflows.

By embedding DASH Essentials directly within Plan, TelmarHelixa has created a practical solution for Tier 2 and Tier 3 agencies that need trusted [TV usage intelligence](#) without prohibitive costs, technical complexity, or fragmentation. "We saw early on that DASH had the potential to become a foundational dataset for understanding the U.S. TV landscape," said Tom Murray, VP of Global Sales and Client Success at TelmarHelixa. "What became equally clear was that many agencies needed a planning ready application of that data. Plan + DASH Essentials brings accredited TV usage intelligence into a planning environment where teams can actually use it to size audiences, calibrate plans and build a complete view of campaign delivery."

What DASH Essentials Adds to Media Planning

Plan + DASH Essentials represents an industry-first approach to pair an efficient planning tool with a high-quality data set extracted from an accredited, independent study.

The new offering removes traditional cost and access barriers for agencies seeking reliable foundations for TV and cross- platform planning.

About TelmarHelixa

TelmarHelixa is a global audience insights and media planning platform used by agencies, brands, and media companies to connect data, reveal audience behaviors, and build smarter strategies. The platform enables teams to work across complex datasets with clarity, speed, and precision.

About DASH

The ARF DASH TV Universe Study is the television industry's independent dataset capturing how Americans access and use TV across services, screens and devices. DASH provides nationally projectable estimates of TV access, device penetration, service adoption, co-viewing behavior and viewing patterns across the U.S. market.

DASH has been accredited for TV universe estimation by the Media Rating Council, indicating compliance with the MRC's Standards for Media Rating Research. The study serves as foundational industry infrastructure for a wide range of licensees, supporting audience sizing, calibration and planning across television and digital media.

Conducted by the Advertising Research Foundation in partnership with NORC at the University of Chicago and updated twice annually, DASH is syndicated to broaden access and overseen by an expert technical committee representing its licensees, which includes major media companies, measurement providers and identity platforms.

Elke Cathrall

TelmarHelixa

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