

# Viacom Media Networks

[www.spike.com](http://www.spike.com)

Viacom Media Networks is a leading creator of programming and content across media platforms, and is the company behind Spike TV, available in 99.8 million homes.

Viacom uses Eclipse BIRT within its Client Automated Testing (CAT) system, an enterprise-wide reporting tool developed from scratch with the help of BIRT. Currently 12 digital analytics users utilize the system, accessing BIRT to report data results for the organization and send data analytics results to Adobe Omniture. The team likes BIRT for its ease of report development, its integration with databases, and its integration with Eclipse. They have plans to expand their use of BIRT to create custom reports in the future.

Information source from 'Get Your BIRT Rocks T-Shirt program' and Viacom Media Networks (<http://www.spike.com/press/>) on 1/17/2012.