

Mobile Peoplemeter

Affordable and flexible TV/radio/media measuring solutions based on any smartphone or tablet

Mobile Peoplemeter App can track:

- Live TV or radio consumption of panelists
- Time-shifted TV viewing of panelists
- Any non-linear media consumption of panelists

Optionally:

- Geo-location
- Internet consumption (Android 2.2 - 5.x)
- Mobile app usage (Android 2.2 - 5.x)



Key Mobile App features:

- Robust background audio recognition in noisy environment
- No constant internet connectivity needed

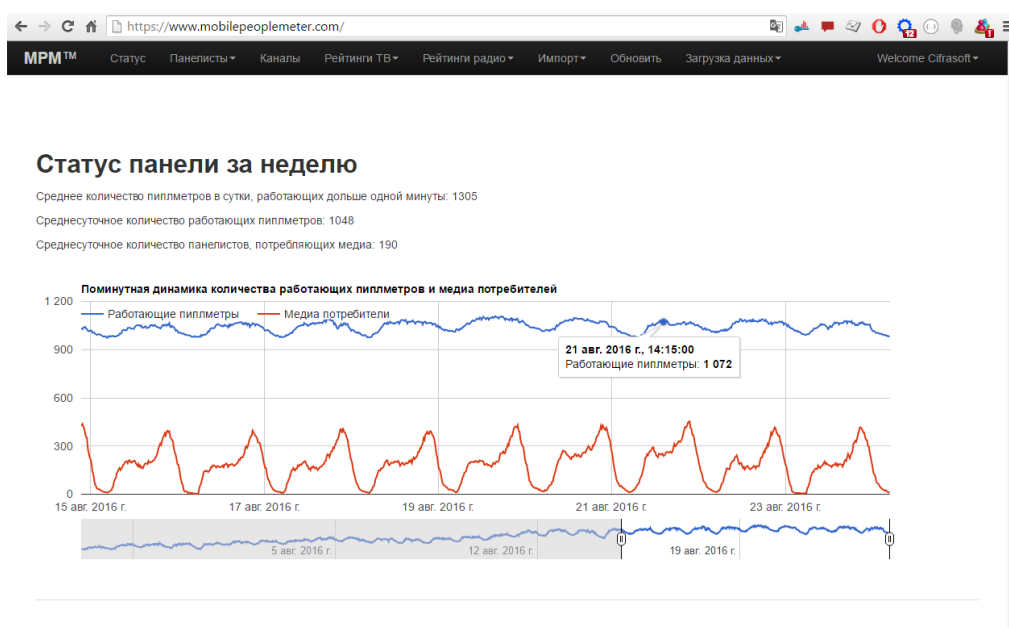
- Minimal battery impact (less than 2-8% on a regular smartphone; in most cases, the battery consumption is less or comparable to a typical instant messaging app)
- Intellectual audio sampling profile that adapts to panelist's media consumption patterns to minimize battery drain while maximizing recognition accuracy
- Available for Android 2.2+ (iOS version available upon request)
- Minimalistic non-obtrusive user interface
- Tablet version for "home" peoplemeter

What can be monitored?

- Live TV or radio broadcast
- Time-shifted TV
- Any audiovisual content

Web-based panel management interface

The Mobile Peoplemeter solution comes with customizable web-based admin interface. The admin interface provides full and up-to-date information about all active panelists, their device usage statistics, media consumption statistics, device model, OS version, geo-location and other vital characteristics that allow panel managers to monitor status and health of media panel.



Technology

Mobile Peoplemeter solution relies on two technologies to identify audio content:

- Audio fingerprints
- Audio watermarks

Use of **Audio fingerprints** requires the reference audio streams (real-time broadcast TV, or pre-recorded database of audio/video content for indexing). We can use terrestrial broadcast TV signals (e.g., DVB-T/T2), satellite broadcast TV signals (e.g., DVB-S/S2) or IPTV as reference audio streams.

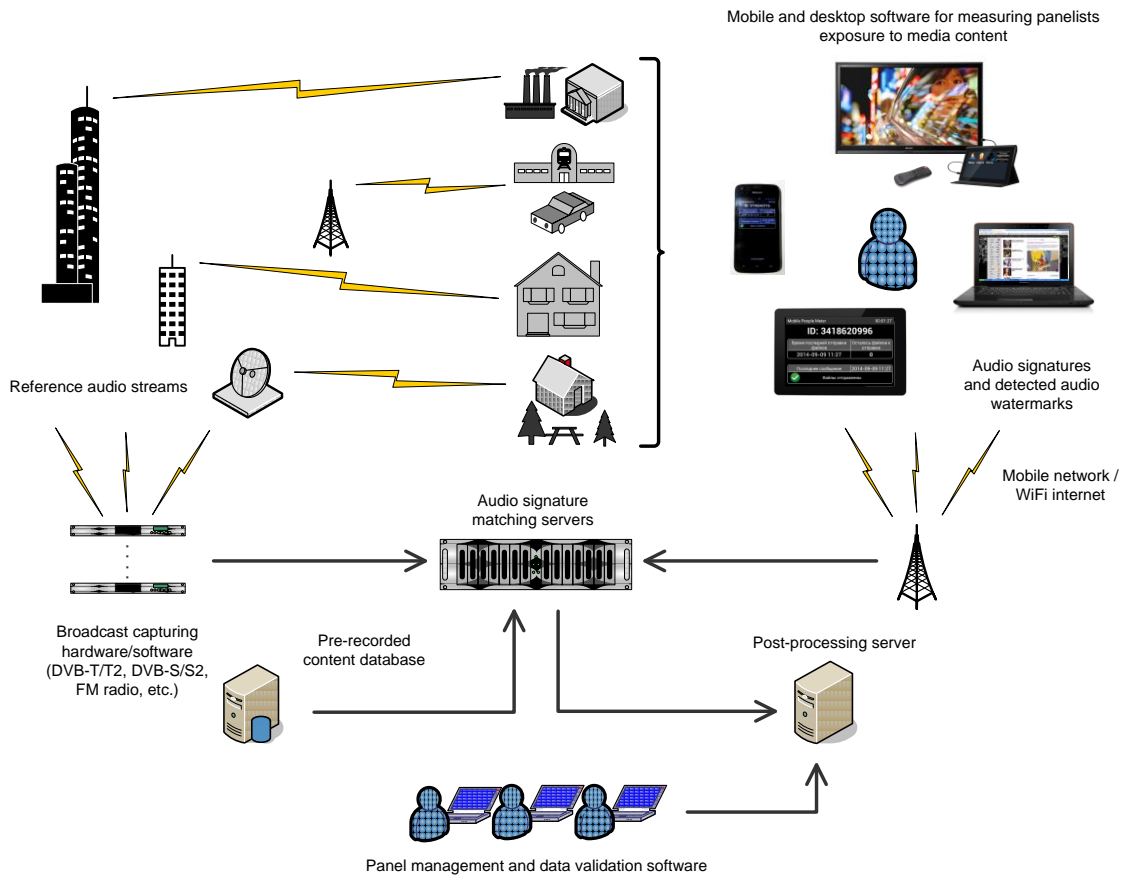
Audio watermarking offers certain advantages over audio fingerprinting such as unambiguous identification of audio/visual content even in case of identical audio tracks, and ability to accurately recognize very large database of time-shifted content in cost-effective way.

Cifrasoft offers software embedders to embed Cifrasoft SoundCode watermarks into pre-recorded audio/visual content and hardware embedders for embedding audio watermarks into real-time digital audio (AES/EBU) or digital video (SDI) streams.

Both technologies can be used in Mobile Peoplemeter simultaneously for maximum flexibility.

System architecture

Cifrasoft mobile peoplemeter solution relies on flexible system architecture that can be distributed across multiple geographical locations. The mobile peoplemeter is offered as a SaaS solution, but can also operate within the Customer's own data center.



Contacts

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