

Common Technology Centre

VirtualMeter

A software version of the 5000 series PeopleMeter

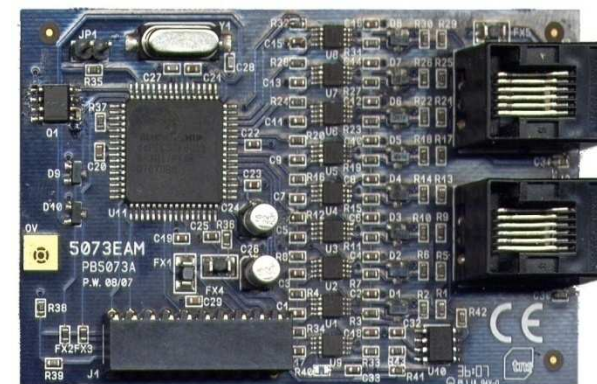
Iain Goodhew

GfK TV Day - Brussels May, 18th

An abstract graphic consisting of numerous overlapping, curved lines in shades of red, orange, yellow, and green, set against a black background. The lines originate from the left side and curve towards the right, creating a sense of motion and complexity.

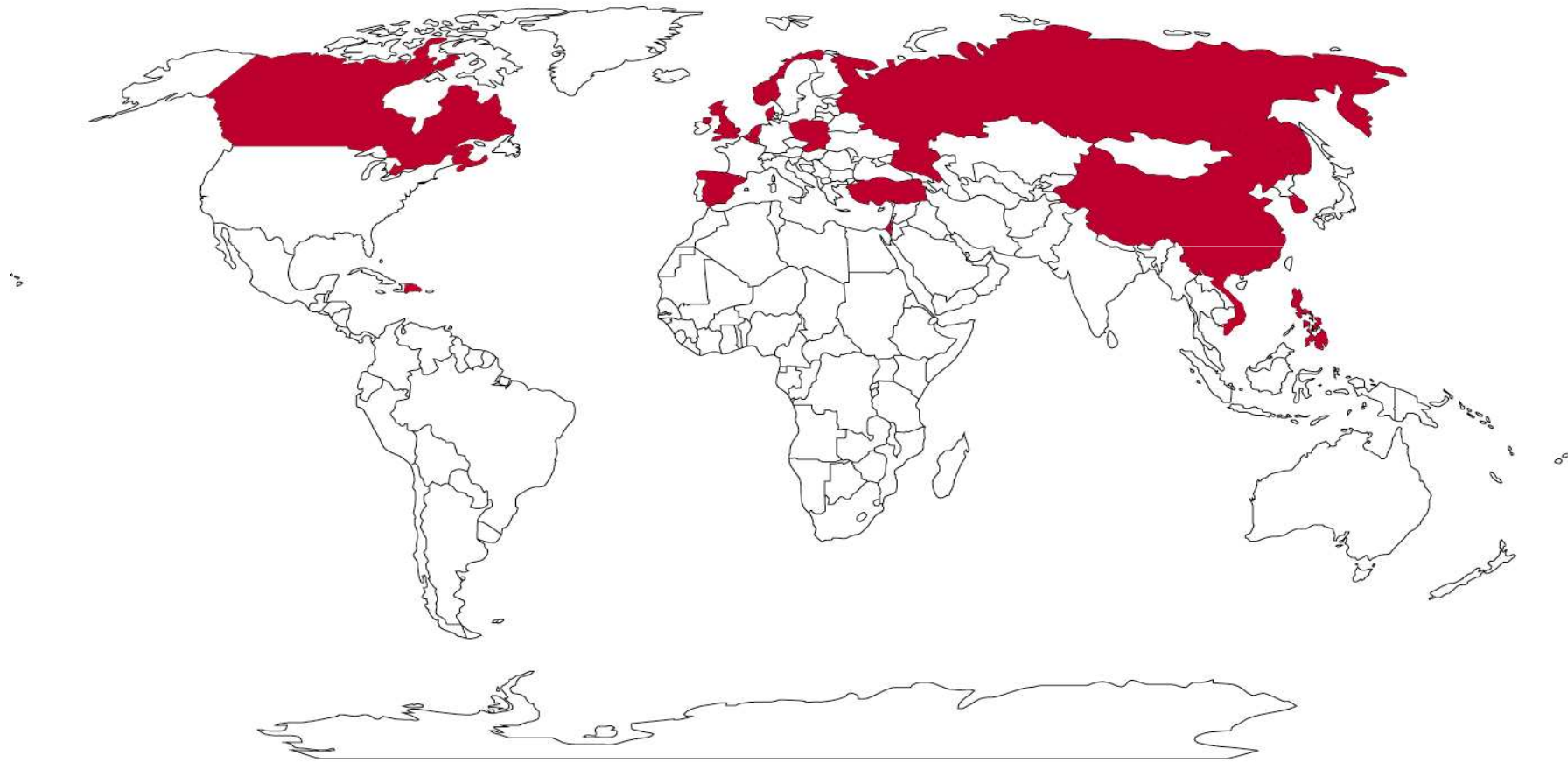
5000 SERIES PeopleMeter

- Modular PeopleMeter
- Multiple detection techniques
 - Audio Matching
 - Audio Codes
 - SI Data
- Peripheral Detection
- Direct Connection to source



THE 5000-SERIES MODULAR PeopleMeter™ ORDERED TO DATE:

81,828 meters for 47,210 homes in 18 countries



CHANNEL IDENTIFICATION TECHNIQUES BY COUNTRY:

Audio Matching + Audio Codes + SI data + VDD	UK
DFM + SI data + Audio Matching	China
DFM + Audio Matching	Slovakia
DFM	Poland, Vietnam
PictureMatching™	Dominican Republic
PictureMatching + Audio Matching	Israel
PictureMatching™ + VCR motors	Canada
PictureMatching™ + Audio codes	Singapore
PictureMatching™ + Audio codes + Audio Matching	Norway
PictureMatching™ + VBI codes + Audio Matching	Belgium
PictureMatching™ + SI data + Audio Matching	Korea
PictureMatching™ + SI data + DFM + Audio Matching	Spain
T/S PictureMatching™ + VBI codes + Audio codes	Denmark
T/S PictureMatching™ + VBI codes + Audio Matching	Netherlands
AudioMatching	Philippines, Russia, Turkey

3 SCREEN TV VIEWING

TV CONSUMPTION IS CHANGING

- Media viewing increasing
- More ways to view content
- More online content available
- Increased use of Internet ‘catch up’ TV
- Increased use of Mobile TV



A majority of viewers in UK Sky+ homes (83%) did not watch the Caprica live premiere

Performance of Caprica : Sky Digital Homes with a DVR

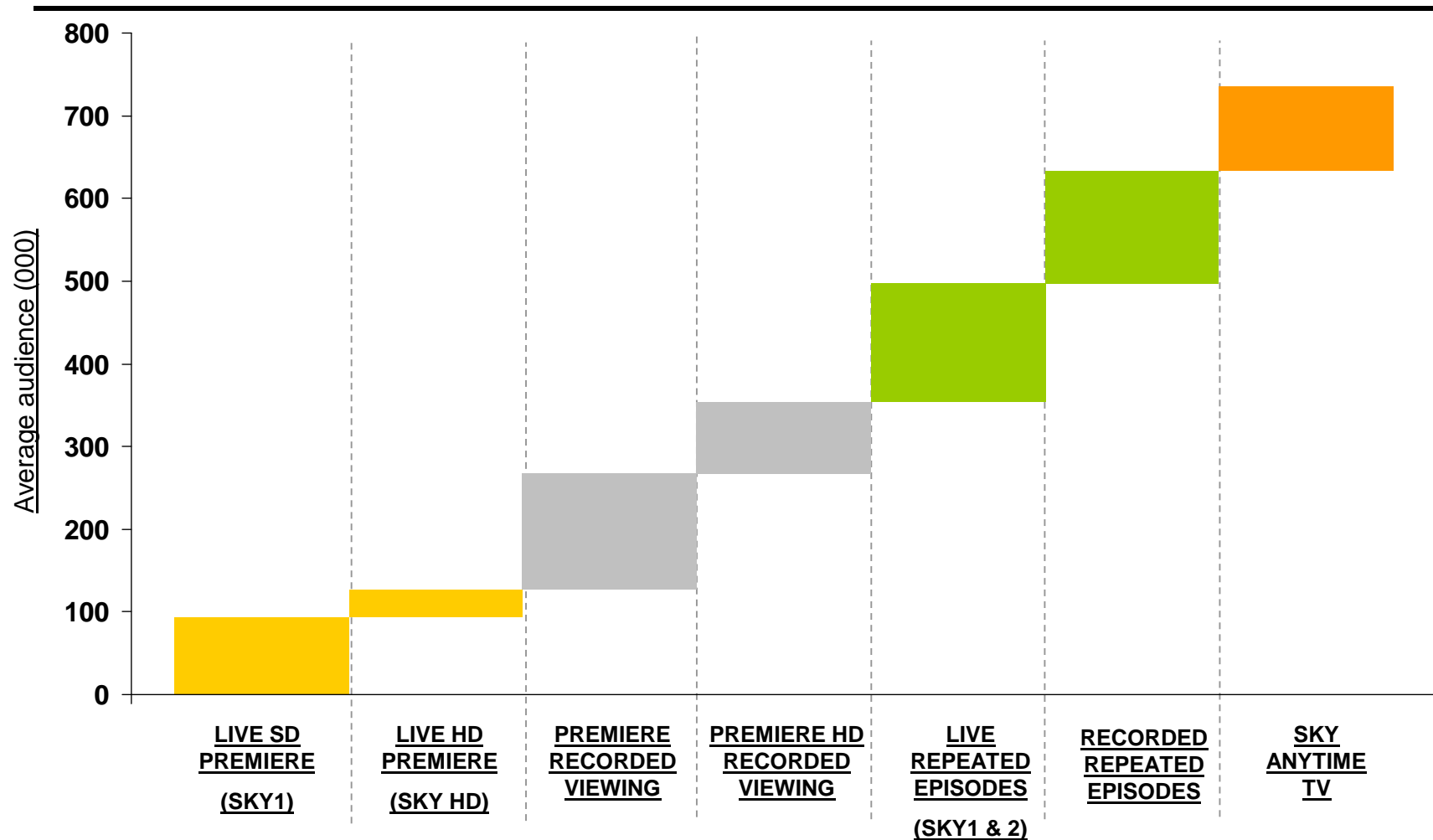
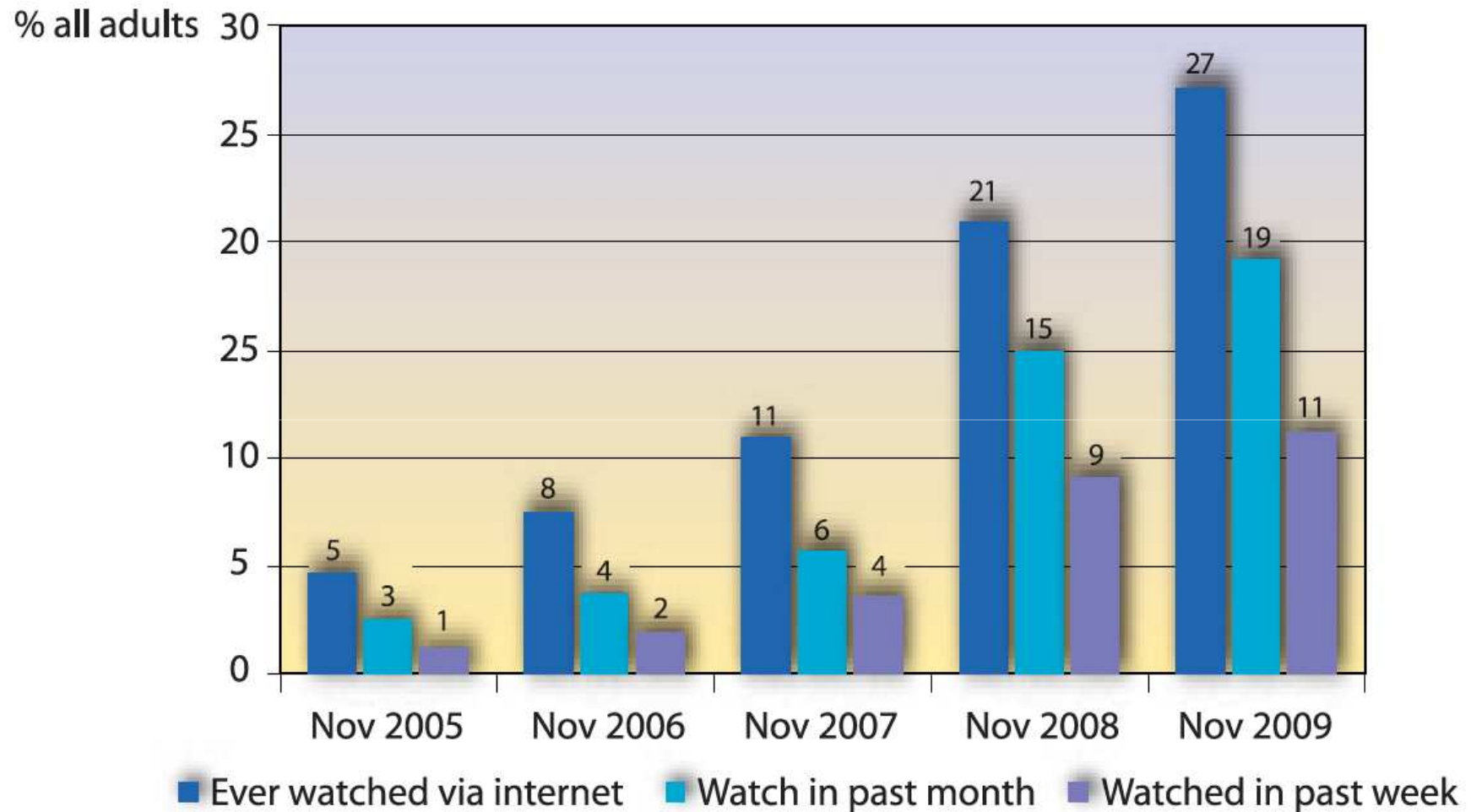


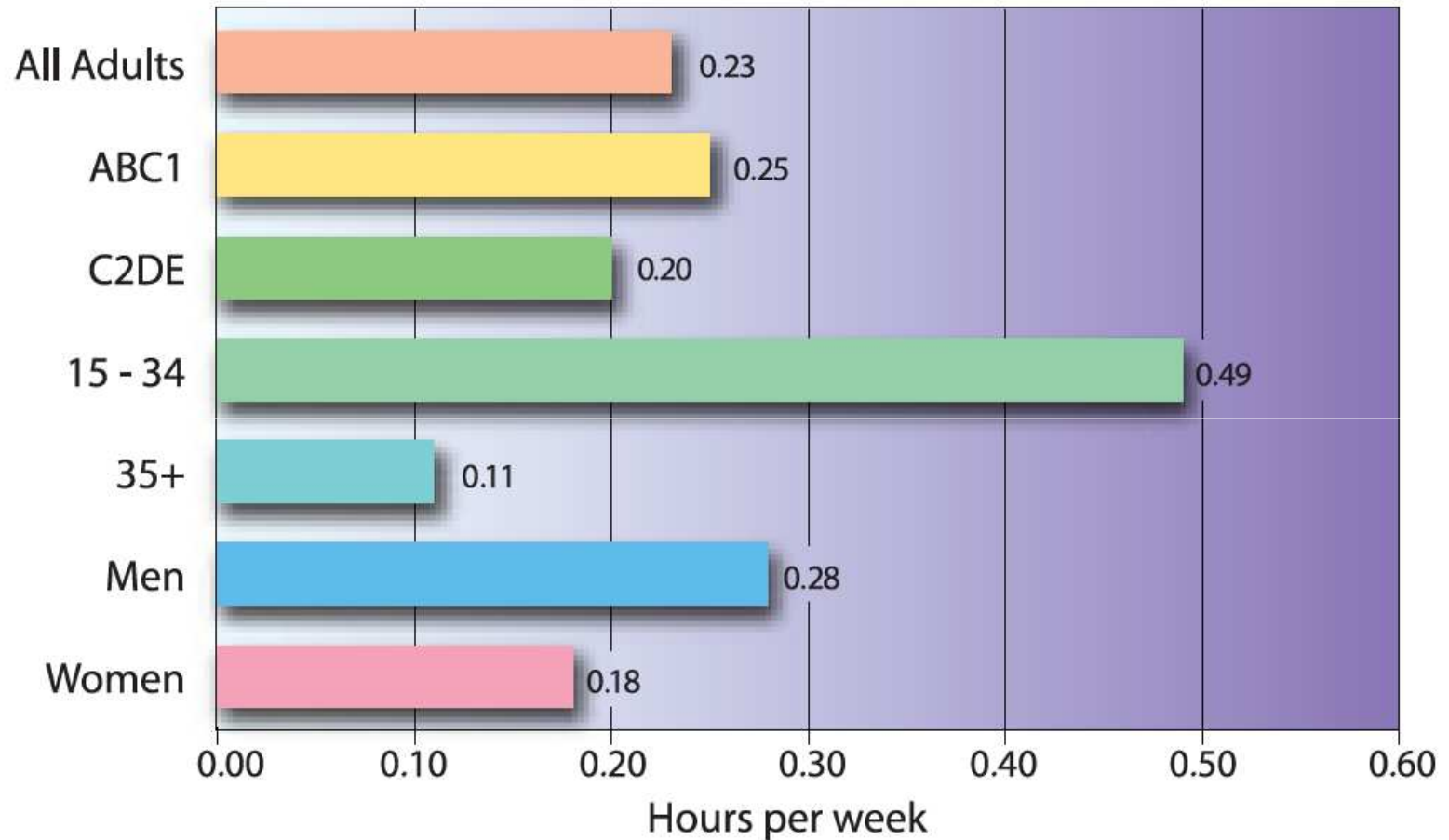
Chart 1: Trend in Viewing of TV via Internet



Source: Ipsos MORI Capibus

Chart 2: Average Weekly Online Viewing Time - Nov 2009

Base: whole population



Source: Ipsos MORI Capibus, 6-19 November 2009. Base: 3978 adults

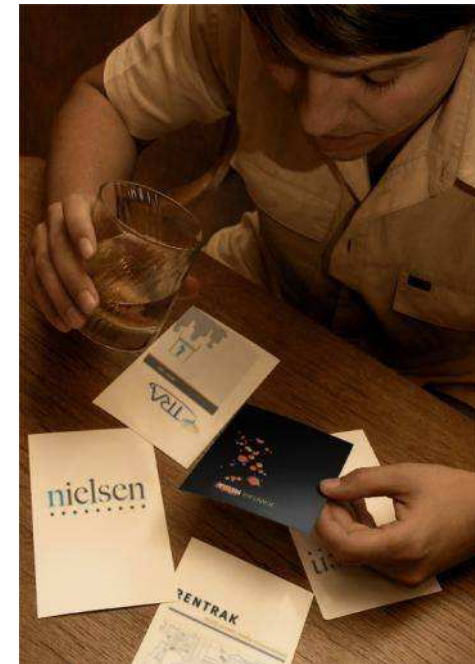
DR WHO SETS iPlayer RECORD

17th APRIL 2010



The first episode of the new series – starring Matt Smith – has achieved the biggest number of requests in a week. The show, in which the Doctor met new sidekick Amy Pond, played by Karen Gillan from Inverness, registered 1.27 million requests to view in the seven days after it was screened by BBC1.

An episode of Top Gear was the most watched programme of 2009 with 1.6 million views, but it was available over a longer period.



INTERNET MONITORING

A TRADITIONAL APPROACH



- Uses 'click stream' information
- Does not measure duration, just stream starts
- Does not measure people information
- Does not integrate with traditional TV ratings figures

VIRTUALMETER

A SOFTWARE VERSION OF THE 5000 SERIES PEOPLEMETER

Uses Enhanced Audio Matching to match relevant audio against TAM reference site.

- Minute by minute persons viewing data in usual TAM format for consolidation back onto ratings
- Cross-analysed against URL data for source (e.g. iPlayer, YouTube, Hulu)
- Measures all video playback on device
- Streaming, downloads, DVD/BluRays
- On and off line



ENHANCED AUDIO MATCHING

HOW DOES IT WORK....

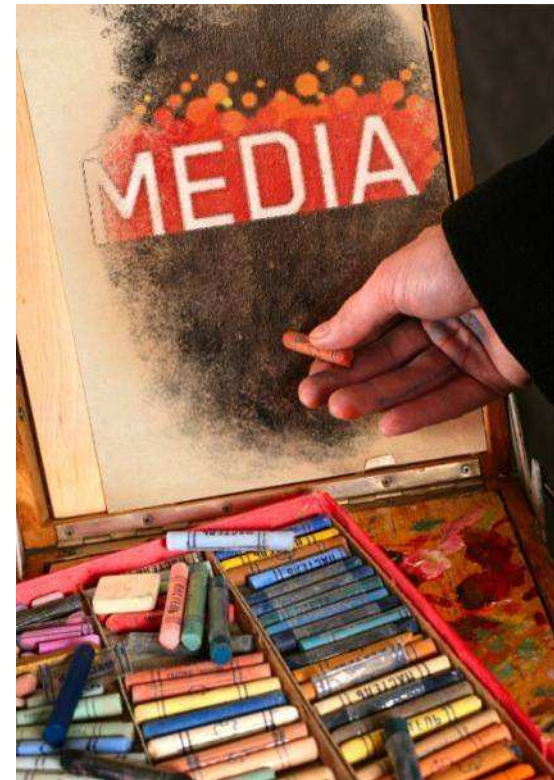
System elements:

Meter takes audio signatures in the home

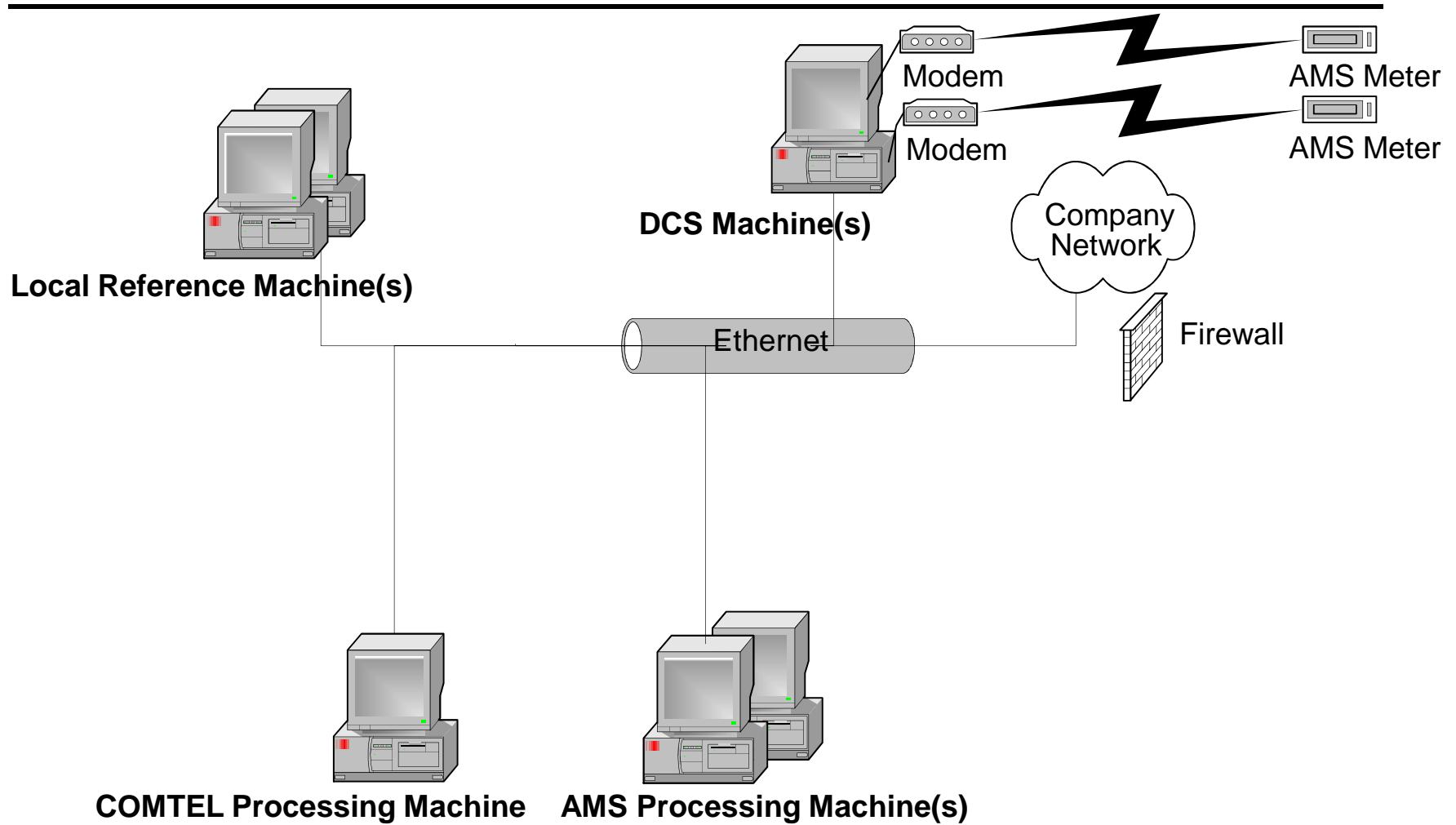
Reference systems take similar signatures from all channels of interest, 24/7

Matching software compares the two

Determines *when* the material viewed was broadcast, and on what *channel*



ENHANCED AUDIO MATCHING SYSTEM BLOCK DIAGRAM



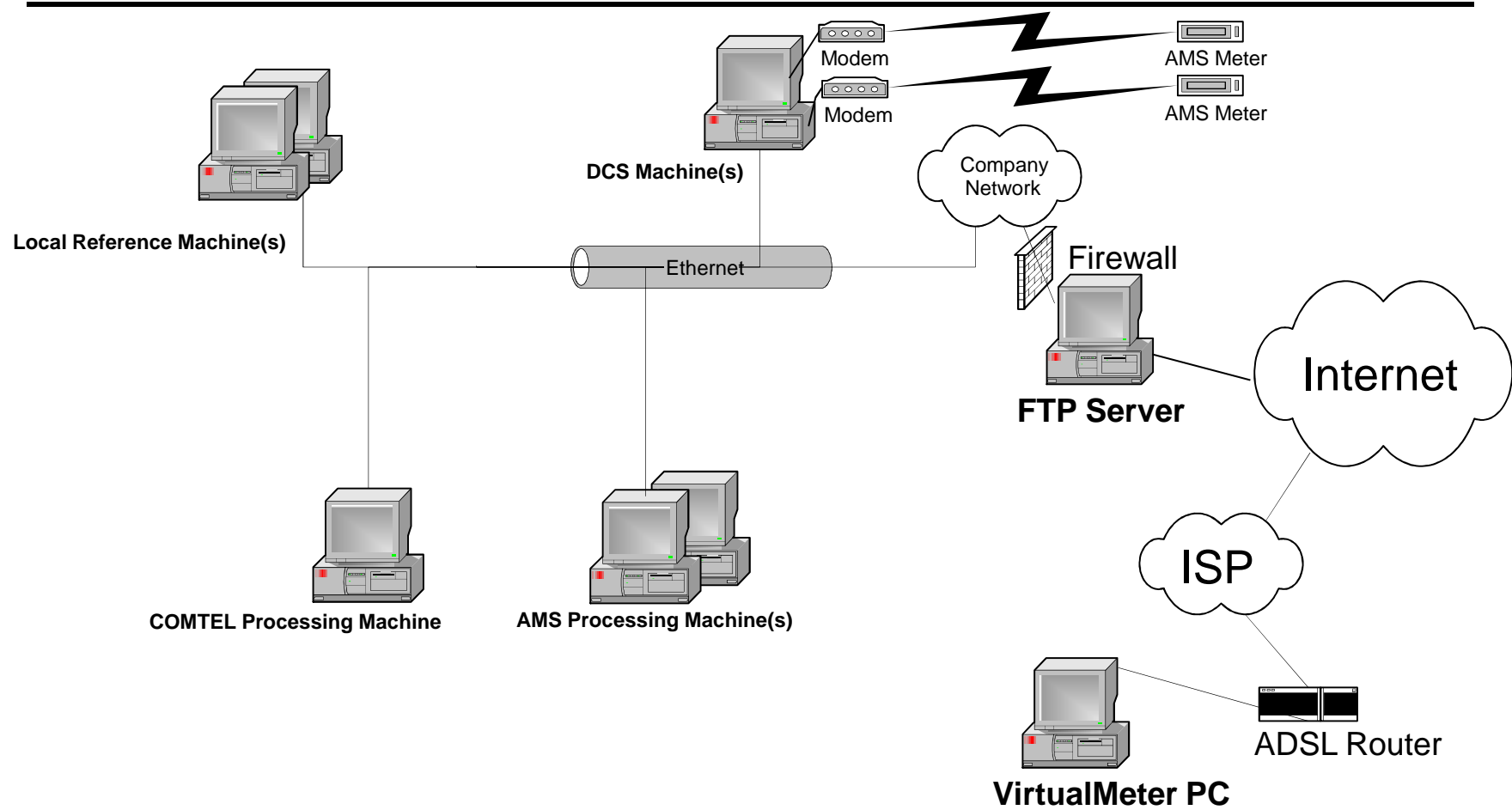
VIRTUALMETER

A SOFTWARE VERSION OF THE 5000 SERIES PEOPLEMETER

- Designed for TAM panels wanting to add PCs as new platforms for TV content
- Software Downloaded to pre-existing TAM panel member's PCs
- Or installed at the point of PeopleMeter installation visit



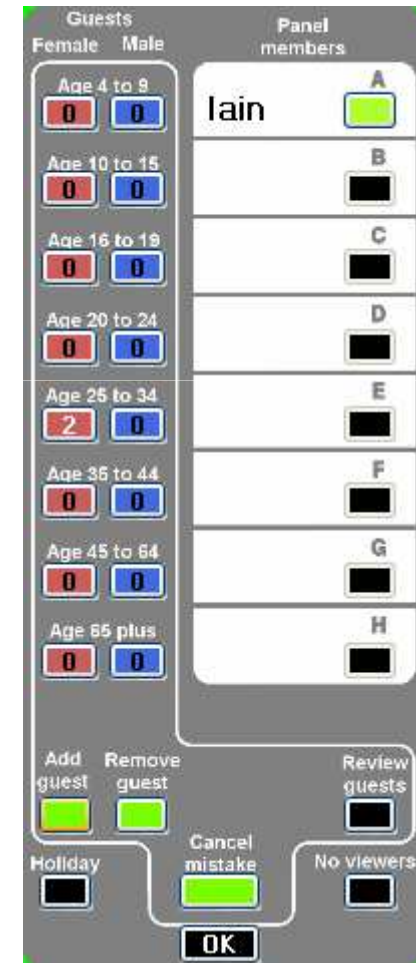
ENHANCED AUDIO MATCHING SYSTEM BLOCK DIAGRAM



VIRTUALMETER

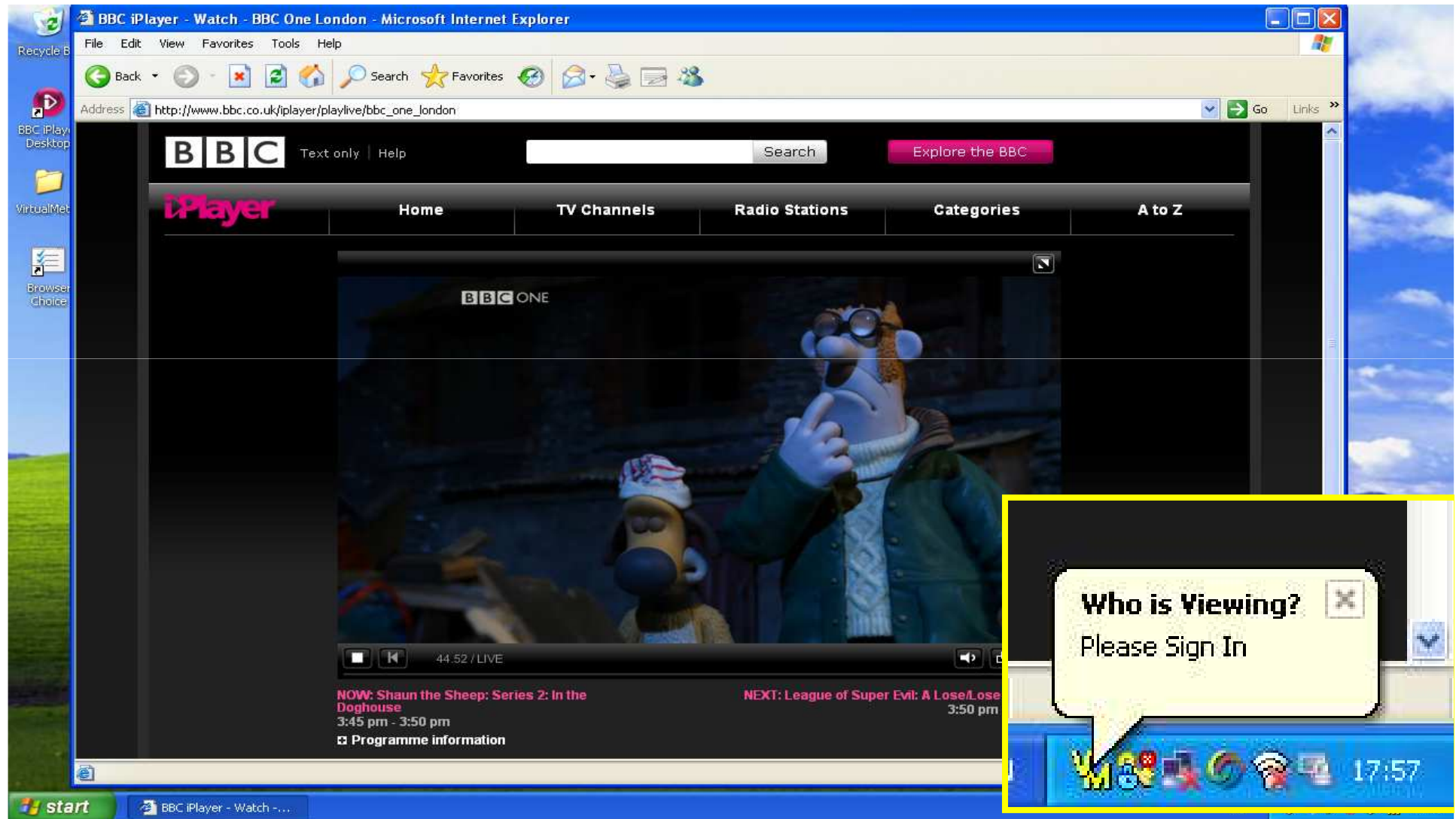
A SOFTWARE VERSION OF THE 5000 SERIES PEOPLEMETER

- Simple to use user interface mimics existing PeopleMeter Handset
- CPU loading minimal to prevent 'hogging' the computer, especially on slower processors and / or configurations with less RAM.
- Fully automatic and transparent data upload via existing Internet connection.



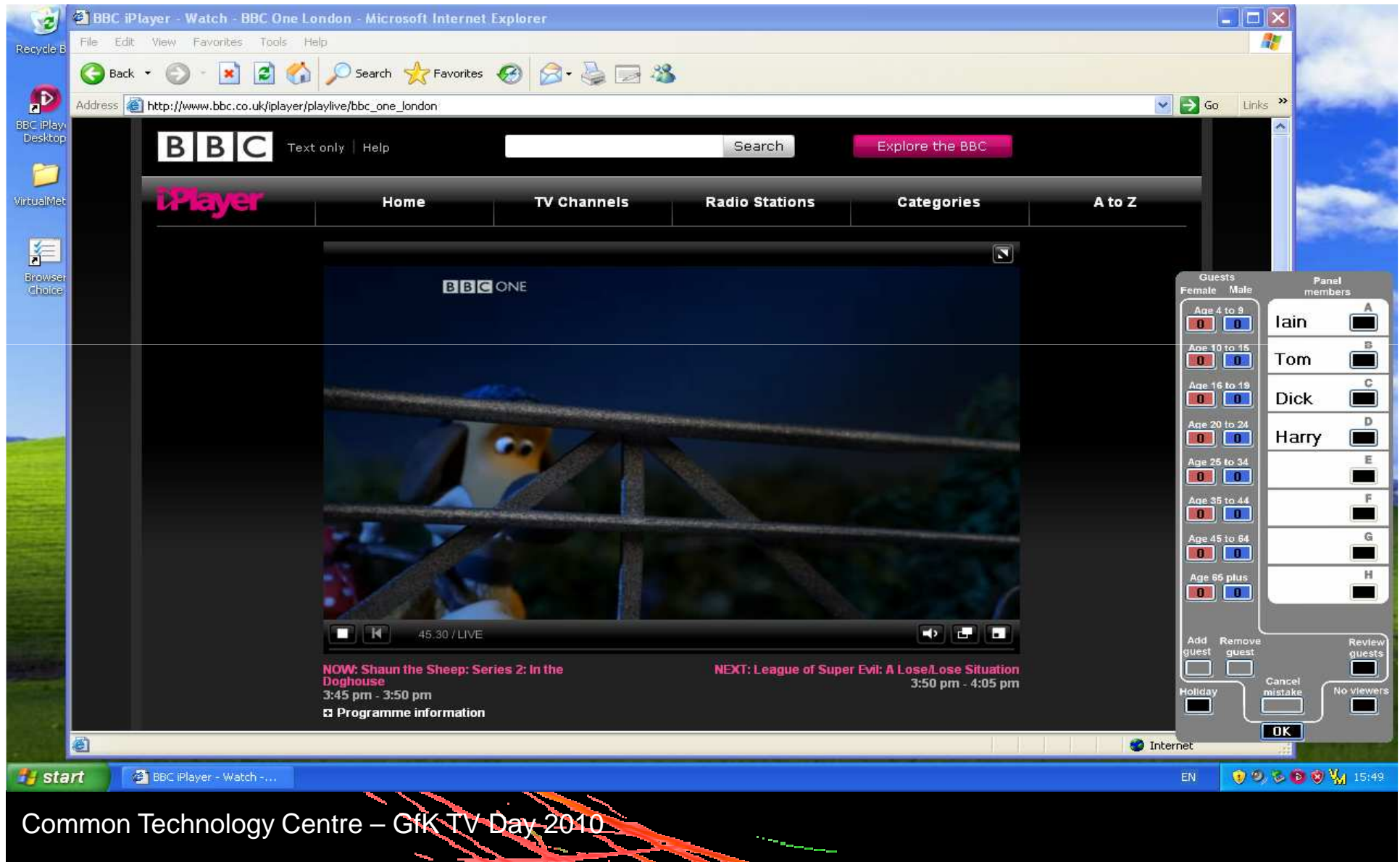
SCREEN SHOTS

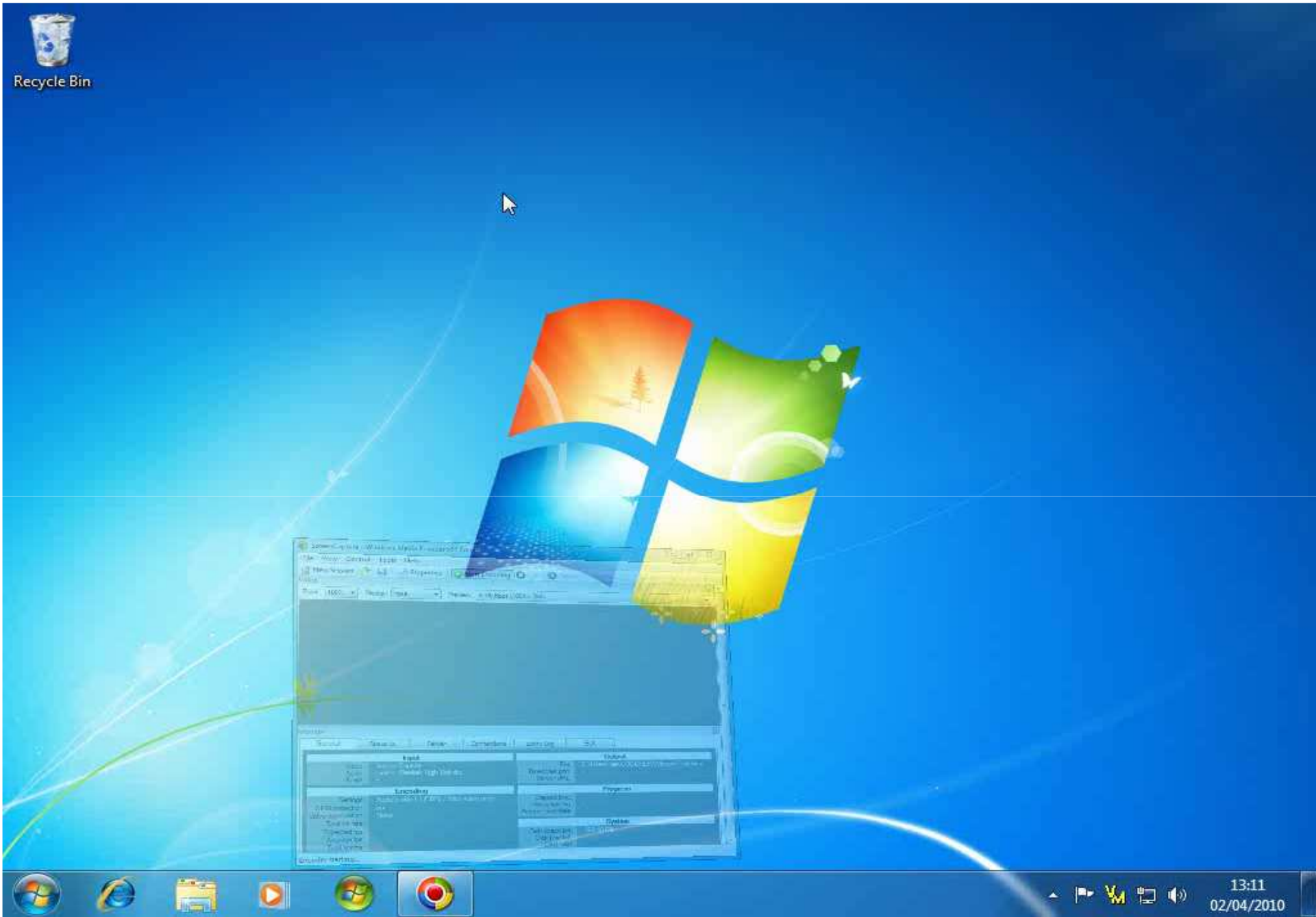
USER PROMPT



SCREEN SHOTS

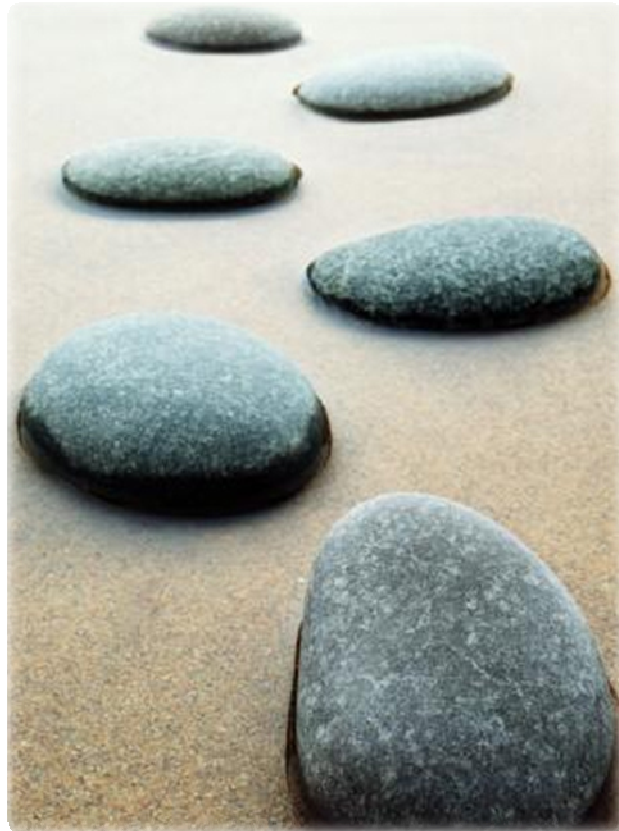
USER HANDSET





Common Technology Centre – GfK TV Day 2010

WHAT NEXT....

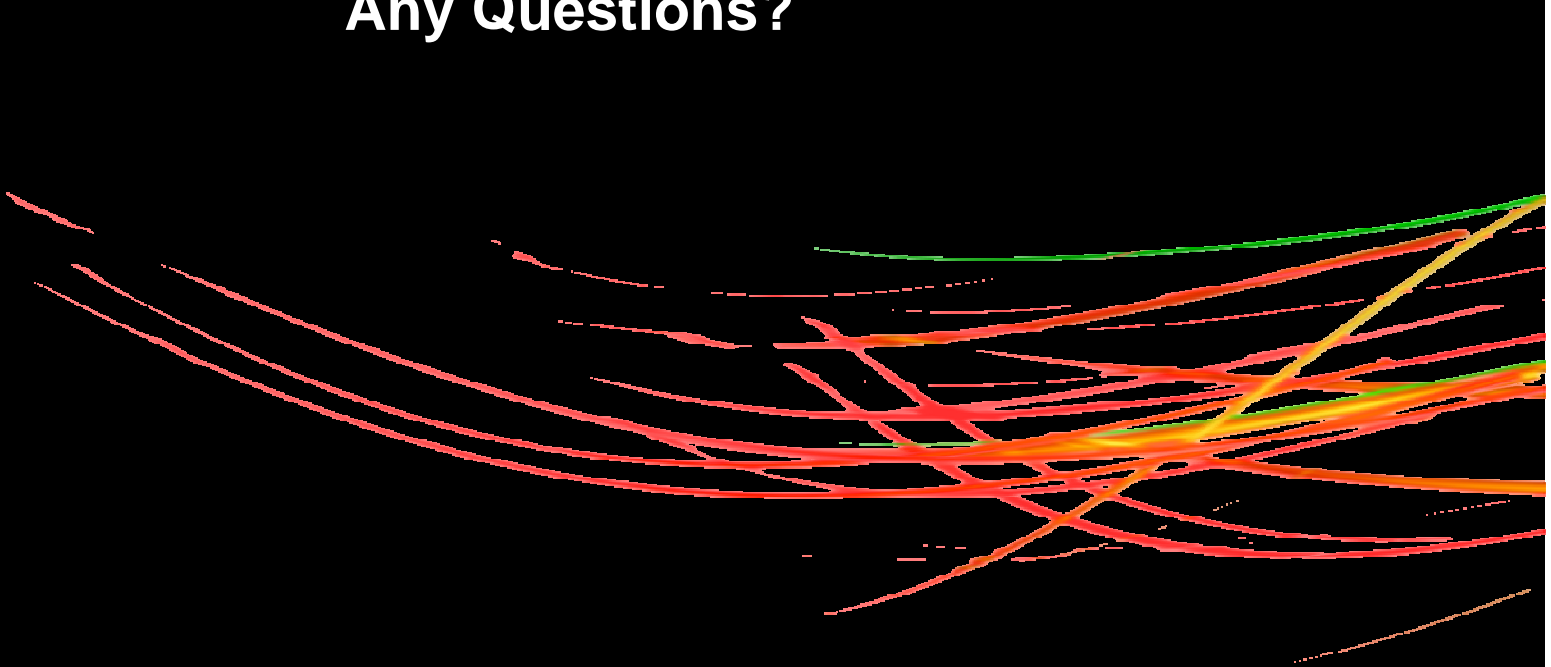


- Finalise software
- 50 Home trial in the UK
- Investigate user acceptance & compliance
- Panel management interface
- Trial roll out in Singapore
- Support for Apple Mac
- VirtualMeter for Mobiles?

Common Technology Centre

Any Questions?

Iain Goodhew

A series of abstract, overlapping lines in various colors (red, orange, yellow, green) that sweep across the bottom half of the slide, creating a sense of motion and energy.