TVM5 Meter Technology

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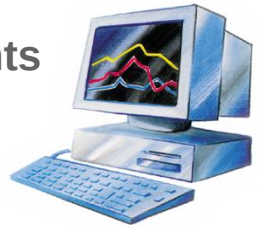
Data Viewing Production

TV Monitoring

+ !

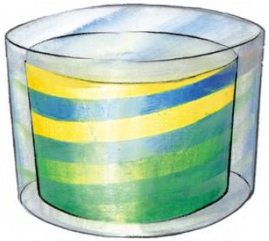
Clients



Panel

Peoplemeter

Data Base



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Key Features

- Minimised installation procedure and low maintenance costs
- Communication based on standard internet protocol
- Panel member interference detection
- On-site channel identification
- Image capturing for digital broadcasting
- Fast, reliable and adaptable measurement
- Cost effective digital measurement

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Main advantages

- Non intrusive: no need to insert probes into the TV sets, VCR, etc…
- No co-operation of digital broadcasters is required to measure digital channels
- Uses RF communication: suitable for any electrical environment and causes no interference
- Various different methods of channel detection to cover all transmitting platforms.
- Software driven and remote management:
  - simple and economical upgrade of meters. New features will be included in software and implemented remotely from the base during night polling
- Calling technology: any phone socket can be used.
- Advanced diagnostics: permits efficient panel management.

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- Compact and modern design

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Display Unit

- One for each TV set
- Interface with the Panel Members
- Stylish and compact design - The only visible unit
- Communicates statements to the Transmission Unit
- Motion Detector
- Infrared Receiver
- Voice Speakers

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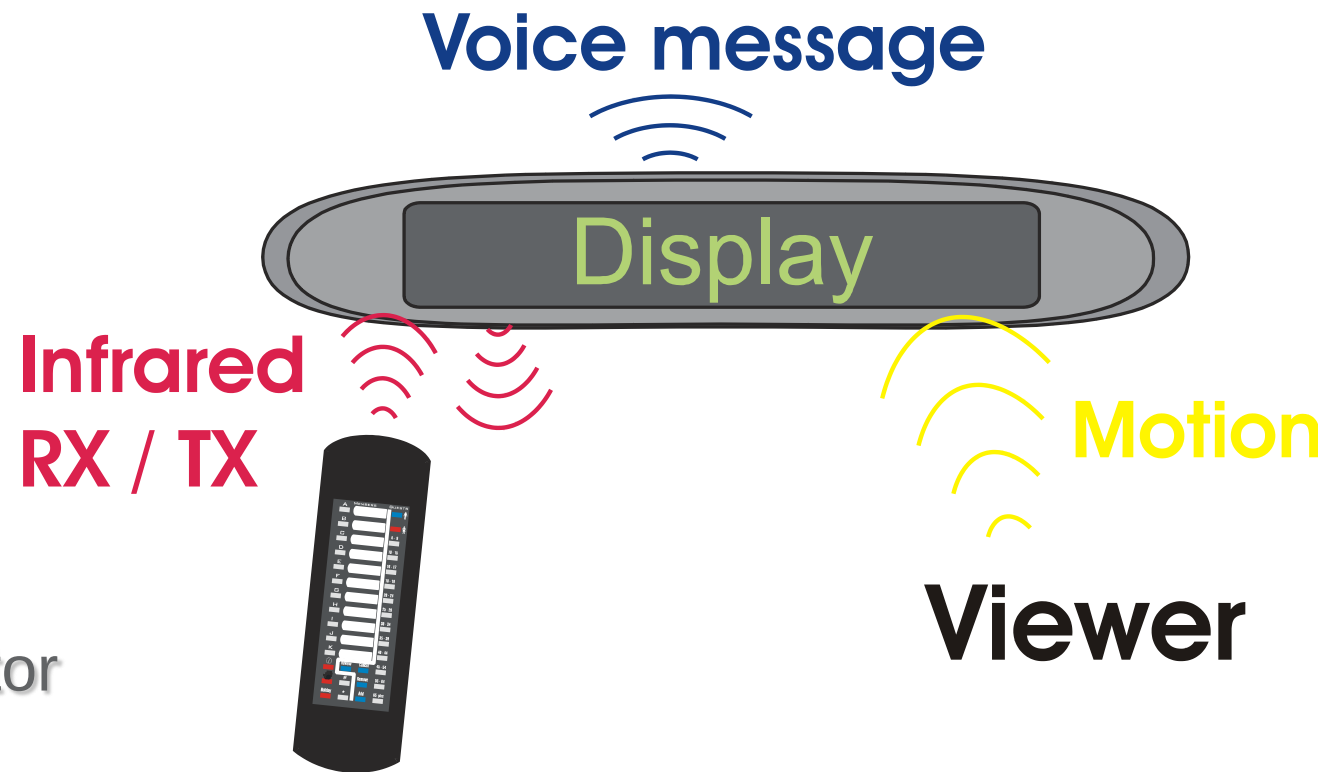
Display



- Motion Detector

- IR Receiver / Transmitter

- Speaker for voice messages

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Base Unit

- One for each TV Set
- The heart of the detection process, generates statements
- A/V switchboard facilitates installation
- Is hidden behind the TV set, no risk of stresses on the cabling
- Generates diagnostics to help panel management

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Transmission Unit

- One for each household
- Link between the household and the headquarter
- Retrieves data from all the Base Units of the household
- Receives the polling call from the headquarter (the main phone socket is to be found) or…
- …makes the call to the headquarter (any phone socket can be used)

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Meter Architecture

Communication to the central office via land line, GSM or internet

Communication between TU and BU's is via RF

Direct connection via Serial Cable

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Platforms

Analogue Channels

- Sync Comparison
- Video Signal Comparison
- Video Correlation (for scrambled channels)
- Audio and Electrostatic field are used as secondary method
- CTS (audio matching)

Digital Channels

- Banner Reading System
- Content Tracking System
- Tele text codes (Co-operation required to the Broadcasters)
- Service Information (Co-operation required to the Manufacturers)

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Digital Signal Measurement

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Banner Reading System

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Banner Reading System

Channel identification by reading text

412 Eurosport GB

Text Recognized

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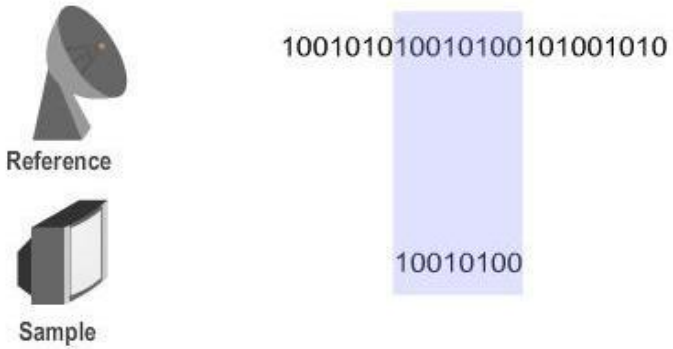
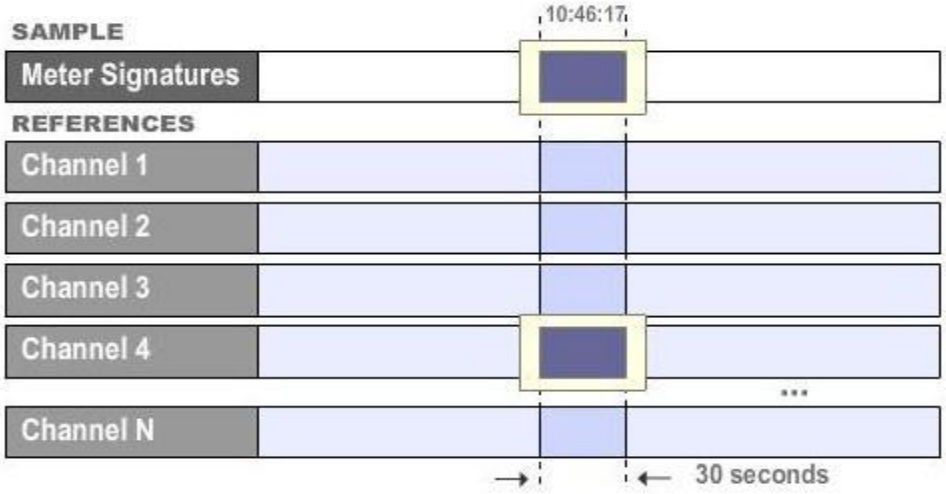
Content tracking system - audio matching

CTS converts audio signals into “signatures”; a continuous, low-bandwidth digital stream (i.e. a series of ‘1’ and ‘0’ symbols)





A powerful pattern correlation engine within CTS is used next to identify an unknown piece of content by scanning its signatures against a large set of previously-generated reference signatures. The right content is identified by analyzing correlation values according to proprietary sophisticated algorithms that provided unparalleled accuracy with outstanding performance.

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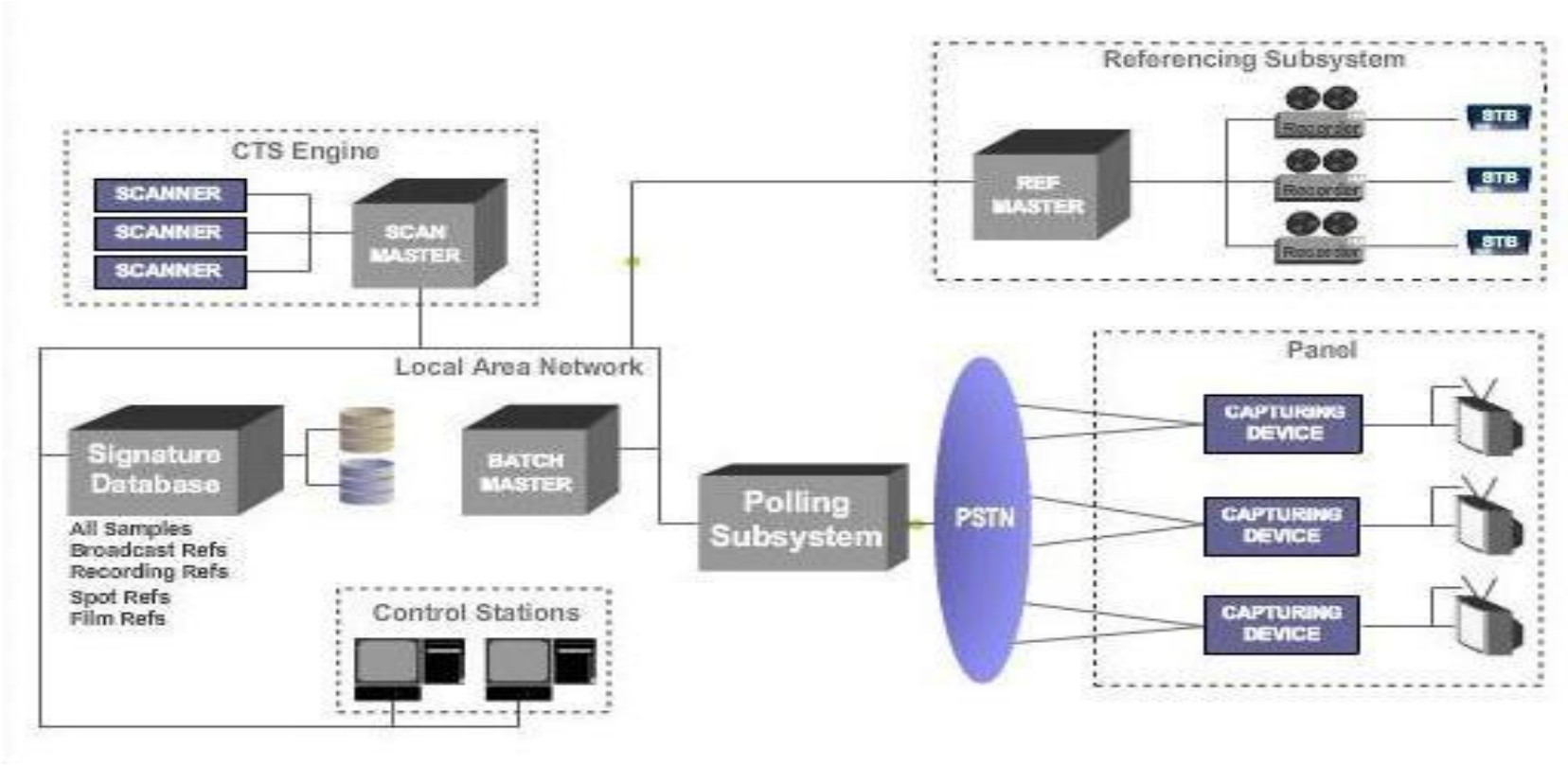
Content tracking system - audio matching



The UNITAM system comprises an arrangement of means and processes that, by interoperating according to the methods of the **Intelligent Stream Tracking** technology, is capable of providing several viewing measurement services in an integrated environment.

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Analog Signal Measurement

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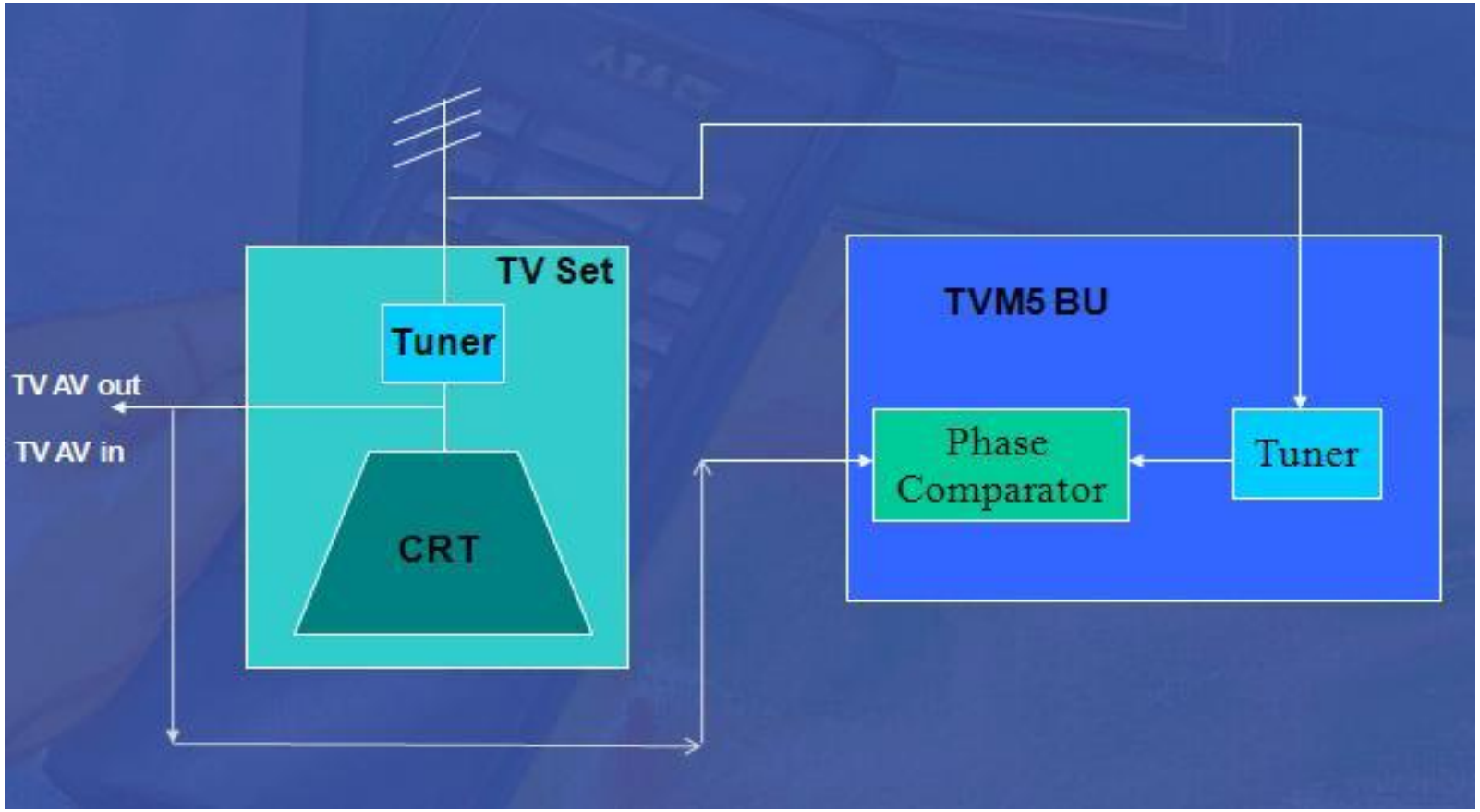
Video Signal Comparison



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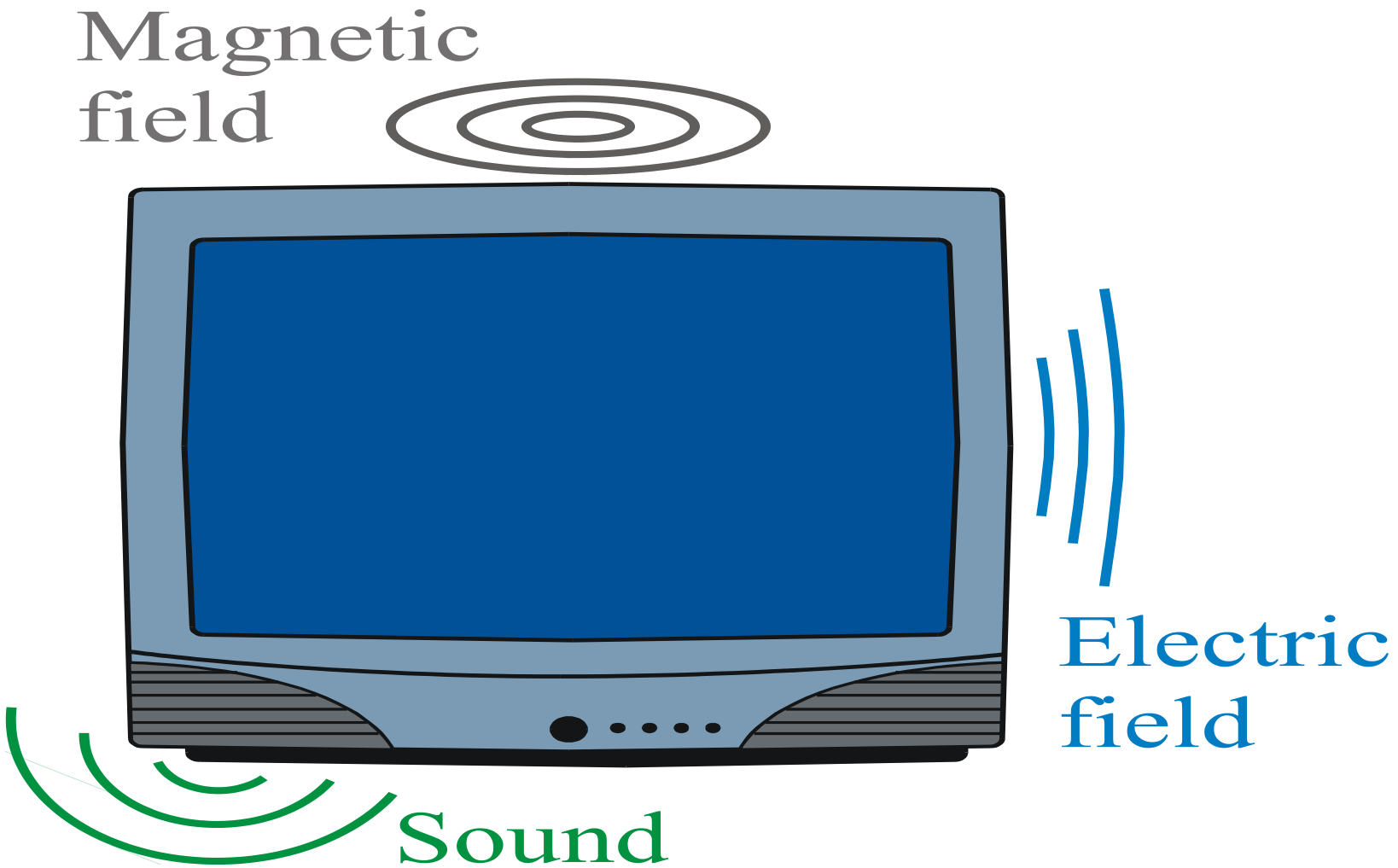
Non-intrusive Measurement



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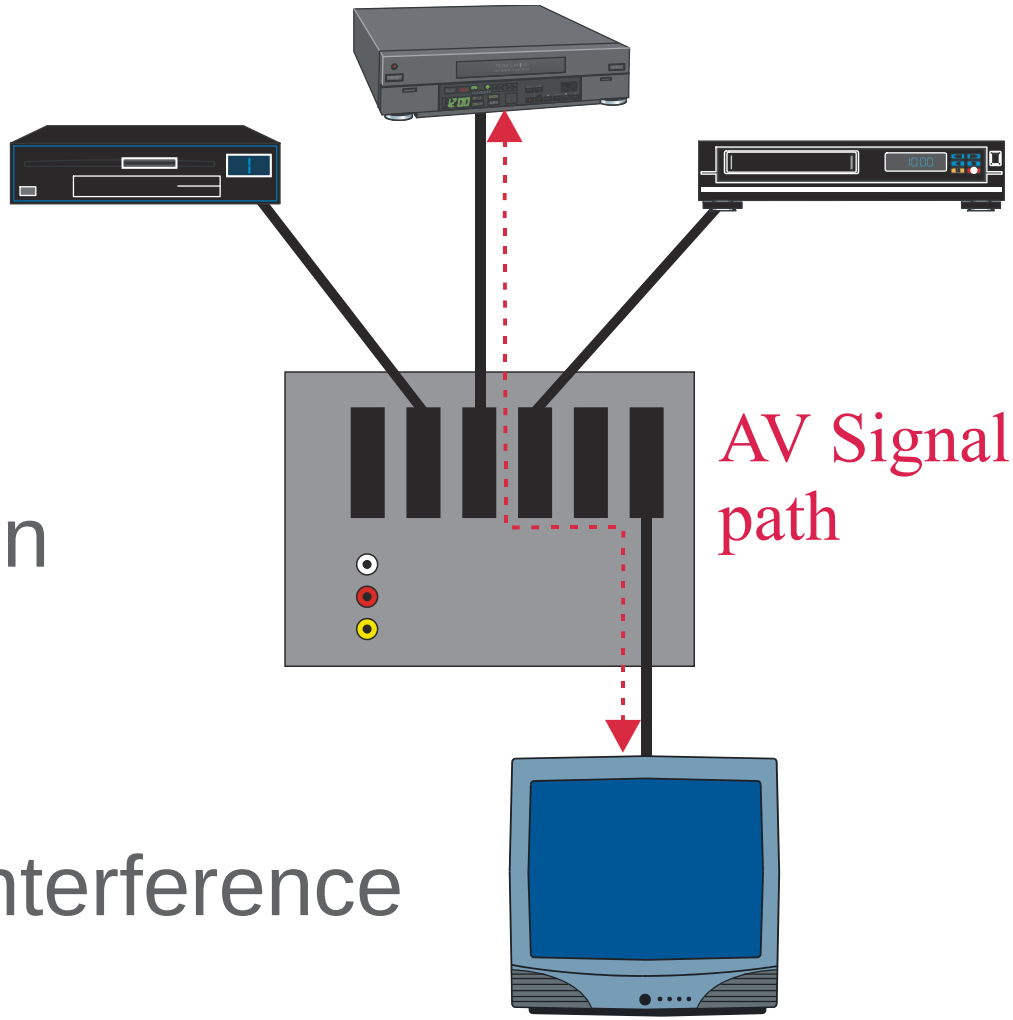
Active Video Matrix

Simplifies installation

Decreases panel
member interference



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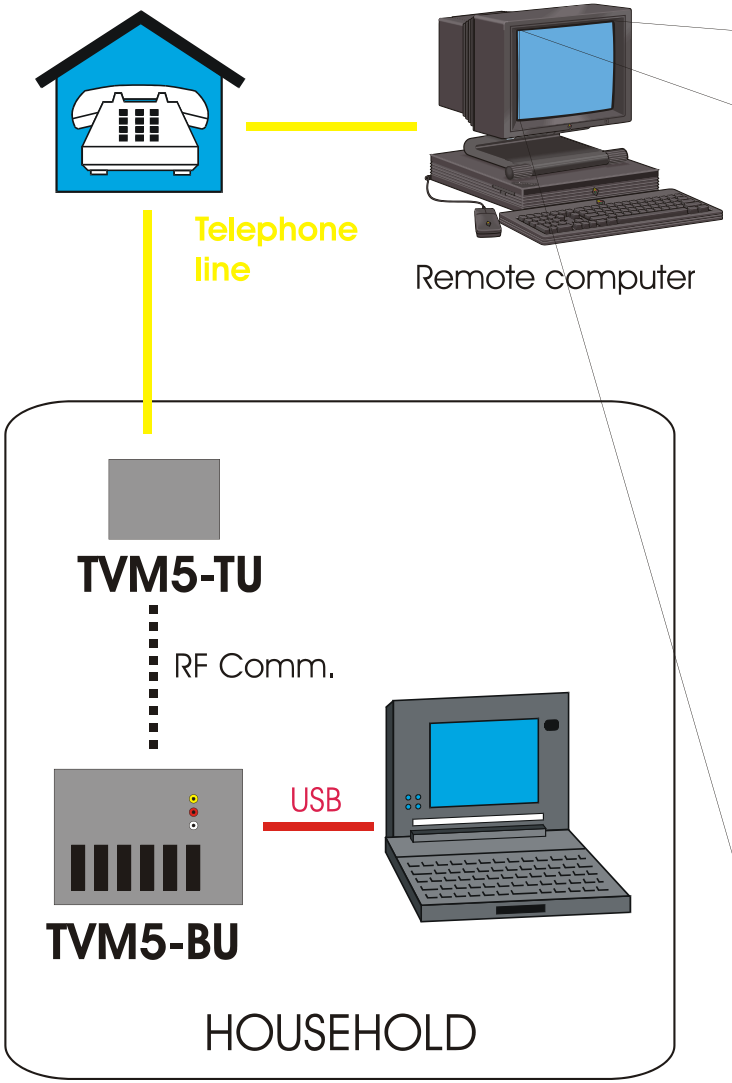
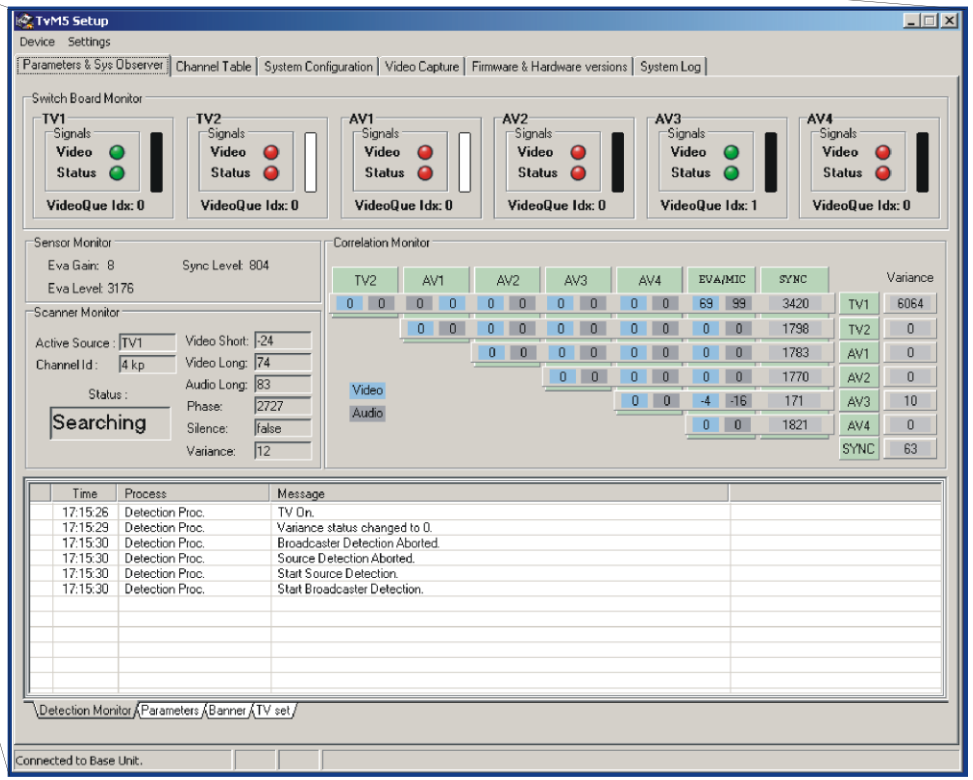
Remote Setup





- Remote Upgrade during line test or night polling
- Remote Set up and configuration

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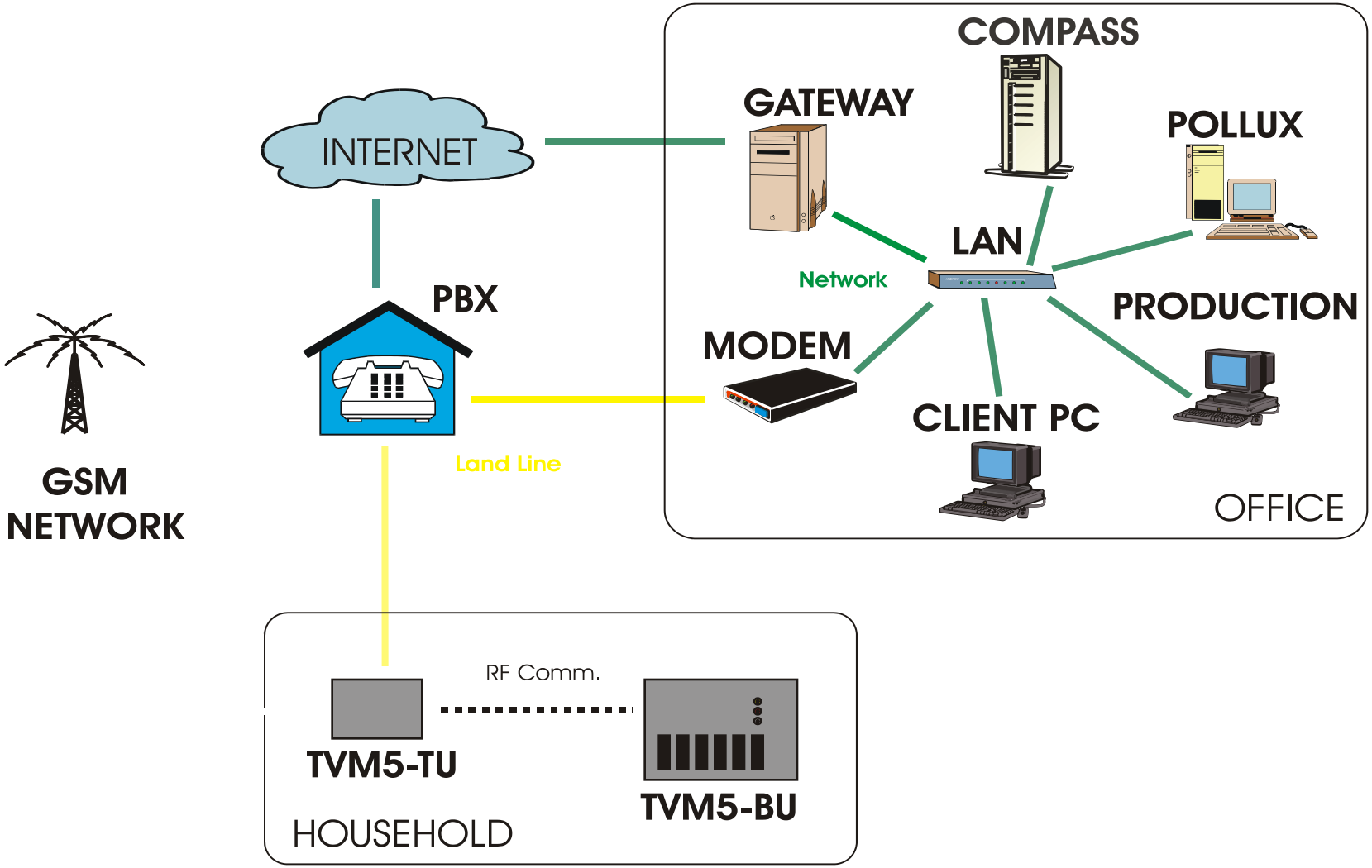
Communication Scheme



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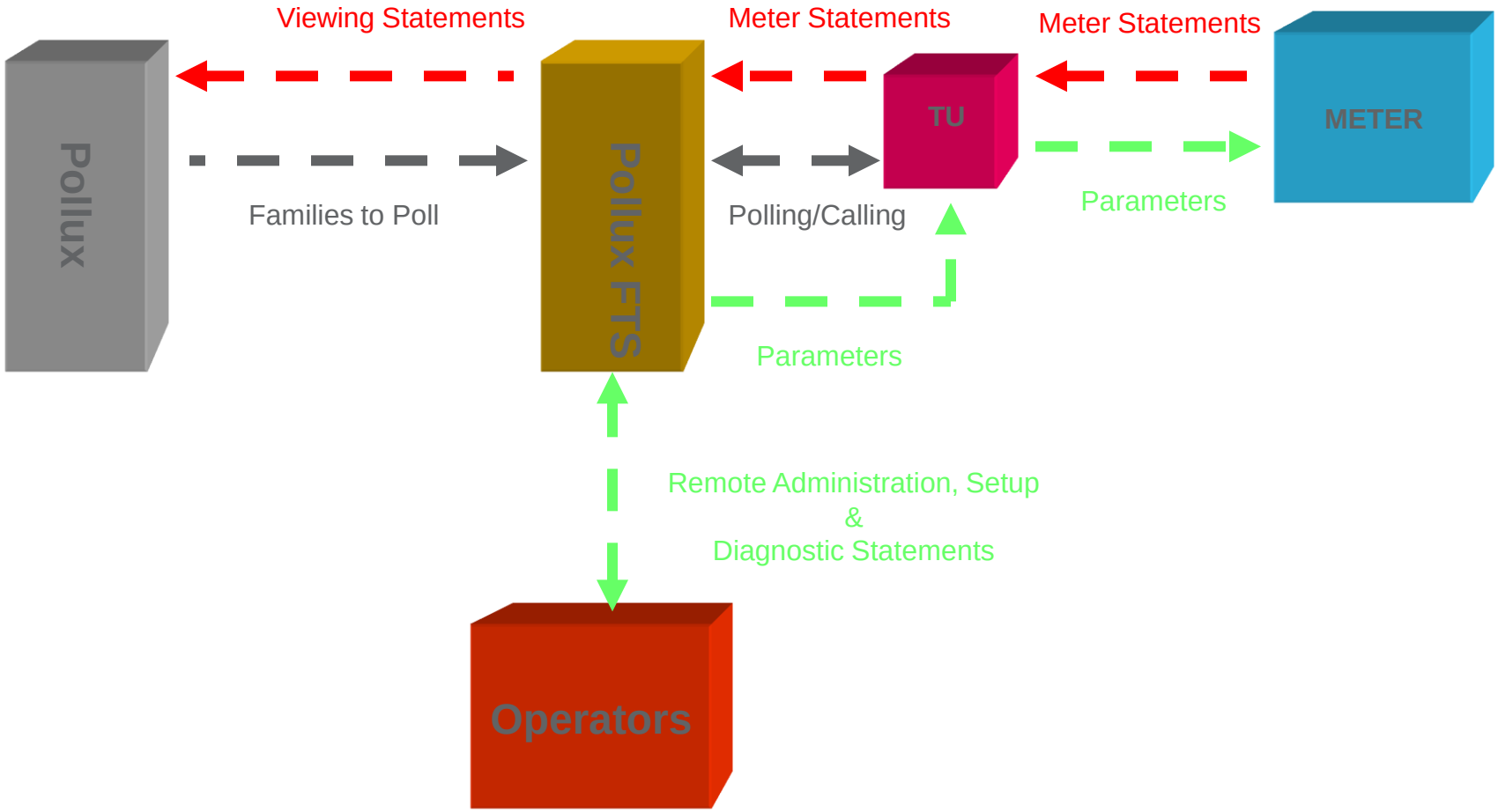
System Architecture



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