

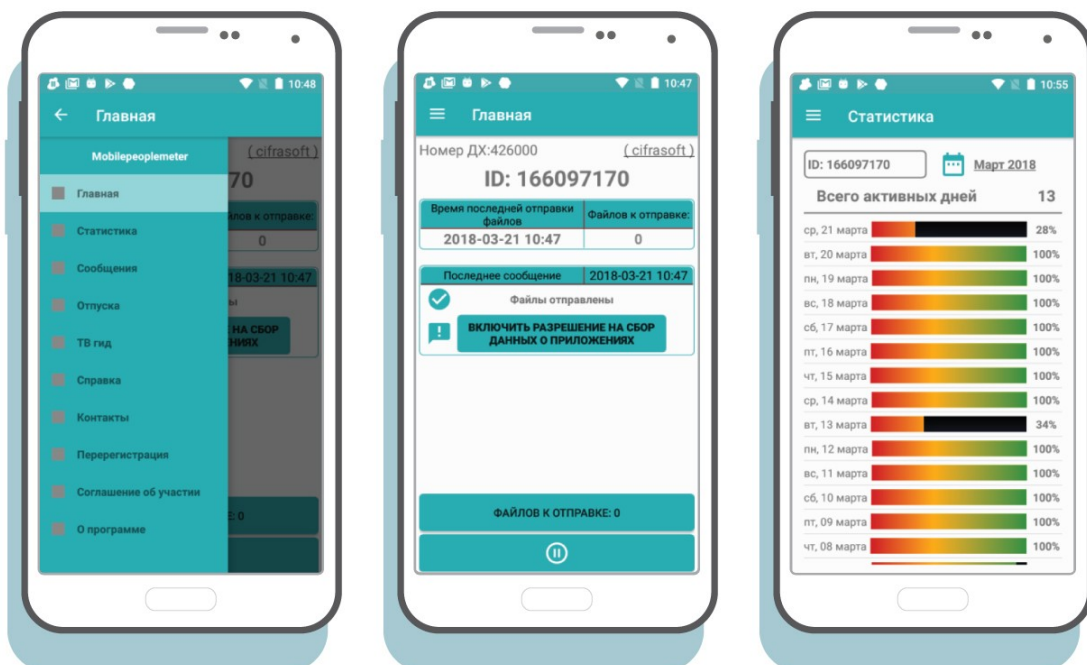


Mediameter SaaS-Platform

Affordable and flexible TV/radio/Internet/OTT audience research platform based on smartphones, tablets, or smart-watches.

Mediameter app can track

- Linear and time-shifted TV viewing
- VoD content viewing
- Geo-location (GPS+WiFi)
- On-device mobile app usage
- On-device mobile Internet usage in any mobile browsers
- Full telemetry information (battery state, screen on/off state, sensors, etc.)



How do we track media consumption?

- Panelists install the Mediameter app on their smartphones
- The app tracks any media consumption of the panelist using automatic content recognition technologies, such as audio fingerprinting and audio watermarking
- The media consumption tracking works if the sound volume (e.g. sound from TV set) is sufficient to be recognized by the human ear
- In case of on-device listening, the media consumption tracking is possible even if the panelist uses earphones.

Key features

- Robust media content recognition in background acoustic noise
- No constant Internet connection needed
- Minimal effect on the smartphone battery life (the battery life is reduced by 3-8% in a typical smartphone usage scenario,)
- Adaptive “audio sampling profile” that follows the panelist media consumption patterns to trade-off the battery drain and recognition accuracy
- White-label app or SDK
- Android 4.0 or higher (iOS version is available by request)
- Clean and simple mobile app user interface
- A modular mobile app architecture for easy customization
- A tablet version with household members registration (similar to traditional peplemeters)
- Internet traffic monitoring via local VPN
- Deep app usage analysis in the most popular mobile apps (YouTube, Instagram, VK, etc.)
- Additional all-data encryption for panelist privacy

Web-based admin panel

The Mediameter solution comes with a customizable web-based administration tool. The administration tool provides the complete and up-to-date information on all active panelists, the characteristics of their mobile devices (device model, OS version), application statistics, media consumption statistics, geo-location data and other important parameters that allow monitoring the panel health and current status.

Группа

№ ДХ

Логин

Device ID

Город

Модель

Посл. рег-ция

2018-04-05

2018-04-21

Посл. данные

2018-04-05

2018-04-22

Группа	Страта	ФО	Город	№ ДХ	Логин	Device ID	Ver.	ОС	Модель	Посл. рег-ция	T_on	Media	Inet	Акт. п/и	VPN	Акт.VPN	Посл. данные	Качество
1	0	A	ЦФО Москва	1	cstest1	2,687,867,949	v1.3.18	v2.3.6	LG-E400	Apr 5, 2018, 4:26:30 PM	23:59	02:18		✓	x	x	Apr 21, 2018, 4:59:25 AM	-1
2	0	A	ЦФО Москва	2	cstest12	3,418,620,996	v1.3.18	v5.0.1	GT-I9500	Apr 6, 2018, 10:44:14 AM	21:31	01:16		✓	x	x	Apr 20, 2018, 11:50:21 AM	2
3		A	ЦФО Москва		cssearch0	828,561,162	v1.3.18	v4.1.1	PAP4055DUO	Apr 17, 2018, 2:49:09 PM	03:12	00:00		✓	x	x	Apr 18, 2018, 11:35:09 AM	-2
4	0	A	ЦФО Москва	2	cstest16	3,319,043,800	v1.3.18	v4.2.2	NT-1501C?	Apr 11, 2018, 12:49:27 PM	02:42	00:00		✓	x	x	Apr 20, 2018, 6:34:00 PM	-1
5	0	A	ЦФО Москва	2	cstest17	3,299,821,949	v1.3.18	v4.2.2	GT-P3110	Apr 13, 2018, 5:32:03 PM	22:34	02:20		✓	x	x	Apr 21, 2018, 4:59:31 AM	-1
6	0	A	ЦФО Москва	1	cstest8	618,934,623	v1.3.18	v4.4.4	GT-I9192I	Apr 5, 2018, 5:57:31 PM	23:33	02:27		✓	x	x	Apr 21, 2018, 4:59:16 AM	-1
7	0	A	ЦФО Москва	2	cstest12	560,309,691	v1.3.18	v5.0.2	LG-D618	Apr 5, 2018, 6:28:18 PM	14:50	00:50		✓	x	x	Apr 21, 2018, 4:59:39 AM	-1
8	0	A	ЦФО Москва	1	cstest5	3,925,364,710	v1.3.18	v4.4.2	LG-D221	Apr 5, 2018, 5:24:56 PM	24:00	03:17		✓	x	x	Apr 21, 2018, 4:59:59 AM	-1
9	0	A	ЦФО Москва	1	cstest10	3,695,025,952	v1.3.18	v6.0.1	SM-A500F	Apr 20, 2018, 4:19:37 PM	12:54	00:37		✓	x	x	Apr 21, 2018, 4:58:13 AM	-1
10	0	A	ЦФО Москва	2	cstest18	3,434,357,437	v1.3.18	v5.1	m1 note	Apr 13, 2018, 5:40:00 PM	13:41	00:32		✓	x	x	Apr 21, 2018, 4:59:47 AM	-1
11	0	A	ЦФО Москва	2	cstest13	451,180,181	v1.3.18	v6.0	5045D	Apr 6, 2018, 10:52:03 AM	13:33	00:37		✓	x	x	Apr 21, 2018, 4:59:51 AM	3
12	0	A	ЦФО Москва	1	cstest8	3,059,054,120	v1.3.18	v5.1	ZTE T520	Apr 5, 2018, 5:39:20 PM	07:38	00:00		✓	x	x	Apr 16, 2018, 10:37:43 AM	-1
13	0	A	ЦФО Москва	1	cstest2	3,280,935,405	v1.3.18	v4.1.2	NaviPad TM-7045 3G	Apr 5, 2018, 4:58:59 PM	23:59	01:11	00:05:00	✓	x	✓	Apr 21, 2018, 4:59:36 AM	-1
14	0	A	ЦФО Москва	2	cstest11	2,469,231,649	v1.3.18	v5.1	PMT3137_3G?	Apr 5, 2018, 6:27:07 PM	14:48	00:36		✓	x	x	Apr 21, 2018, 4:59:59 AM	-1
15	0	A	ЦФО Москва	2	cstest19	2,282,546,212	v1.3.6selfreg	v5.0	GEM-701L	Apr 14, 2018, 5:05:08 PM	02:15	00:03	00:33:24	x	✓	✓	Apr 20, 2018, 6:26:14 PM	3
16	0	A	ЦФО Москва	1	cstest9	3,011,344,456	v1.3.18	v5.1	M3s	Apr 5, 2018, 6:00:54 PM	17:00	02:28		✓	x	x	Apr 20, 2018, 11:00:12 PM	-2
17	0	A	ЦФО Москва	1	cstest4	3,997,893,324	v1.3.18	v5.0	Lenovo A1000	Apr 5, 2018, 5:07:08 PM	23:47	03:18		✓	x	x	Apr 21, 2018, 4:59:45 AM	-1
18	0	A	ЦФО Москва	1	cstest7	166,097,170	v1.3.18	v6.0	FS510?	Apr 13, 2018, 5:36:18 PM	10:33	02:10		✓	x	x	Apr 17, 2018, 6:53:09 AM	-1
19	0	A	ЦФО Москва	1	cstest7	67,430,917	v1.3.18	v6.0	Micromax Q3551	Apr 5, 2018, 5:32:25 PM	00:00	00:00		x	x	x	Apr 5, 2018, 5:32:57 PM	-2
20		A	ЦФО Москва		cssearch0	521,248,068	v1.3.18	v7.0	BQru-4072?	Apr 16, 2018, 4:25:32 PM	03:29	00:02		✓	x	x	Apr 19, 2018, 11:35:48 AM	-1
21	0	A	ЦФО Москва	1	cstest3	4,181,227,214	v1.3.18	v7.0	Philips S386?	Apr 5, 2018, 5:04:53 PM	23:59	03:12		✓	x	x	Apr 21, 2018, 4:59:17 AM	-1
22	0	A	ЦФО Москва	2	cstest15	218,255,901	v1.3.18	v4.1.2	GT-I8160	Apr 9, 2018, 12:29:18 PM	23:59	03:11		✓	x	x	Apr 21, 2018, 4:59:29 AM	-1
23		A	ЦФО Москва		cssearch0	1,377,354,734	v1.3.18	v4.1.1	Lenovo S890?	Apr 16, 2018, 1:45:44 PM	07:58	00:00		✓	x	x	Apr 16, 2018, 12:44:54 PM	-1

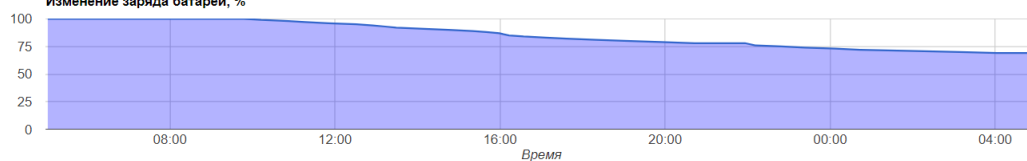
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Скачать отчет в формате CSV

Скачать отчет в формате CSV

Изменение заряда батареи, %



raw delta

Время работы приложений

Время работы приложений	08:00	12:00	16:00	20:00	00:00	04:00
Включен экран						
org.telegram.messenger						
com.twitter.android						
com.idamob.tinkoff.android						
com.huawei.camera						
com.huawei.android.launcher						
com.gpmrtv.gymteacher						
com.google.android.gm						
com.android.systemui						
com.android.incallui						
com.android.contacts						
com.android.chrome						
Воскресенье 1 Апрель 2018						
Понедельник 2 Апрель 2018						



Technologies

The Mediameter platform relies on two automatic content recognition technologies:

- Audio fingerprinting
- Audio watermarking

Use of audio fingerprinting requires the access to the reference multimedia content (e.g. TV broadcast or audio/video content database). As a reference source, Mediameter can use terrestrial TV broadcasting (DVB-T/T2), satellite broadcasting (DVB-S/S2), or IPTV streams.

In case of audio watermarks, the multimedia content should be watermarked before distribution. Audio watermarking brings additional benefits when used alongside audio fingerprinting, namely:

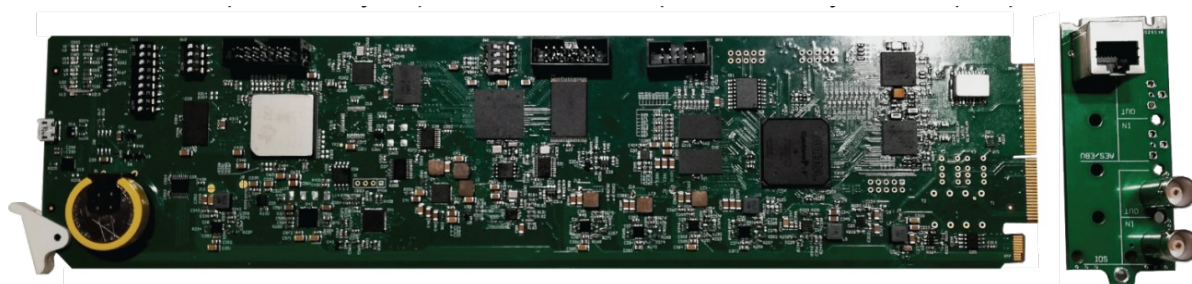
- Unambiguous content identification even in case of identical audiotracks
- Unambiguous source identification
- Cost-efficient time-shifted and VoD content identification

In Mediameter, both technologies can be used simultaneously to achieve the most reliable identification results.

Audio watermark embedders

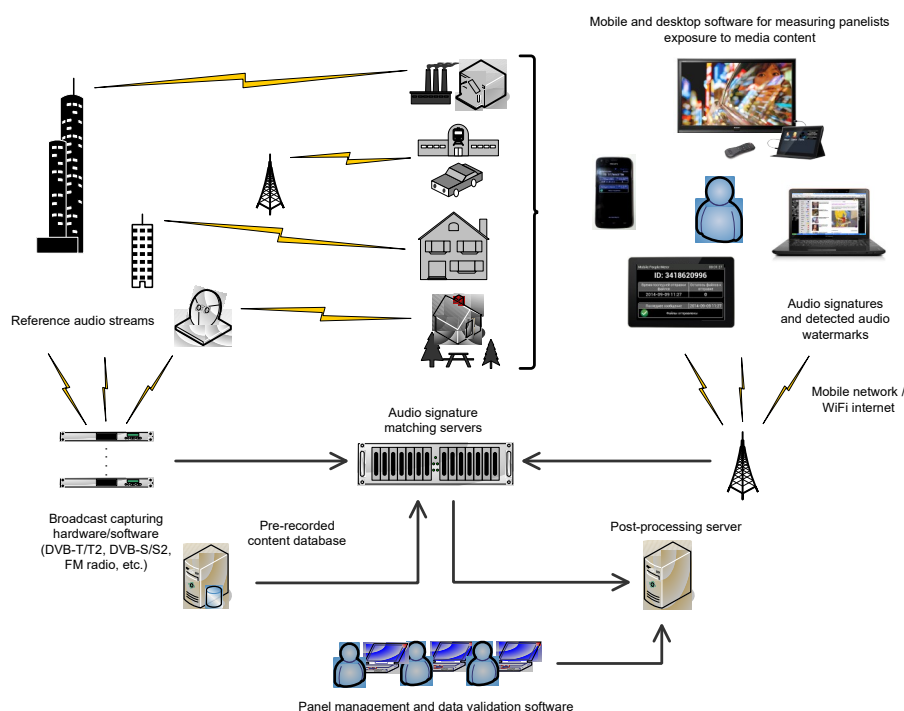
Cifrasoft offers file-based software embedders for pre-recorded audio/video content watermarking, and real-time software embedders for IPTV stream watermarking.

In addition, Cifrasoft offers field-proven hardware embedders SoundCode 3G-1.0 with SDI interface for injecting audio watermarks into TV broadcasting signals. The embedder is implemented as a openGear daughter board (www.opengear.tv) and supports 3G/HD/SD-SDI digital video interfaces and AES/EBU digital audio interfaces.



System Architecture

The Mediameter platform relies on flexible, geographically-distributed system architecture. Although the Mediameter is a SaaS-solution, we also offer the ability to install the server back-end (hardware and software) within a customer's own data centers.



Auxiliary features

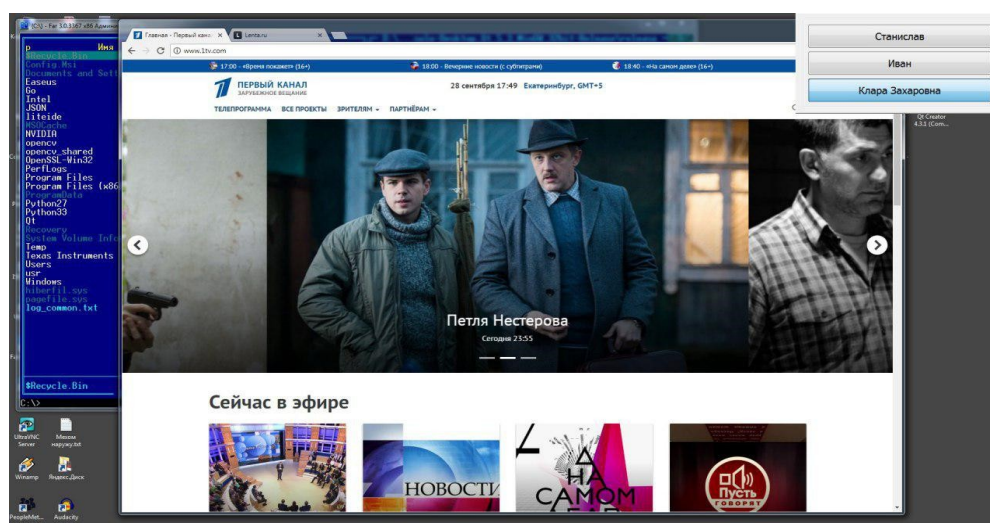
In addition to monitoring the media consumption of panelists, the Mediameter app also allows tracking the activity of the panelist on his/her device, namely:

- Mobile application usage
- Mobile application installation / de-installation statistics
- Mobile internet usage in all browsers (via local VPN)
- Device approximate location (GPS and Wi-Fi database)
- Additional device usage statistics (screen on/off, battery state, sensors and so on)

Desktop peoplemeter

Within the framework of the Mediameter, Cifrasoft offers a Desktop peoplemeter application for PCs and notebooks running Windows 7/10. Main desktop application features:

- “One click” installation on any PC as a regular desktop application
- Automatic recognition of audio signatures and audio watermarks in any multimedia content viewed on a PC
- Analysis of all internet traffic on the PC (including all browsers and all applications)
- The desktop peoplemeter service runs at PC boot and does not affect the normal PC operation.
- Collection of additional information, such as mouse movements, keystrokes, application launches, etc., that can be used to improve the statistical attribution process to automatically recognize which household member is using PC
- A simple household member registration interface (optional)



Desktop and mobile browser extensions

Cifrasoft also offers desktop and mobile browser extensions for

- Firefox (both desktop and mobile)
- Yandex.Browser (both desktop and mobile)
- Chrome, Opera, Vivaldi and other Chromium-based browsers (desktop only)

with the following features:

- Easy installation via Chrome Web Store or via web-link
- Clickstream collection (including SSL requests)
- Analysis of installed browser extensions (e.g. ad-blockers)
- Analysis of in-browser video-viewing behavior

About Cifrasoft

Cifrasoft is a technological company developing solutions for acoustic connectivity, acoustic watermarking, audio fingerprinting and audio/video classification. Cifrasoft's innovative solutions simplify user experience and bring interactivity to mobile advertisement, second screen and audience research applications.

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