

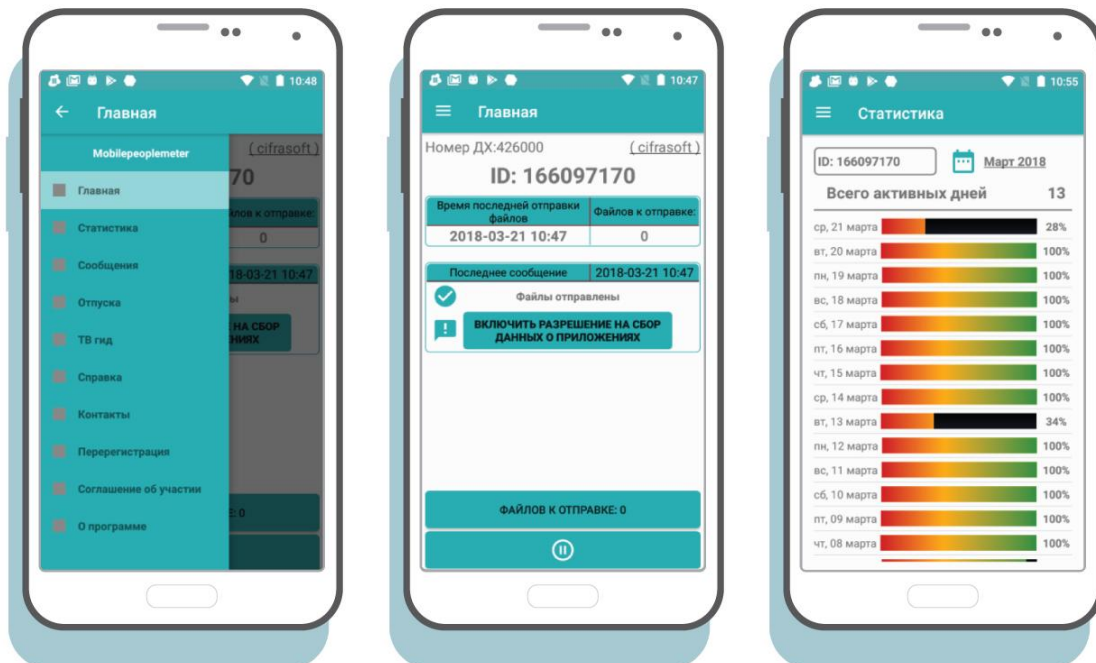


Mobile peoplemeter SaaS-platform

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

Mobile peoplemeter 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 Mobile peoplemeter app on their smartphones
- The Mobile peoplemeter 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
- Android 2.3 or higher (iOS version is available by request)
- Clean and simple mobile app user interface
- A module-based mobile app architecture for easy customization
- A tablet version with household members registration (similar to traditional peoplemeters)

Web-based admin panel

The Mobile peoplemeter 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

Посл. рег-ция

2018-04-05 2018-04-21

Город

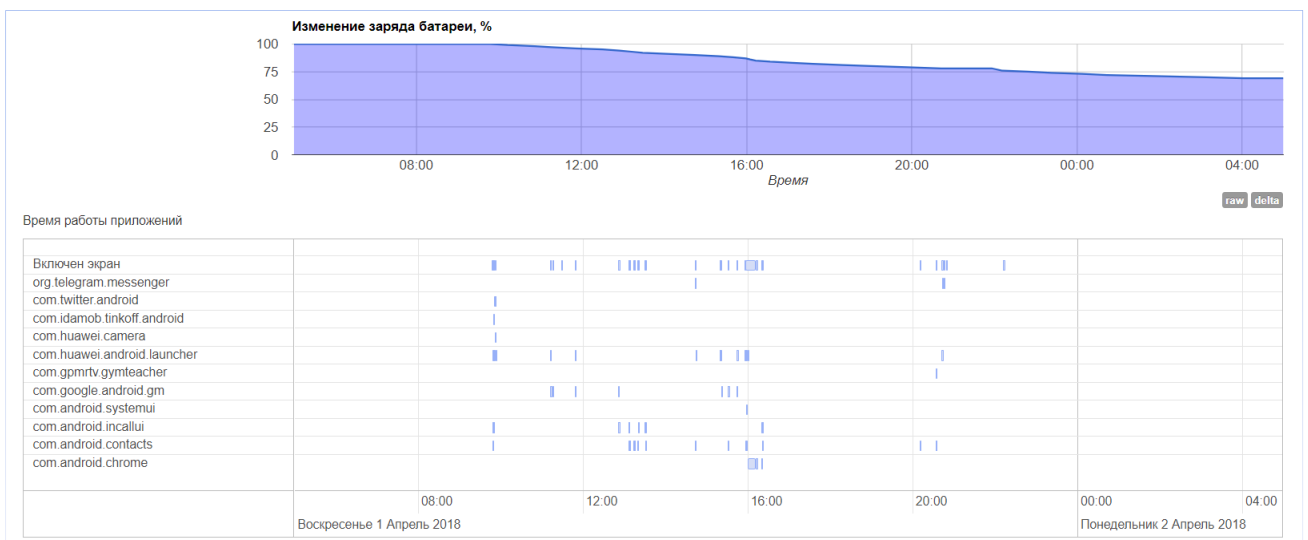
Модель

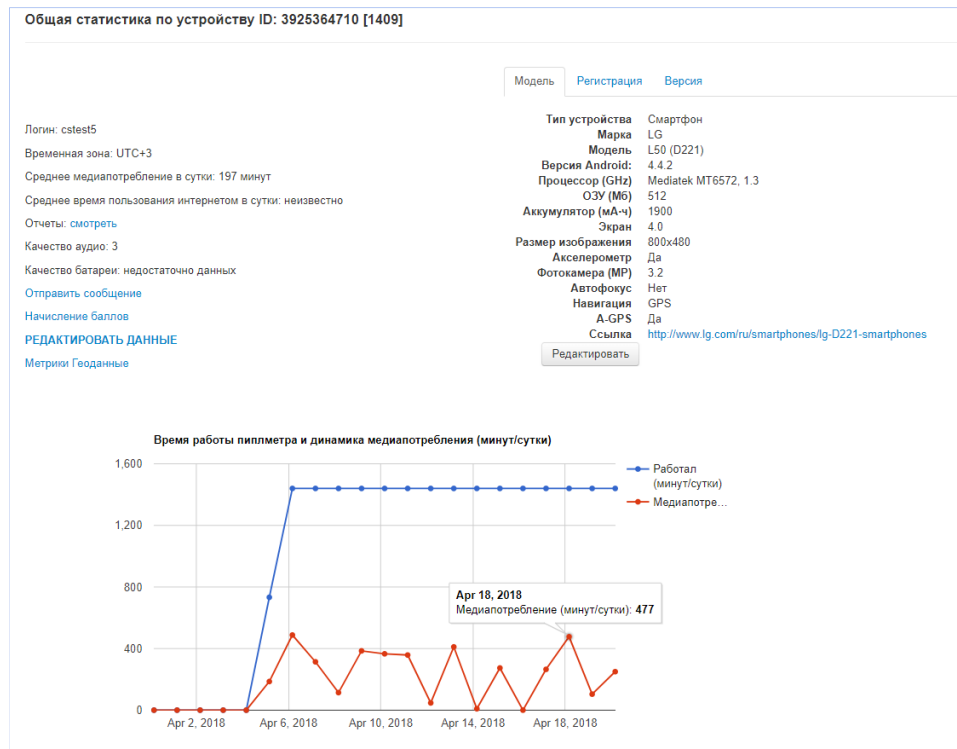
Посл. данные

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 | ctest1 | 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 | ctest12 | 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 | ctest16 | 3,319,043,800 | v1.3.18 | v4.2.2 | NT-1501C7 | 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 | ctest17 | 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 | ctest8 | 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 | ctest12 | 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 | ctest5 | 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 | ctest10 | 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 | ctest18 | 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 | ctest13 | 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 | ctest8 | 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 | ctest2 | 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 | ctest11 | 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 | ctest19 | 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 | ctest9 | 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 | ctest4 | 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 | ctest7 | 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 | ctest7 | 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 AM | -2 |
| 20 | 0 | A | ЦФО Москва | 1 | cssearch0 | 521,246,068 | 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 | ctest3 | 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 | ctest15 | 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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Technologies

The Mobile peoplemeter 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). Mobile peoplemeter can use as a reference source 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 Mobile peoplemeter, both technologies can be used simultaneously to achieve the most reliable identification results.

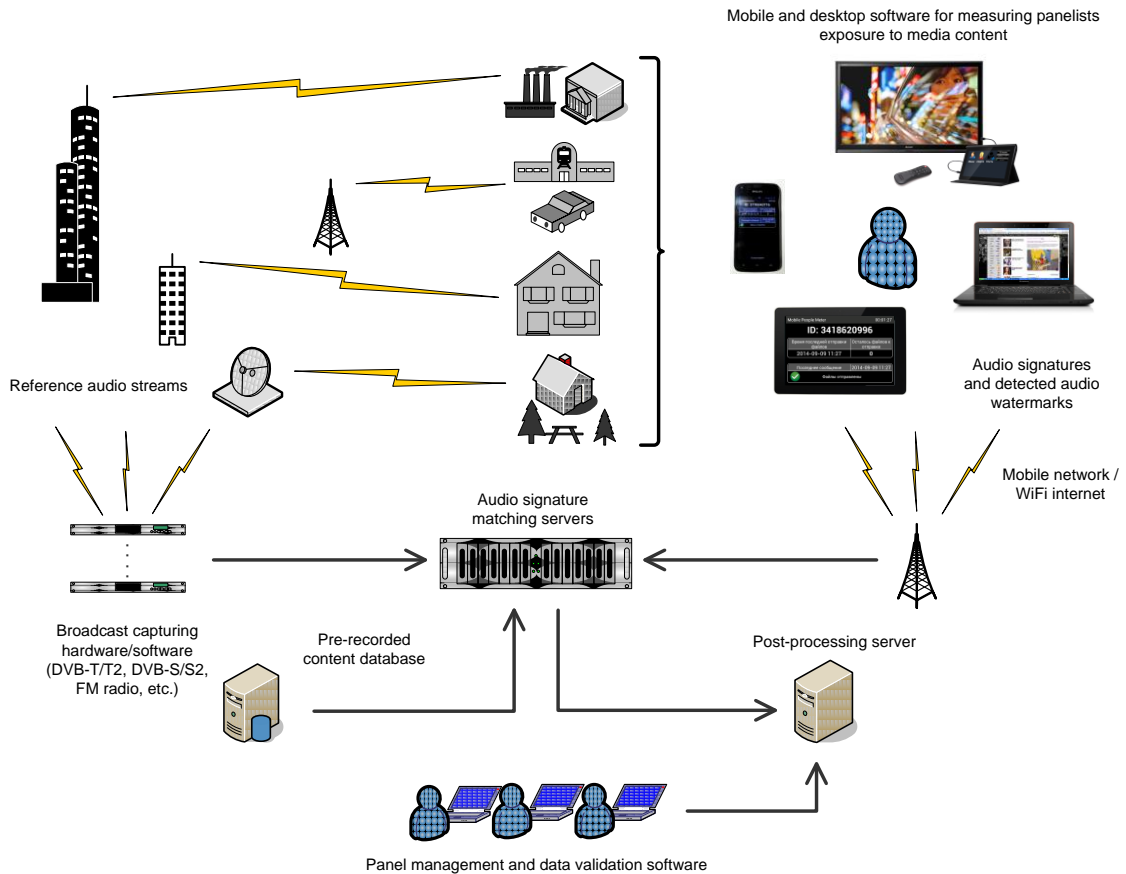
Audio watermark embedders

Cifrasoft offers file-based software embedders for watermarking audio/video content, and real-time software embedders for IPTV stream watermarking. In addition, Cifrasoft offers field-proven hardware embedders with HD-SDI interface for injecting audio watermarks into TV broadcasting signal.



System architecture

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



Auxiliary features

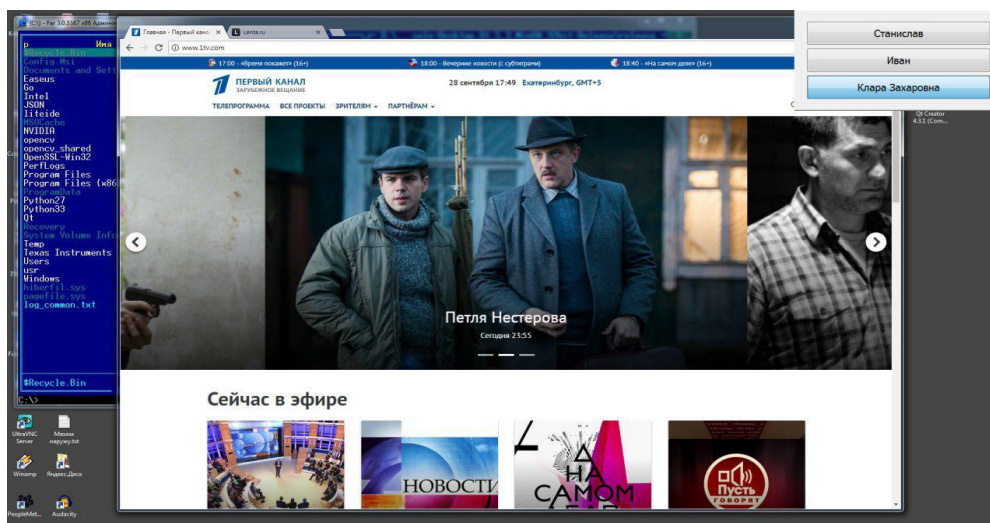
In addition to monitoring the media consumption of panelists, the Mobile peoplemeter app also allows tracking the activity of the panelist on his/her device, namely:

- 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 Mobile peoplemeter, Cifrasoft offers a Desktop peoplemeter application for personal computers (PCs) and notebooks running Windows 7/10. Main desktop application features:

- “One click” installation on any PC as a regular desktop application
- Automatically recognizes audio signatures and audio watermarks in any multimedia content viewed on a PC
- Analyzes 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.
- Collects 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
- Provides simple household member registration interface (optionally)
-



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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