

## Radio & TV Audience Measurement

# NexTracker - Audience Measurement

### CHALLENGE

Digital broadcasting represents an increasingly complex challenge for radio and TV Audience Measurement services. In particular, the transition from analogue to digital broadcasting and the new ways of watching TV content are calling for new automated measurement techniques. Audience Measurement services must now report more accurately and reliably from a larger number of channels, delivered through a fast-changing and diverse mix of broadcast platforms, and consumed either in real time or time-shifted mode.

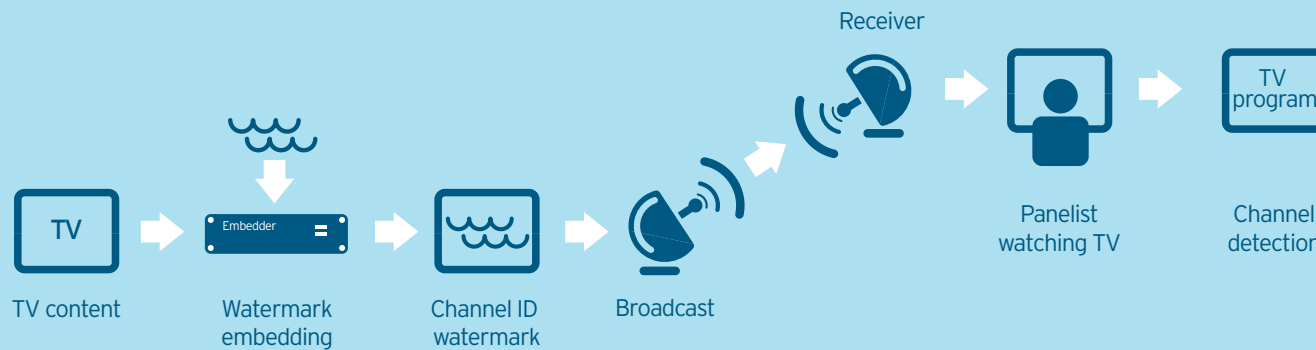
### SOLUTION

Civolution's NexTracker - Audience Measurement takes benefit of a watermarking technology - imperceptible to consumers - that is reliably detected regardless of broadcast delivery modes and consumer behaviour. Civolution's NexTracker Audience Measurement solution includes watermark embedders and quality control detectors for broadcasters. For audience panels, Civolution provides either detection devices or OEM detector software to log precisely the exact timing of content being shown on the panellist's TV set.



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Daily report to  
TV NexTracker -  
audience measurement

### BENEFITS

- Take the guesswork out of identifying which channel a panelist is viewing.
- Provide payload embedding of Content ID, Channel ID and airing time, and Distribution network ID
- Large payload provides superior granularity of Audience Measurement data
- Over-writable watermark to correctly identify previously watermarked content
- Off-line watermarking in transcoder before broadcast
- Real-time watermarking at play-out for broadcast-ready equipment
- Devices monitored through GPI and SNMP query and/or trap
- Expandable to cross-media monitoring
- Audio watermarks TV remain detectable in case of content reuse and redistribution (e.g. Internet)

### ABOUT CIVOLUTION

Civolution is a leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online, and technology solutions for Audience Measurement. Through its service portfolio Civolution offers broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics, combining synergies from Philips CI, Teletrax and Thomson STS.

FOR MORE INFORMATION PLEASE VISIT: [WWW.CIVOLUTION.COM](http://WWW.CIVOLUTION.COM)

