

Audience Management Software

This audience management software represents an extraordinary breakthrough in audience measurement. Our software automatically provides instantaneous and continuous audience data for immediate use. To Digital Signage network operators and content providers we offer an audience measurement solution which is accurate and extremely easy to deploy. This software is based on innovative image analysis techniques and uses a standard video sensor in the vicinity of the measured media, pointing at the intended audience. The audience management system analyzes the stream of images to: **detect** the presence of human faces; **track** those faces while they remain in the field of vision, even if they are turned away; **classify** those faces in anonymous demographic classes.

Key Metrics

- 1 **Viewer count:** the number of people that have actually looked at the media.
- 2 **Opportunity To See (OTS):** the number of potential viewers for a media. In Digital Signage, OTS equates the aggregate footfall in front of a given screen.
- 3 **Conversion ratio:** the viewer count divided by OTS, which globally captures the effectiveness of a media.
- 4 **Dwell time:** the duration between the first detection and the escape from the scenery.
- 5 **Attention time:** the part of dwell time during which the viewer actually looked at the media.
- 6 **Glances:** the number of looks during a viewing session.
- 7 **Gender:** male or female.
- 8 **Age group:** child, young adult, adult or senior.
- 9 **Distance:** the last measured distance from the camera.

AUDIENCE MANAGEMENT SYSTEM

KEYPOINTS

- **Instantaneous, continuous audience data** with multiple metrics;
- **Robust and fast detection** (in a little as 125 milliseconds), even of people on the move;
- Robust **Gender and Age classifiers** (4 age groups), working across all continents;
- Redesigned, **embedded web server** for easy setup and monitoring: securely check status, settings, logs,...;
- **Upload data** automatically over the Net or collect them by just connecting a **USB key**;
- **Easy IT integration**: audience data are available in real time to third-party applications over a local TCP socket, as well as in CSV format;
- Quick and **simple to deploy**, in small and large networks (volume deployment);
- **Privacy**: no images are ever recorded and no uniquely identifiable data are extracted.

APPLICATIONS

- **Audience Measurement**: counting real exposures to a message and associated opportunities to see, computing attention time, comparing different media and message performance.
- **Adaptive Marketing**: showing the right message to the right audience, using real-time triggers sent by the software.
- **Retail Metrics**: finely analyzing shopper behavior in key retail zones.



Hardware Requirements

- **Hardware**: runs on most existing PC-based Digital Signage players or on entry-level CPUs (Intel Atom Dual Core or faster)
- **Operative System**: runs under Windows (any version) or Linux
- **Camera**: uses standard webcams or IP cameras
- **Video Codec**: works with H264 (Mpeg4 over RTSP) and MJPEG IP video streams