

the peoplometer system



THE ESTABLISHMENT SURVEY A large scale survey conducted to define the population to be represented, and its characteristics. Potential panel homes are recruited from the respondents to the Establishment Survey.



THE PANEL Homes are selected based on a statistical design ensuring the sample accurately reflects the markets being measured.



THE PEOPLOMETER A Peoplometer is installed on every working TV set in each panel home and collects five types of data: TV set time on; Channel being watched as a digital audio signature; Source of the channel; Who is watching; TV set time off.



THE PROGRAM NAME DATABASE Broadcast logs provided by the FTA networks and EPG logs from Subscription TV channels are used to build a program (events) database for integration with the viewing data.



THE REFERENCE SITE A unique audio signature is captured for each TV channel at the central reference site for the purpose of identifying content from the Peoplometers using audio matching technology.



POLLING Each night between 2am and 6am (EST) the data stored in the panel homes is retrieved via the meters' transmission unit.



DATA DELIVERY Each day data subscribers can download the previous day's data to perform complex analyses using the various application software products available.



POLLUX, THE PRODUCTION SOFTWARE Controls the fundamental processes of collecting, consolidating and validating the daily household data into a minute by minute database.



CENTRAL AUDIO MATCHING Audio signatures from the Peoplometer are matched to signatures from the reference site to identify household viewing from each TV set.