



mediacell

**MEDIACELL:  
On screen,  
online &  
on air**



# IPSOS HAS CHOSEN TECHNOLOGIES THAT PUT PEOPLE AT THE HEART OF OUR RESEARCH

We live in a world where immediacy and ease are the norm. Technology has joined people together and presented them with unprecedented choices in many parts of their lives – including the media they use.

Everything from the development of voice activated devices to online purchases delivered to our doors has accustomed us to more choice and greater control.

The massive growth in media choice and a greater ability to control how and when we watch, listen and read have made audience measurement ever more complicated and challenging for our clients.

Passive measurement offers solutions. Marketers have a continuing need to understand what, when and how media and advertising is seen and heard. Yet consumers can hardly be expected to remember all of

these behaviours amidst such proliferation and fragmentation of media choice.

## PASSIVE SIMPLICITY

Mediacell is a proven passive, scalable technology developed by Ipsos to accurately capture exposure to any broadcasted audio content [e.g. TV programmes, radio stations, cinema content and advertising].

Installation is simple. It comes in the form of an app that transforms a smartphone into a powerful, portable audio meter delivering second by second data across multiple touchpoints.

By capturing all the content that a person has been exposed to throughout the day - including even for the shortest amounts of time – we can accurately measure exposure to the channels people are watching or listening to and even the specific advertising campaigns running on those channels.

We offer this all from a single source panel, meaning you can delve into the connections and overlaps between and across media and dive under the skin of media and ad exposure.



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**SCALABLE**

**PASSIVE**

**MEDIACELL  
ACCURATELY  
MEASURES EXPOSURE  
TO ANY BROADCAST  
OR ONLINE CONTENT**

**ACCURATE**

**PORTABLE**

## **A SOLUTION FOR EVERY OCCASION**

As with any measurement projects, one solution can never fit every occasion and need. That is why for Mediacell we have additional and adaptable solutions that allow you to tailor the product to your specific needs and ensure that you measure the metric that matters to your business.

Our MediaCell applications offer solutions for:

- Radio Audience Measurement;
- Cross Media Measurement (Single source TV, Radio & Online);
- TV Audience Measurement (Peoplemeters & Setmeters);
- Campaign Effectiveness by Platform;



## MEDIACELL+

New developments have enabled Mediacell to add the measurement of online behaviour to this menu.

By the simple enhancement of the app, we can also track the websites people visit and the applications that they use – expanding our understanding of how they use a broad portfolio of media channels.

We can also send surveys to those exposed or not exposed to ad content. These help us to understand the impact of ad campaigns.

With all this information collected in a single place, we are now equipped to help broadcasters and marketers answer some critical questions:

- What is my total audience?
- Which devices and platforms do they access my content on?
- Where and when are they accessing it?
- How can I optimise my advertising campaign across and between platforms?



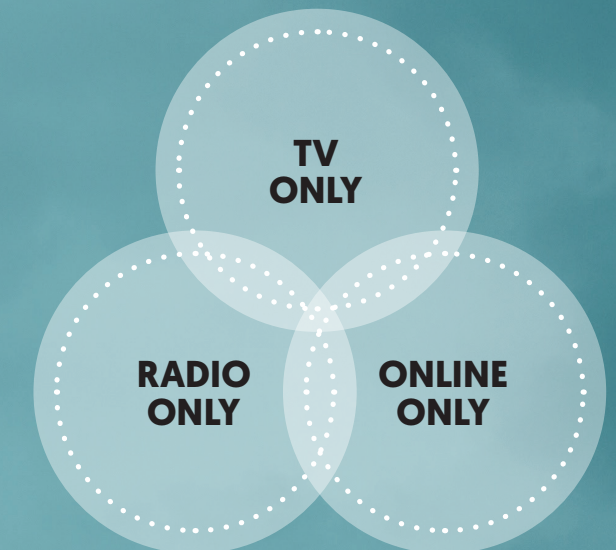
## CROSS MEDIA

People don't just use one medium to access the news, entertainment and information they need. Most of us use several, including television, radio and the internet.

Broadcasters often make their content available across multiple platforms in order to maximise the opportunity for audiences to engage with their content. A typical media company, both commercial and "public service", will offer content across all of them.

Passive, cross platform measurement provides the solution. Without taxing either the patience or the memories of our research participants, we can gather information on what they watch, listen to or access online - with minimal disruption to their lives.

This pioneering technique was designed for a client that distributes high quality content across multiple platforms in a range of formats. Their objective was to measure the audience across their entire portfolio of brands and to understand how it flows between and amongst the various outlets. This is the world's first comprehensive, large-scale solution to the challenges of reporting cross-platform audiences; analysing audiences across all platforms and media; all via a single evaluation tool.





## ABOUT IPSOS MORI

Ipsos, one of the world's largest and most innovative research agencies, works for a widerange of global businesses and many government departments and public bodies.

We specialise in solving a range of challenges for our clients, whether related to business,consumers, brands or society. Our areas of expertise range from brand, communication, media, innovation and healthcare research through to customer experience, corporate reputation and social and political research.

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that make our complex world easier and faster to navigate and inspire our clients to make smarter decisions.

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