

MEDIACELL:

STAYING AHEAD OF THE CURVE AND COVID-19

The COVID-19 crisis invites us to be bold. It has impacted audience measurement in three main ways:



Home visits for interviewing or installation of meters all but impossible



Enforced isolation at home has led to big changes in media audience levels



Streaming making inroads into traditional broadcasters

With so much going on and the future looking fuzzy, this is a time to measure more, not less. Broadcasters need to investigate alternative, virus-resistant methods to keep abreast of rapid global change and to ensure they are equipped to cope with future disruptions.

MediaCell transforms household devices into powerful meters. It is remotely and securely installed on the smartphones and other devices used by panellists. It then detects exposure to television and radio content, as well as what is accessed on these devices via apps and URLs.

The whole process is carried out remotely. This includes recruiting and on-boarding the panel, collecting the data, and managing the panel day-to-day. So, while much of the world remains in lockdown, minute-by-minute data on TV viewing and radio listening and second-by-second tracking of online behaviour continues to be delivered.

MediaCell is virus-resistant!

- No interviewer needs to visit the household
- No complex equipment to be installed or serviced
- Panel managed online

And powerful:

- Daily, minute-by-minute data by platform and device
- Independent of broadcasters
- Across multiple media (TV, radio, online), if desired

To find out more, contact **Jim Ford**

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