MEDIACELL

Granular, accurate and continuous data for Public Service Broadcasters, providing insights for all platforms



Single Source: accurate de-duplicated reach

Measurement of all platforms / devices

Simple, software-based approach

Forces Impacting Public Service Broadcasters

Across the globe Public Service Broadcasters continue to play a crucial cultural role, however, are facing a range of market forces:

- Funding structure
- Universal appeal across all demographics
- Innovation to maintain relevance and attract younger audiences
- Political impartiality
- Promoting local content
- Budgetary pressures
- Relevance for governments

MediaCell provides Public Service Broadcasters with

- Insights for content commissioning
- Cross-media consumption by demographics
- Ability to set and measure audience KPIs
- Independently verified data for government and regulatory conditions
- Reliable data for corporate governance

MediaCell data ensures you are equipped with insights to understand your performance across demographics and platforms to address these factors.

CASE STUDY
MEDIACELL & THE BBC



A single source, multi-device, passive panel of 3,000 nationally representative UK individuals

Measurement of 250 TV and radio stations and 1,000 media properties inc. digital across the UK media market

Customised reporting tool to understand cross-media insights

The Need:

The BBC provides a range of television, radio and online services, which must provide value to all homes as part of its public service broadcasting remit. Historically, TV, radio and online were measured separately, but the BBC needed to understand how their audience interacted across all their properties for a total combined usage.

The Outcome:

MediaCell delivers to the BBC unique cross-media insights on its own and competitors' properties. The tool "BBC Compass" continues to evolve and integrate with additional first- and third-party sets, creating unrivalled insights.

The data has enabled the BBC to develop new corporate governance metrics to measure total value across all households.

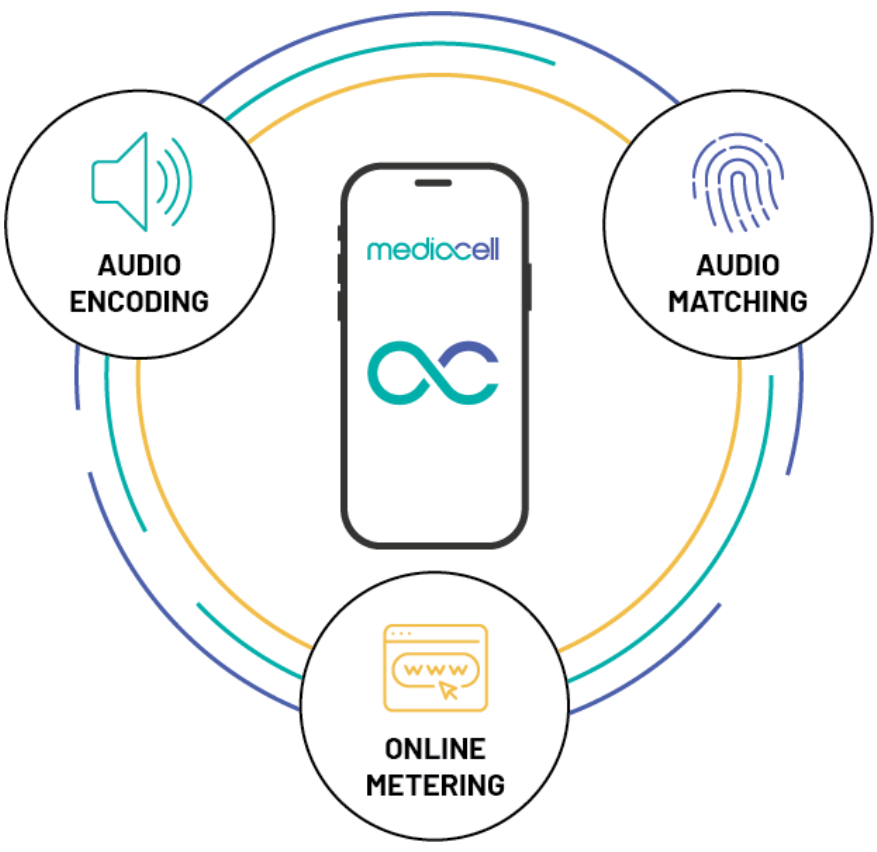
TRANSFORMING AUDIENCE MEASUREMENT AROUND THE WORLD

MediaCell's Passive Technology

Cutting edge app downloaded to any digital device, transforming them into powerful audience meters to measure cross-media usage on all platforms. Leveraging state of the art detection techniques such as:

- Audio matching
- Audio encoding
- Online metering

MediaCell delivers reliable and consistent data on audience behaviour across all media properties.



To find out more information on how it can benefit your organisation please contact:



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