

myAudience

is Your audience

myAudience-Measure

Complete solution for automated audience measurement research

Do you want to know how your ads work?

Digital signage panels, showcases, exhibition stands and installations of different kinds.

How attractive are your advertisement vehicles?

Do people actually look at them? For how long? Does your video commercial target your audience?

Who is your audience after all?

How many people are in the vehicle vicinity? What is the gender and age of your audience? How are these parameters distributed from the perspective of visitors' attention and impression time?

So many questions have one solution – **audience measurement system** that covers them all.

myAudience-Measure – simply has it all

myAudience-Measure is a software solution based on of-the-shelf PC platform supplied with affordable USB camera.

This product runs on top of CentOS Linux installed as part of our package, thus a customer can save, as they would not need to buy a Microsoft Windows license.

Feature list includes:

- **People counting** – calculates number of visitors in the camera field of view
- **Attention detection** – finds out if a visitor is actually looking on vehicle or not
- **Gender and Age recognition** – gets demographic parameters of viewers
- **Reports portal** – provides quick and convenient access to all gathered data
- **Automatic updates and Remote troubleshooting** – makes things even better in time providing you more sophisticated methods

The accuracy of all myAudience video analytics methods is **around 90%**.

Applicable use cases

Retail

- Measure brand popularity
- Measure product popularity
- Measure consumers' interest to test samples
- Measure target audience demography
- Measure time intervals with the highest and lowest consumer attendance rate, etc.

Digital Signage

- Measure audience demography distributed by ads translated
- Measure total attention time and its distribution by range of categories:
time of ad playing, audience characteristics: gender, age.
- Measure time intervals with the highest and lowest audience attention rate, etc.

Usage benefits

As an automated audience measurement solution myAudience-Measure provides a number of significant benefits in comparison with unmeasured vehicle installations.

Using myAudience-Measure you can improve:

- **Audience analysis** – unbiased video analytics never gets tired and returns stable results at any time of the day and night
- **Proof of performance** – you will be able to know how often your visitors pay attention to it
- **Content optimizing** – in case of out-of-home video display you can adjust your content in accordance with your audience demographics
- **Media planning** – plan your media playback in full awareness of the most crowded hours at your venue
- **Customer engagement** – draw your customer's attention even more knowing the audience of a venue

List of measurements

Basic measurements for metrics provided:

- Number of visitors / viewers
- Dwell time
- Attention time
- Viewers gender / age category
- Time scale for each measurement

Some of the metrics:

- Attention time gender / age distribution
- Average ads unit audience
- Dwell time gender / age breakdown
- Dwell time length distribution
- Visibility and attractiveness

Product concept

myAudience-Measure is built on several key concepts:

- All audience data is gathered using video captured by inexpensive USB camera
- Video analytics is absolutely anonymous – no video recorded, no images stored, no identification data is sent out of the myAudience box
- All raw data is processed locally – only statistical information accumulated on remote backend server
- Web access to reports portal available 24/7 – use regular web-browser to get your data anytime and virtually anywhere
- Centralized storage of historical data
- One camera per one PC box – due to complexity of implemented computer vision methods, myAudience-Measure supports video feed from single camera only
- Well-chosen set of aggregated metrics calculated for single units and unit groups
- Data export to office applications – export of calculated metrics in .csv format

Hardware requirements

myAudience-Measure is a software-only product designed to work on off-the-shelf hardware. Thus recommended HW configuration could be obtained locally without any difficulties.

Recommended USB Camera:

- Logitech HD Pro Webcam C910
- Logitech 9000 Pro
- Phillips SPC-1330

PC Box:

- Intel Core i5 (Core i5 2500 is recommended), Ethernet, USB 2.0, RAM 2 Gb DDR 1333, HDD > 40 Gb

USB Flash:

- Any USB flash dongle with 1 Gb capacity (Kingston is recommended)

Installation requirements

To operate with declared quality and performance myAudience-Measure should be installed in accordance with simple recommendations.

Camera positioning

The camera should be oriented to look straight into the face of your vehicle's viewers with small variations in the angle.

PC box positioning

Due to USB 2.0 limitations, PC box should be mounted nearby the USB camera. To have more flexibility in PC box positioning USB 2.0 extenders can be used.

Internet connection

Full-time Internet connection is required for myAudience-Measure unit to operate due to periodical data synchronization and license enforcement.

Reports portal overview

Full-time Internet connection merits its usage. You will be able to access your up-to-date data at any time and virtually from any place in the world.

Reports portal provides you with:

- Native Web access – use any modern web-browser to log in (we recommend Google Chrome as one of the fastest)
- System summary information – you will be provided with operation information regarding each myAudience-Measure unit and each license you possess
- Units and groups management – receive all details about your units and combine them in independent groups anyway you like
- Detailed license info – gives you a total number of licenses, work period and expiration date, ability to obtain new license and extend existing ones
- Metrics and reports – you can observe all aggregated data as simple yet informative reports calculated and exported per your request

Where to buy

It is as simple as any online purchasing, and you don't even need to wait for delivery – with license obtained you will be able to download software right away.

Our pricing is open and simple:

- Visit our selling site for all necessary details: www.myAudience.com
- myAudience-Measure is already for sale: www.myAudience.com/Measure/buynow
- We provide a software license with one year of operation included with a list price starting at **\$400**, volume discounts apply: www.myAudience.com/Measure/pricing
- Each subsequent year is **\$84** per year, which is as much as **\$7** per month
- Annual price includes:
 - Data storage,
 - Metrics/Reports calculation,
 - Technical support,
 - Automatic software updates and bug fixes

Try our demo application / account

Want to know the system abilities prior to spending money on it?

We provide you with demoAudience – free Windows-based real-time application that demonstrates some of the computer vision methods included in myAudience-Measure.

demoAudience

- Download demoAudience at www.myAudience.com/Measure/download

Also you can try our reports portal, consider look and feel, play with units management and metrics calculation

Demo account

- URL: <http://demo.myAudience.com/>
- Login: demo.user@mail.com
- Password: demo

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