

# **TV Audience Measurement Intelligent System (AMIS-TV)**

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## **Possible consortium scenario**

Media & Advertising Agencies.  
Software Industry.  
Electronics Industry  
TV channels  
Audience Measurement Groups

## **Project description**

Today's TV Audiences Scenario: Different TV platforms: Satellite, Cable, TDT, DVB-H  
Consequences:

More channels → Audience fragmentation

User interaction (possible with TDT) → New challenges to measure the 'share' index.

Challenge: New process to achieve the highest quotes of share, knowing users preferences:

-Daily measures from users monitors → Huge amount of data collected (samples) from every user and day.

-Updating dynamically user's profile from data collected from their terminals and from a characterization process (forms, surveys, etc).

The project proposed aims to apply Business Intelligence techniques to process this huge amount of data to extract hidden information concerning to:

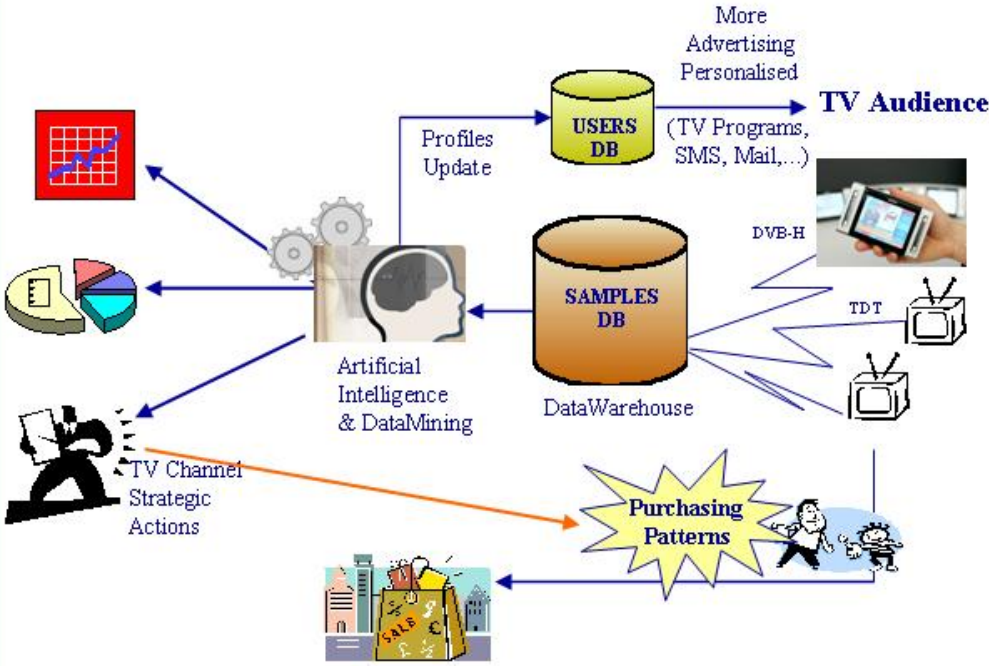
- Audience preferences
- Related users preferences about watched programs, i.e. users that usually watch football matches are already interested in Formula 1 races.
- Distinguish users clusters profiles according to their habits (channels, timetable, alone or in company,...)
- Users's behaviour patterns according their preferences and how these patters condition others: Purchases preferences. These tasks can be achieved applying Data Mining & and User Characterization algorithms.

As a result, with this valuable information, TV enterprise channels through their marketing departments will be able to take important strategic actions to improve their audiences.

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# New TV Audiences Approach



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**FP7 Target**

Challenge 4, Target 'ICT-2007.4.2 (ICT-2007.4.4): Intelligent Content and Semantics (section f) - CALL 3

(Within NEM Strategic Research Agenda: Target 2.1 Services & Applications → 2.1.1.2.3. Advertising)