

Module for communications between server and mobile terminals on a system measuring TV audience consumption and conducting surveys via a panel of users

Contact information

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Technological Offers type

Software

Where?

Information Processing and Telecommunications Center Visual Telecommunications Application Group (VTAG)

Software description

One of the main functions included in the system is the possibility of conducting surveys on panellists via their own mobile device (or over the internet) with the relevant incentives. It also includes the novelty of emulating a remote control using a mobile phone and measuring audiences that way.

Reference

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