

Server management module on a system for television consumption measurement and conducting surveys via a panel of users.

Contact information

Address: Main researchers:

- JOSE MANUEL MENENDEZ GARCIA

jm.menendez@upm.es

- FEDERICO ALVAREZ GARCIA

federico.alvarez@upm.es

- Carlos Alberto Martín Edo

carlosalberto.martin@upm.es

- SERGIO RUIZ DE CASTROVIEJO AZNAREZ

sergio.castroviejo.aznarez@upm.es

- IAGO FERNÁNDEZ-CEDRÓN FERNÁNDEZ-MAQUIEIRA

iago.fernandezcedron@upm.es

- SILVIA ALBA URIBE MAYORAL

silviaalba.uribe@upm.es

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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