

# Survey generation and management module for a system for television consumption measurement 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

M-8282/2010