

Media Content Distribution (MCD); MCD framework; Part 8: Audience Measurement

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Reference

DTR/MCD-00005

Keywords

audience, audio, advertisement, broadcast,
content, multimedia, traffic, video**ETSI**

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Contents

Intellectual Property Rights	5
Foreword.....	5
Introduction	5
1 Scope	6
2 References	6
2.1 Normative references	6
2.2 Informative references.....	6
3 Definitions and abbreviations.....	8
3.1 Definitions	8
3.2 Abbreviations	9
4 Discussion	10
4.1 Why Audience Measurement	10
4.2 Methods of Audience Measurement.....	11
4.2.1 Personal diary	11
4.2.2 Meters	11
4.2.3 Software.....	11
4.3 Measurement Gordian knot	12
5 Regulatory Factors	13
5.1 United States	13
5.1.1 Consumer Privacy: United States	13
5.1.2 Rating Services Oversight: United States	15
5.2 Europe and the European Union.....	16
5.2.1 Actors' views on regulation, self-regulating as the basis	16
5.3 Japan.....	17
5.4 China	18
6 Case Studies	19
6.1 United States Advanced Advertising and Audience Measurement	19
6.1.1 Television Ratings	19
6.1.2 Advertising usage measurement	19
6.1.3 Audience Measurement Approaches	20
6.2 Europe and the European Union.....	21
6.2.1 General overview	21
6.2.2 Alternative counts, multi-platform broadcasters needs.....	23
6.2.3 Mobile TV measurement is one of the stakes in 2011	24
6.2.4 Research Institutes are developing combined AM systems	25
6.2.5 Other sources to be considered in AM standardization process.....	25
6.2.5.1 International Professional Organisations.....	25
6.2.5.2 European Professional Organisations.....	26
6.2.5.3 National Professional Organisations	27
6.2.5.4 Sources of Statistical Information	28
6.2.5.5 Information from further projects and actions	29
6.2.5.6 Standardization and SDO's.....	30
6.3 Japan.....	30
6.3.1 Personalization using Passive Feedback: (see Figure 1).....	30
6.3.2 Personalization using Active Feedback (See Figure 2).....	31
6.3.3 Audience Measurement chain.....	31
6.3.4 Personalized Service Platform	32
6.3.5 Functional Architecture for Personalized Service Platform.....	33
6.3.6 Detailed functional component for Audience Measurement.....	33
6.3.7 Service examples with the Personalized Service Platform	34
6.3.7.1 Target advertising service	35
6.3.7.2 VoD recommendation service.....	35

6.4	China	36
6.4.1	Audience Measurement in China.....	36
6.4.1.1	Guidelines for Television Audience Measurement	36
6.4.2	Methods of audience measurement.....	36
6.4.3	The audience research history and current state	36
6.4.4	Audience research market prospects in China	37
6.4.4.1	The challenge from digital TV development.....	37
7	Initial needs for an audience measurement system	38
Annex A:	Bibliography	40
History		41

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Foreword

This Technical Report (TR) has been produced by ETSI Technical Committee Media Content Distribution (MCD).

This is a multi-part deliverable identifiable by the same main number and a common part of the title. This set of partial deliverables (parts and sub-parts handled and published independently but treated in a coordinated form) builds a whole deliverable handling the subject identified by the common part of the title.

The common part of the title is Media Content Distribution framework.

Each part and sub-part of the present set of deliverables covers a specific subject specified in the corresponding scope and referred to in the specific part of the title. To each part and sub-part of the whole deliverable, a specific number attached to the common main number of the deliverable will also be assigned.

The present document, the only one providing an overview of various methods of Audience Measurement, referring to Legal and Regulatory requirements in various countries, providing Case Studies of activities in several countries, and technical and functional requirements for audience measurement, it is part 8 of the multi-part deliverable covering the Media Content Distribution framework, as identified in part 1 [i.1] of this multi-part deliverable. This part 8 is an informative document trying to identify the situation within the market sector corresponding to the scope; the rather large number of trademarks cited could not be reduced due to the context of the study and the particular evolution of the document. In all the cases, the references to trademarks should not be considered for other purposes than the illustration of simple examples.

For a rational maintenance and easy usage of the complete set of the documents, only part 1 of the set of the documents, will maintain an updated list of the documents in the series, all the other documents should refer to part 1 [i.1], working therefore as the central point of the series.

Introduction

In the context of MCD work, the collection of audience measurement was considered a relevant item since it provides valuable information for market players acting in a rash evolving convergence environment between traditional sectors of Telecom and Broadcast. Also the opportunities opened by this evolution are associated with challenges needing appropriate analysis.

The present stage of the present document relates to an initial survey on audience measurement related matters in the MCD domain and is not intended to be a complete, exhaustive one. The aim of this initial exercise was to identify issues determined by the present rapid evolution of convergence and consequent usage of multiple distribution systems for the traditionally broadcasted contents. Matters like the protection of contents, communications services, applications services and users' data (security needs in general) were identified as a major issue and a description of the situation in different regions was made. This, however corresponding to an initial stage, it is believed to be relevant for publication aiming the stimulation of further discussions in the development of MCD systems and awareness of market players. It is nevertheless recognized that a future edition of the present report can go further in depth and updated information.'

This material is expected to be a central tool for the identification of MCD requirements and the specification of a roadmap for the standardization work to be developed.

1 Scope

The purpose of the present document is to assess activities and business plans with relevance to Audience Measurement. It briefly also provides a synopsis of information related to Audience Measurement of television viewership and radio listenership that receive programs or information by means of broadcast to fixed and mobile locations, broadband networks, or on-line Internet.

Audience measurement is a market research tool used to assess the return on advertising investment and to maximize the value provided users. Such measurements are made to provide information to tailor messages or content to better suit the preferences of a target audience and which promotes advertisers and content providers objectives.

2 References

References are either specific (identified by date of publication and/or edition number or version number) or non-specific. For specific references, only the cited version applies. For non-specific references, the latest version of the reference document (including any amendments) applies.

Referenced documents which are not found to be publicly available in the expected location might be found at <http://docbox.etsi.org/Reference>.

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2.1 Normative references

The following referenced documents are necessary for the application of the present document.

Not applicable.

2.2 Informative references

The following referenced documents are not necessary for the application of the present document but they assist the user with regard to a particular subject area.

- [i.1] ETSI TR 102 688-1: "Media Content Distribution (MCD); MCD framework; Part 1: Overview of interest areas".
- [i.2] ETSI TR 102 688-3: "Media Content Distribution (MCD); MCD framework; Part 3: Regulatory issues, social needs and policy matters".
- [i.3] Interactive Advertising Bureau: "Audience Reach Measurement Guidelines", Version 1.0-February 23, 2009.
- NOTE: Available at: http://www.iab.net/media/file/audience_reach_022009.pdf.
- [i.4] Directive 2002/19/EC of the European Parliament and of the Council of 7 March 2002 on access to, and interconnection of, electronic communications networks and associated facilities (Access Directive).
- [i.5] Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector (Directive on privacy and electronic communications).
- [i.6] ISO 9000: "Quality management systems - Fundamentals and vocabulary".
- [i.7] CableLabs SaFI-CIP: "Campaign Information Package Specification".

NOTE: Available at: <http://www.cablelabs.com/advancedadvertising/specifications/safi.html>.