



Developing audience research technology for the 21st Century

**European Commission
Sixth Framework
Project IST- 027124**

ARENA Project

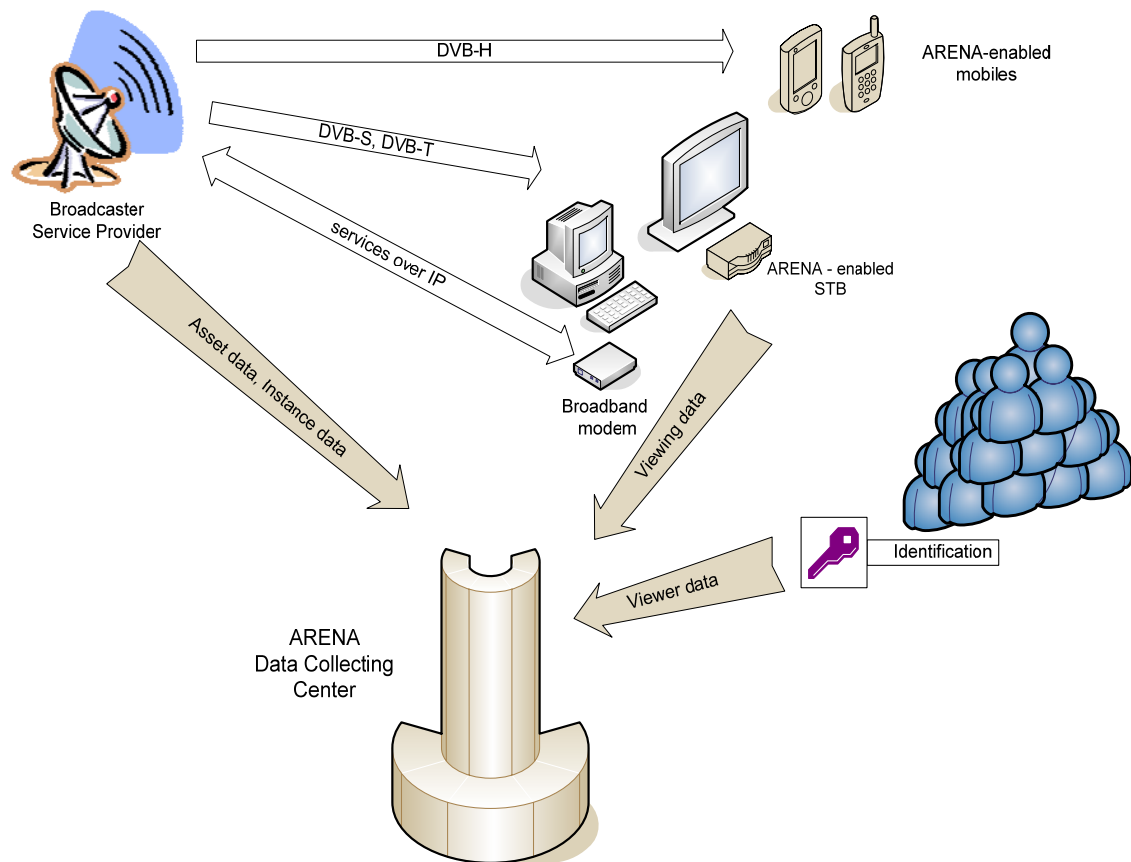
Audience research is a vital part of TV and radio broadcasting. It's a key element of doing business, helping to determine advertising rates and informing decisions on programmes, schedules and services.

The digital era has caused a sudden proliferation of platforms and services. These have brought new challenges for audience research, especially where you can access the same content by different means.

Earlier this summer you could watch the 2008 Olympic Games on TV or your PC, live or catch-up, or clips via your mobile phone – unless you were lucky enough to be there for the real thing, of course! How would you define and measure audience share, reach, and persistence in situations like this? The technology for collecting audience figures hasn't always kept up, and there are no commonly accepted metrics that work for audiences across platforms.

ARENA is tackling this challenge, and is assembling four field trials on different platforms, linked through a common audience data collection system. This is an ambitious project, and the main processes were modelled and simulated first.

ARENA is funded by the European Commission, as part of its Information Society Technologies (IST) Research Programme. The ARENA partners are well-established European platform operators, service providers, broadcasters, manufacturers and academia.



ARENA Achievements

- We've produced a data model to cover the various platforms, linear and non-linear content, and different viewing styles.
- We've adapted Digital satellite and DTT set-top box receivers by adding MHP extensions to collect viewing data.
- We've adapted an experimental DVB-H mobile TV system to download its viewing data.
- We've constructed a database based on the data model, and a query layer that can aggregate results from different platforms
- We've experimented with RFID and image-recognition techniques to detect how many viewers are watching the TV at any given time.
- We're about to estimate what it would cost to implement these systems for real.

All this work has been based on business requirements that we collected at the start of the Project.

ARENA trials

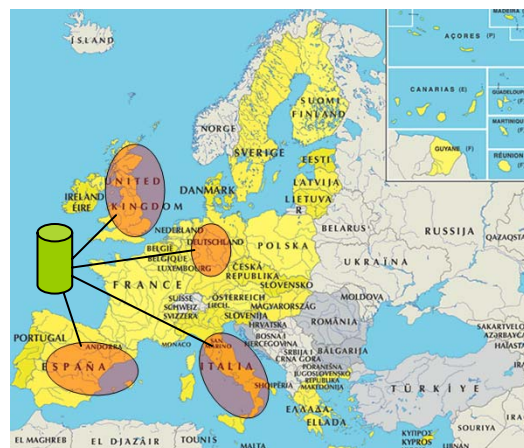
ARENA started work in January 2006, and is scheduled to finish at the end of 2008. The four trials have been chosen to cover as wide a range of multimedia services as possible.

In the UK: on a hybrid DTT/IP-TV service that also offers video-on-demand and timeshifting.

In Germany: on an experimental mobile TV service using DVB-H

In Spain: on PVRs for DTT and DSAT broadcasts.

In Italy: on a DTT service that contains a PVR





Project Coordinator

Guillermo Cisneros Pérez
gcisneros@etsit.upm.es
Phone: +34 91 336 73 44
<http://www.ist-arena.org/>

