

# personall

audience is personal



01

TV Contents and advertising creatives (clips) are fingerprinted for real-time and timeshifted recognition (DVR/VOD/OTT).

02

Realtime viewing is identified for up to 15 seconds after broadcasts In production, it will be identified for up to 24 hours after broadcast, thus including DVR timeshifting during that time.

aws

03

Fingerprints sent from each sample member's app. personall receives both recognized and unrecognized viewing events from ACR servers.

04

It transfers these events to panel operator for triggering surveying of sample members who have watched designated content.

personall performs sophisticated processing of the data for audience measurement and exports fully validated and contextualized data to analytics platform.

immetrica

ecglobal