



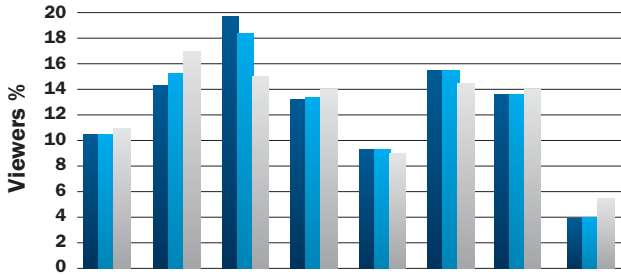
EFFICIENT SOLUTIONS.



Interactive Audience Measurement The real-time iMeter System™

**TV ads for target viewers at the right time
Live feedback from TV viewers
Powered by iMeter System™**

Real-time TV Audience



	TV A	TV B	TV C	TV D	TV E	TV F	TV G	Others
Real time	10,5	14,3	19,7	13,2	9,3	15,5	13,6	3,9
3 min	10,5	15,3	18,4	13,4	9,3	15,5	13,6	4,0
30 min	11,0	17,0	15,0	14,0	9,0	14,5	14,0	5,5

Interactive and real-time TV audience monitoring

With iMeter™ tracking all audience data is visible on demand for programming ads and for live broadcasting content management.

Timing the ads

DA-Design's real-time iMeter™ enables the advertisers to reach the best target groups for their ads at the right time.

Targeting the viewers

With interactive, real-time survey the media companies get active feedback from TV viewers to streamline operations.

Receiving immediate feedback

Complete data collection system guarantees accurate data on time.

Hit the target

– with iMeter™ monitoring

How will you adapt to the changing media environment to stay ahead of consumer demand and the competition?

- iMeter™ tracking provides interactive information on audience measurement for broadcasting companies to improve advertising effectiveness and broadcasting competitiveness.
- The iMeter System™ helps media companies better understand viewers and maximize results.



Monitor, analyze and focus the ads with broadcasting

Over 30 000 TV audience meters delivered worldwide

The new generation of iMeter System™ covers analog and digital TV, IPTV and delayed watching purposes as well as cutting-edge video frame grabbing and IP based data networks (LAN, WLAN, GPRS and 3G). The system also works with other media sources connected to HDMI and Scart inputs.

The new iMeter System™ is automatically transferring practically real-time data to iMeter Server™. iMeter Server™ offers collected and sorted data to other systems as analysis software.



Suitable for most common TV systems

iMeter System™ - an easy tool to establish TV audience metering panel

The system includes household iMeter™ tracking devices and iMeter Server™ data collection server service. Customized system configurations are easily programmed. Analysis software can be offered in cooperation with local supplier near you.

Interactive operation and precision real-time data collection for focused and effective advertising

Simple to use • Easy to install • Easy to ramp-up • Easy to manage

Hit your target – with iMeter™

iMeter™ is a smarter way to maximize your return on advertising. Our job is to give you efficient and innovative tools to share mission-critical information and to make the right decisions for your broadcasting and advertising business.



DA-Design is a trusted provider of audience measurement systems. Established in 1995 in Finland we have grown to provide our multinational customers with efficient solutions worldwide.

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