

The UMS – a New Media Measurement System for Today and the Future

Measuring systems that can measure and identify all technical distribution platforms and its usage are of maximum relevance. Current media research is faced with the problem that, what is available to consumers in the course of digitalization and more advanced technologies, has become so comprehensive and multilayered that one measuring approach is no longer sufficient for providing planners and researchers with the correspondingly complex data they need. GfK Telecontrol AG developed a new meter system which was designed with a view to the constant changing media landscape and usage behaviour.

In order to meet the new demands in media research in all kinds of markets GfK Telecontrol AG has developed a new technology system based on its experience with existing products but further enhanced according to the latest findings and requirements. The state of the art measurement systems in operation all over the world include both fixed meters used for at-home TV measurement (e.g. the fix meters with multiple recognition technologies such as frequency measurement, coding, visual recognition technology and substitution of devices) and portable meters used for TV, radio, print, poster and cinema research (Telecontrol Mediawatch with audio matching technology). The new GfK Telecontrol AG measurement system, called UMS (Universal Meter System), combines all measurement tools and its measurement technologies, which enables an entire and customized recording of media usage. In other words, the new Telecontrol fix meter (UMX) at home, the portable meter Mediawatch (MW) together with a new Internet measurement tool (USX) can be combined, so that the entire data flow converges in one single data centre by forming an entire system. The outstanding characteristic of this combination, from a technical point of view, is the fact, that only one data centre is necessary for the whole data collection (polling, data processing etc.). From the users' point of view, the data acquired with the new measurement system, is similarly structured and uniformly prepared. Data correction is also carried out uniformly and research designs are freely adaptable.



What is special about the new meter system is the fact that depending on the need of the client and the technical equipment of the market, various combinations of measurement technology within UMS are feasible – either per market or even per target group within a panel / market.

GfK Telecontrol AG's new meter system UMS

UMX: Fixed meter to measure TV consumption. Uses audio matching, audio coding, frequency recognition (intrusive and non intrusive), analogue and DVB-T substitution, screen interface processing (SIP) – only one of them or in combination.

Mediawatch: Portable meter to measure TV, radio, print, outdoor, place of consumption. Uses audio matching, audio coding, RF recognition, active data entry.

USX: Internet measurement to measure all media consumed via internet (internet radio- and TV-streaming) out of home, in home. Uses an usb stick with measurement functionality.

Strengths of UMS

- **Measurement of all distribution platforms and distribution vectors and its recognition:** By combining the different recognition technologies all distribution platforms over all vectors can be measured and identified.
- **Cross-media measurement with one system:** As the UMX, the Mediawatch and the USX build one system, which enables to measure TV, Radio, Print and Internet usage, cross-media measurement becomes feasible within a single-source system and comparable data output.
- **Measurement of time shifted viewing/listening:** The possible implementation of the coding technology enables to measure also time-shifted viewing or listening of media content.
- **Measurement of at home and out of home viewing/listening:** The flexibility of the whole UMS and its possibility of various research designs enables to measure and identify of at home and out of home media consumption.
- **Measurement of special target groups:** The possibility to use differently equipped meters within a panel enables to run a sub-panel of a special target group for example a "high-class" sub-panel.
- **Modular system:** One major improvement of the new meter technology is its flexibility. The system can initially be bought as a base-unit and, when demand arises, gradually be equipped with additional tools, like f.e. a different measurement technology in the fixmeter and/or portable meters, without having to change the whole system.
- **No need to buy all in once:** As the UMS is a modular and scalable system, there is no need for the customer to buy all in once. Depending on the requirements of the market the set-up of a media research design can be carried out firstly with basic equipment. If the requirements increase, the measurement system can be upgraded very easily.

- **Future orientation:** With its high flexibility it enables to adapt the measurement system to the general market requirements and the ever changing media landscape and so guaranteeing a state of the art electronic media measurement system and investment safety for our clients.

The GfK Telecontrol AG

The GfK Telecontrol AG is a wholly-owned subsidiary of GfK AG in Nuremberg, Germany – the fifth-largest market research company in the world. Located in Switzerland, the GfK Telecontrol AG is a good example of “Swiss Quality”: its products Telecontrol and Mediawatch – both of which are in-house GfK Telecontrol AG developments – have been in use in a total of 28 countries worldwide for 22 years. The Swiss Broadcasting Company, in particular, has been using Telecontrol since 1985 to survey TV viewing habits and Radiocontrol or the Mediawatch since 2001 to survey radio listening habits. However, Telecontrol or the Mediawatch are also used worldwide to survey TV and radio consumption in Germany, Austria, Cyprus, many Eastern European and Asian countries like Rumania, Bulgaria, Armenia, Georgia and India and other countries.

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