

USX – the new Internet Meter from GfK Telecontrol AG

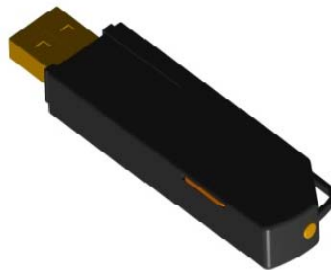
Video- and audio streaming on computers is, for existing measurement instruments, difficult to capture. This is reason enough for GfK Telecontrol AG to bring a new measurement instrument to the market, which captures all media consumption on every computer.

The largest part of classical electronic media is still consumed via TV or radio. However, the content available on the Internet has increased dramatically over the last few years. Whilst ten years ago audio- and video streaming was only at the beginning of its development, today, nearly every broadcaster offers its own programmes as live stream as well as certain broadcasts as video-on-demand or podcasts.

Although, the usage figures are still relatively small in comparison to the classical TV usage, more and more consumers get a taste for this kind of media distribution. For example, in 2008 web-TV usage was reported by 12% of the inhabitants (age 15+ years) of the German speaking part of Switzerland. In 2009 this number increased to 16% although, most of them (9%) admitted to use this platform less than once a week (comp. KommTech Study 2009 and 2010, Publica Data AG).

From a research point of view, the question arises, how this content can be captured adequately. TV content is mostly measured with fixmeters, which are coupled to the TV set in private households. Computers are usually not connected to the fixmeter and therefore their content not incorporated. Furthermore, media players and the multiple of Internet browsers available create another challenge for electronic measurement.

GfK Telecontrol AG has taken on this challenge and developed a new measurement device, the Internet meter USX. It can be used together with the fixmeter UMX – forming part of the [Universal Meter System \(UMS\)](#) – or as a standalone system.



USX – the new Internet meter from GfK
Telecontrol AG in form of a USB-memory stick.

USX is a miniature measurement device in form of a USB-memory stick, as commonly available. With this design, GfK Telecontrol AG remains true to its philosophy that an

electronic measurement device has to fit into everyday life (cf. Mediawatch). As experience has shown, even the most technically advanced measurement device is useless when the panelist does not accept it.

USX does not only reliably and down to the second measure media consumption on the computer but also offers all common functions of a USB-memory stick with variably pre-defined storage capacity. Furthermore, the usage of USX is exceedingly simple: the panelist simply has to plug the USX device into a free USB port on his computer and USX immediately starts to measure all radio and TV content consumed (live as well as time-shifted). In general, no software installation is required and besides connecting the USB-memory stick to the computer, no other action is required by the panelist. Additionally, USX is supported by all current Windows operating systems. This is one of the major advantages in comparison to other fix installed Internet measurement software. USX is therefore not only able to measure media consumption on computers at-home, but also out-of-home usage as for example in the office.

For the measurement of streaming content, USX uses audio matching and/or in the future also watermarking, two methods similarly applied in the Mediawatch and UMX. With that, USX is totally autonomous of the Internet browser or media player used to consume the media content. This independency of the content provider guarantees research independent from the broadcasters.

But, USX has even more to offer: Apart from audio- and video streaming data, URLs can be read out of the web browser, website tags are recognized and surveys can be conducted. USX is therefore able to measure the whole Internet usage at-home as well as out-of-home down to the second.

Through the seamless integration of USX into the Universal Meter System UMS, USX is an ideal addition to the GfK Telecontrol fixmeter UMX. Data collected with USX can be cumulated with those from UMX and complete the fixmeter data with audio- and video-streaming information from computers. Of course, USX can also be employed standalone. USX therefore fills the gap not covered by previous measurement of electronic media. GfK Telecontrol AG is fit for the future demands of media research.

GfK Telecontrol AG is going to carry out extensive field tests with USX. The device will be available to the market in 2011.

The GfK Telecontrol AG

The GfK Telecontrol AG is a wholly-owned subsidiary of GfK SE in Nuremberg, Germany – the fourth-largest market research company in the world. Located in Switzerland, the GfK Telecontrol AG is a good example of “Swiss Quality”: its products GfK Telecontrol and GfK 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/or radio

consumption in Germany, Austria, Cyprus, Greece, many Eastern European as well as Asian countries like India, Romania, Bulgaria, Armenia, Ukraine, Georgia and other countries.

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