

GfK Telecontrol TV Logger – the easiest way to measure TV usage

The GfK Telecontrol TV Logger is a light-weight measurement device with astonishing capabilities. Working with GfK Telecontrol's Audio-Matching technology, the TV Logger measures TV usage on all platforms with a precise down to one second – live and time-shifted up to seven days. Up to 16 household members and 16 guests log onto the device using the remote control. An optional external display gives visual feedback as well as can be used for messages to the panelists and questionnaires. That renders the TV Logger the easiest way to measure TV usage.



- Simple and fast installation
- High acceptance also thanks to small size (105mm x 62mm x 24mm)
- GfK Telecontrol's well-proofed Audio-Matching technology
- Independent from broadcaster
- Available with external display and remote control
- GPRS modem for quick & easy data transfer
- Measurement of all platforms
- Measurement of all live viewing and time-shifted viewing up to seven days after broadcast
- Precise measurement down to one second
- Measurement of up to 16 household members and up to 16 guests