MEDIA RECIPROCITY: USING RICH AUDIENCE STATS TO CONVINCE ADVERTISERS

The Context

Media Reciprocity is a French Digital Signage operator whose media networks include business centers. In particular, the network established in "Les Docks de Marseille" comprises ten LCD screens placed above the ground floor elevators and in the lobby. Around 3.200 people work in these renovated docks in the heart of the business area of Marseilles (2nd largest French city). Media Reciprocity broadcasts information, infotainment and advertising content during business hours from Monday to Friday.

> *"The audience data provided by Quividi has clearly helped Media Reciprocity stand out as a new effective medium to target an affluent population"*
> Stella Canivenc, CEO

The Challenge

In order to attract local and national advertisers, Media Reciprocity required an independent solution to accurately measure its screen audience. It also wanted to have a reactive solution that could report the viewership impact of any change in content, allowing for a fine-tuning of the relevant programming.

Quividi's Answer

Media Reciprocity selected French integrator Kewego to supply the players, the software and the overall integration; Quividi was chosen from the very beginning to supply an audience measurement solution for each of the screens. Quividi worked with Kewego to embed its VidiReports software on the players and to provide advice on the best way to embed the webcam in a custom-made plastic casing below the screens. Media Reciprocity was given access to the VidiCenter back-office application to browse the audience data via a private, editable dashboard.

The Benefits

Quividi's audience measurement solution has been running 24/7 since December 2007 and has seamlessly undergone a number of automatic upgrades. The uptime was upwards of 99,9%. Amongst the most meaningful results are:

- an average in excess of 8 thousand monthly viewers for each screen, with an average 18 thousand monthly Opportunities To See;
- a strong conversion rate of more than 60% for all elevator screens;
- a 5-second average attention time and a 11-second dwell time.

More info

Media Reciprocity: www.media-reciprocity.com

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