

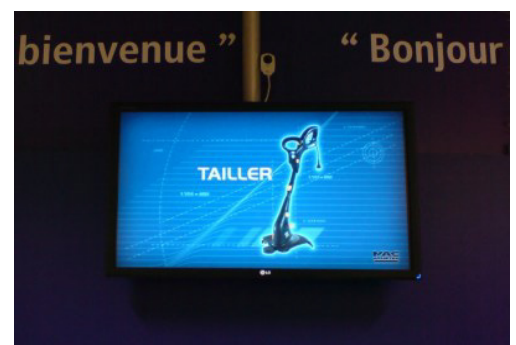
MIRANE: AUDIENCE METRICS FOR SCREEN NETWORK EFFICIENCY

The Context

A large Do It Yourself retailer in France with over 100 superstores throughout the country wanted to rejuvenate their in-store communication strategy. Following an RFP, they appointed Mirane, a leading supplier of Digital Signage solutions, as the provider of a complete system (screens, players, software, content) with over 20 screens planned for each store

The Challenge

The retailer wanted to leverage the early deployment of two pilot stores near Paris to accurately understand how customers interact with the new medium; the findings would be used so as to adjust subsequent roll-outs. The initial RFP therefore included a section on audience measurement.



Quividi's Answer

Mirane recommended Quividi's solution based on the very positive experience garnered in another retail project. Mirane suggested equipping every single screen in the two pilot stores for a total of 44 screens. The data, comprising the Opportunities to See, the number of viewers, their dwell and attention times and gender, would regularly be uploaded to Quividi's back-office tool VidiCenter, where it would be analyzed by Mirane's team and presented to the retailer on a regular basis. The retailer approved the solution.

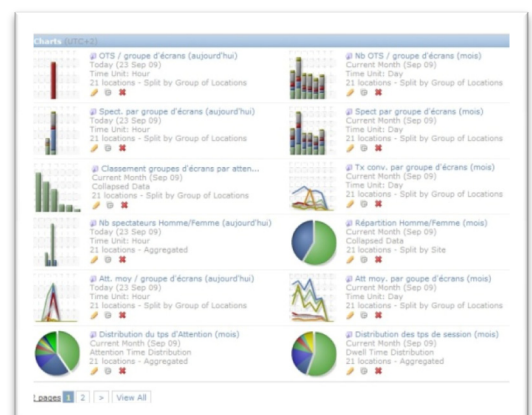
Quividi then worked with Mirane to select the best hardware solution: given the specifics of the installation, Quividi recommended using IP cameras connected in clusters to a few remote PCs in the store back-office. Quividi also created specific data dashboards to group the screens by type of placement and allow for balanced comparisons.

The Benefits

The screens have been measured 24/7 since June 2008, resulting in millions of audience data records.

Mirane routinely presents these results to the retailer on a quarterly basis and further makes use of the data to deliver fine-tuning recommendation to their client in terms of programming, screen placement and business models.

With Quividi's solution, Mirane could quickly and easily deploy an audience measurement solution at an affordable cost across a large number of screens. It is now offering VidiReports to all of its customers to get a thorough understanding of their network performance.



More info

Mirane: www.mirane.com