

# VIDIREPORTS 3.0

## OVERVIEW

**VidiReports** is an extraordinary breakthrough in audience measurement. It provides **instantaneous and continuous audience** data for immediate use and for consolidation by **VidiCenter**, Quividi's data mining service. Designed for Digital Signage network operators and content providers, VidiReports offers an audience measurement solution which is **affordable and extremely easy to deploy**.

VidiReports is based on innovative image analysis techniques and uses a **standard webcam** in the vicinity of the measured media pointing at the intended audience. VidiReports analyzes the stream of images provided by the camera and estimates the aggregate footfall while counting exactly how many people have actually looked at the media and providing their dwell time, attention time and demographics. VidiReports is extremely fast, so even the shortest glances are accounted for!



## METRICS

**“Viewer count”** is the number of people that have actually looked at the media. The term of “number of impressions” is also used in printed media or “audience” in broadcast media.

**“Opportunities to See” (OTS)** is a standard marketing metric which quantifies the number of potential viewers for an advertisement. OTS is related to actual impressions by a conversion factor which globally captures the effectiveness of a messaging strategy. In digital signage, OTS is represented by the aggregate footfall in front of a given screen.

**“Attention time”** is the cumulated time during which a viewer has been exposed to the media.

**“Dwell time”** is the cumulated time during which a viewer has been nearby the media, whether exposed or not.

## KEY POINTS

Get your **free evaluation version** today and experience VidiReports features on your own hardware:

- ▶ **Instantaneous**, continuous delivery of metrics, with demographics, for each detected viewer
- ▶ **No extra or specialized hardware**: runs on most existing digital signage players or mini-PCs
- ▶ **No costly cameras**: uses most standard webcams or IP cameras
- ▶ **Easy IT integration**: audience data are available in real time to third-party applications
- ▶ **Privacy**: no images are ever recorded and no uniquely identifiable data are extracted
- ▶ **Security**: all data are encrypted

**And, new in version 3.0:**

- New** **Four-class age classification** (child, young adult, adult, senior)
- New** **Panoramic audience measurement** to cover a large field of view by combining several cameras (deployable on request for specific projects)
- New** **Improved embedded web server** for easier installation and supervision
- New** **Higher data compression** for optimized upload bandwidth towards VidiCenter
- New** **Zero-configuration installation** for quick and easy setup of large-network deployments

## APPLICATIONS

VidiReports can be used in a number of applications:

- ▶ **Audience Measurement**: counting real exposures to a message and associated opportunities to see, computing attention time, comparing different media and message performance.
- ▶ **Adaptive Marketing**: showing the right message to the right audience, using real-time triggers sent by VidiReports.
- ▶ **Retail Metrics**: finely analyzing shopper behavior in key retail zones.