

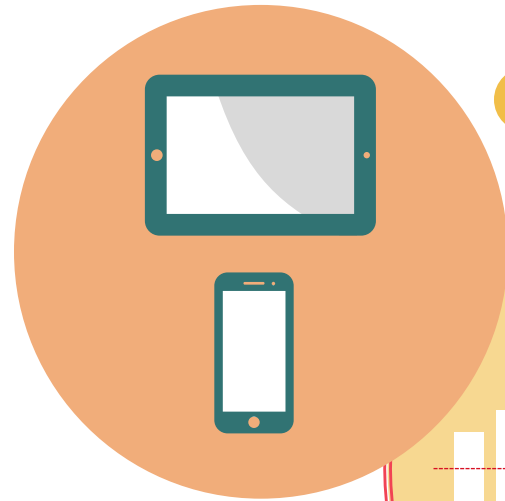
mediacell

- mediacell è lo strumento di **rilevazione passiva** di Ipsos
- È una **app** che si installa sui device digitali dei panelisti, semplice da usare e sempre attiva,
- Consente la rilevazione in tempo reale **della fruizione audio da qualsiasi piattaforma e qualsiasi device**
- La nuova versione consente la rilevazione **tramite la app** stessa della fruizione **on device (audio, con o senza cuffie, e contenuti digitali)**

Qualsiasi contenuto. Da qualsiasi luogo. In qualsiasi momento.



Employing
familiar devices

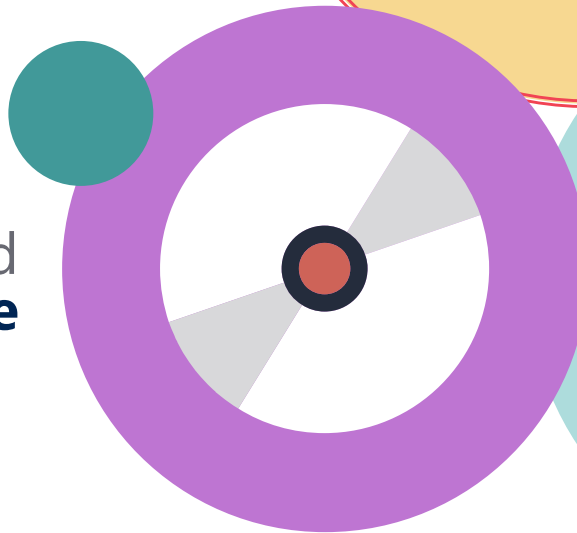


Real time audio matching and encoding, to provide audience ratings on any platform, any time.

MediaCell

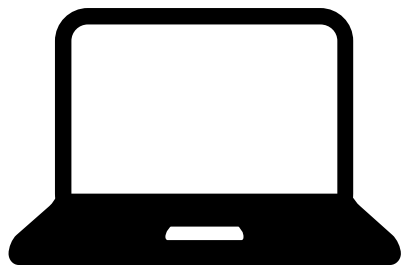
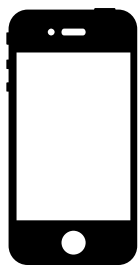
Philosophy

Built around
software

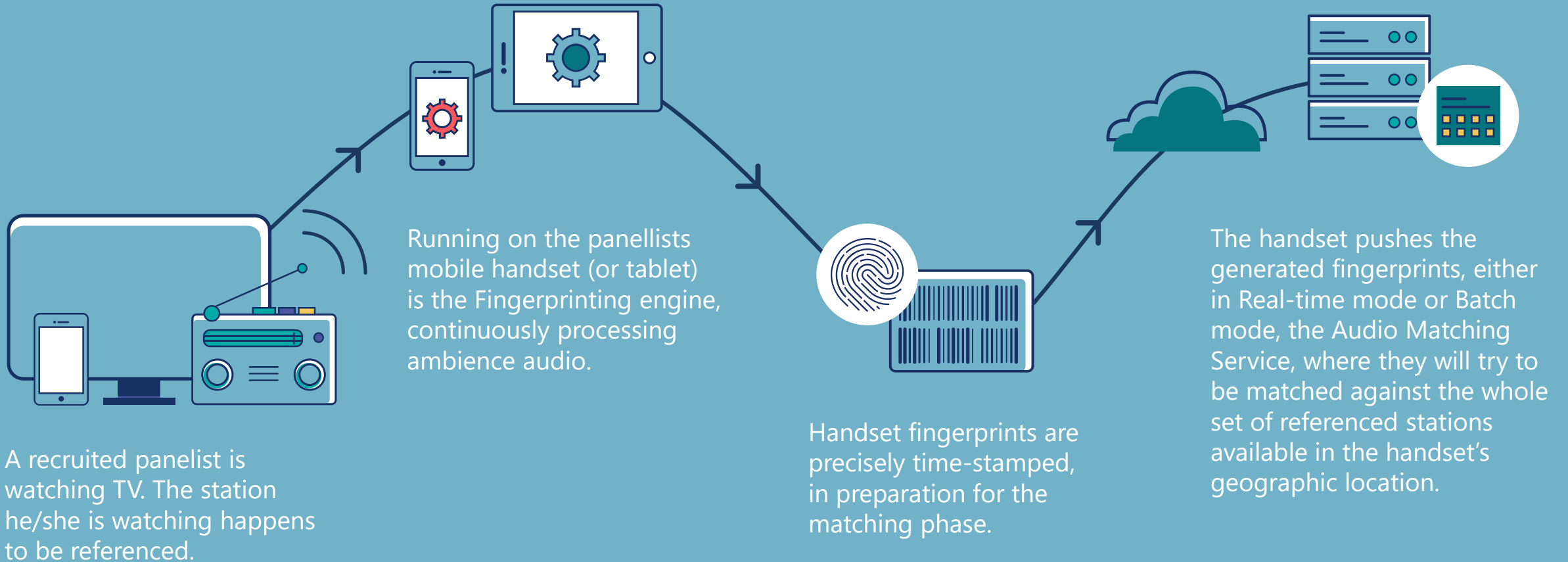


SIMULTANEOUS USE OF PLATFORMS

SOCIAL MEDIA AND BROADCAST



Audio matching technology



Encoding technology

The ear/brain naturally filters out echoes, particularly the early reflections. Delivers platform identification plus TSL of 2 years.

