



audience measurement  
r e s e a r c h  
e x t e n d e d t o  
n e w c o n v e r g e n t m e d i a  
a p p l i c a t i o n s a n d s e r v i c e s

■ Developing audience research technology for the 21st Century

[www.ist-arena.org](http://www.ist-arena.org)

ARENA

European Commission  
Sixth Framework  
Project IST-02724

## ARENA Project

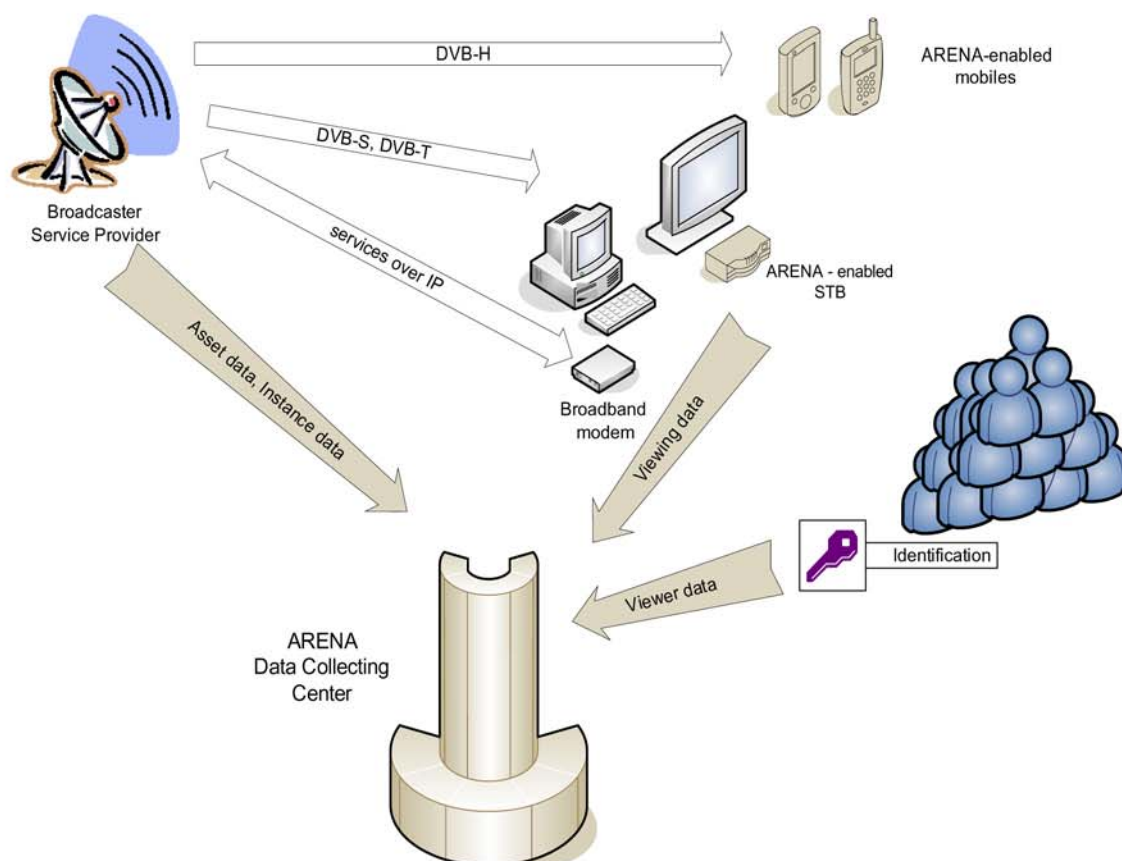
Audience research is a vital part of TV and radio broadcasting. It's a key element of doing business, helping to determine advertising rates and informing decisions on programmes, schedules and services.

The digital era has caused a sudden proliferation of platforms and services. These have brought new challenges for audience research, especially where you can access the same content by different means.

You could watch the 2006 World Cup on TV or your PC, live or catch-up, or clips via your mobile phone – unless you were lucky enough to get tickets for the real thing, of course! How would you define and measure audience share, reach, and persistence in situations like this? The technology for collecting audience figures hasn't always kept up, and there are no commonly accepted metrics that work for audiences across platforms.

ARENA is tackling this challenge, and is planning four field trials on different platforms, linked through a common audience data collection system. This is an ambitious project, and the processes will be modelled and simulated before the system itself is built.

ARENA is funded by the European Commission, as part of its Information Society Technologies (IST) Research Programme. The ARENA partners are well-established European platform operators, service providers, broadcasters, manufacturers and academia.



## ARENA Objectives

- To identify what metrics are needed on the new platforms, and how they relate to those used on existing platforms. What new metrics are needed, for example to understand navigation or characterise mobile TV viewing?
- To work out how to collect audience data. What features of the new platforms can be exploited? How do you detect which of the many devices connected to the TV is actually in use? Can you tell who is watching without making them push a button? What do you do when there's no obvious return path to upload the data?
- To create a consistent information scheme across platforms, using open standards where possible.
- To model and build a hardware/software reference model, check that the processes work, and transfer the simulation to real platforms and a central collator.
- To take account of security requirements and legislation on personal privacy and data protection.
- To estimate implementation costs, keeping in mind that these will need to be as low as possible.

## ARENA trials

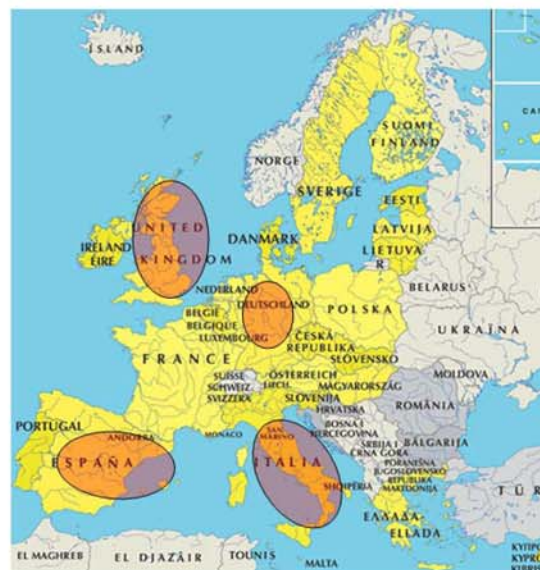
ARENA started work in January 2006, and is scheduled to finish at the end of 2008. The four trials have been chosen to cover as wide a range of multimedia services as possible.

In the UK: on a hybrid DTT/IP-TV service that also offers video-on-demand and timeshifting.

In Germany: on an experimental mobile TV service using DVB-H

In Spain: on PVRs for DTT and DSAT broadcasts.

In Italy: on a DTT service that may offer PVRs



Sogecable



**Project Coordinator**

**Guillermo Cisneros Pérez**  
gcisneros@etsit.upm.es

Tel: +34 91 336 73 44  
[www.ist-arena.org](http://www.ist-arena.org)