

# Transworld™

## Transworld Audience Response and Frequency Measurement System

is a television viewer-ship data measurement instrument installed in households across a sample set, for media market research. The system is known as the PeopleMeter.

### APPLICATION

- The **PeopleMeter** measures the viewer-ship of various programs broadcast by various channels.
- The end data is derived into Television Rating Points (TRPs) and used by advertisers to measure the effectiveness of their advertisements.
- It monitors the television usage pattern.

### The PeopleMeter Technology

The PeopleMeter is fitted in a sample home, with a probe connected to the TV set. The probe detects the frequency of the channel being viewed, which is recorded by the PeopleMeter. In addition, the PeopleMeter prompts the viewers to enter viewer information using the provided remote control.

All this data is collated and transmitted using GSM technology to a central server that receives and analyses the data, finally generating TRPs.

### IN THE BOX

#### PeopleMeter PMF-V3-W

##### **Main Unit:**

The main unit is the heart of the PeopleMeter. It has an on-board processor and data storage memory. Human interfacing is via the large LCD and Remote Control. Unit includes GSM modem for transmitting data to a central server.

##### **Remote Control Keypad:**

The Remote Control for the PeopleMeter is designed to interface with the meter itself and not with television set.

The Keys provided are:

- Numerical keys to enter the people status.
- Function keys "Visitor In & Out."
- Control keys "Enter", "Time", "Next".
- A separate "AV" mode prompts key.

##### **RF Signal Probe:**

The wire loop of RF Signal Probe is used to pick up the frequency of the signal from the tuner to determine the channel being viewed.

##### **Data Storage Cartridge:**

This provides a backup memory to store the recorded data from the main instrument unit. The data from data cartridge can be downloaded using data cartridge reader, which will then allow the data to be transferred to a server in the event of GSM failure.

No Boundaries

No Limitations

No Conventions

JUST INVENTION

**PeopleMeter PMF-V3-W  
TV Audience Response  
Measurement—Wireless**



**Transworld**

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## Technical Specifications:

### Specifications:

#### Main Unit

- TV channel frequency –sensing range: 45 to 870 MHz CCIR PAL-B.
- 12V/2A Output Power Adapter, accepts 180-250 VAC, 50Hz.
- Power Consumption: Approx 10W
- Mechanical Dimension: 240X65X65mm
- Numeric LCD Display: 16chX2Rows
- Battery backup for RTC: 3.6V Ni Cd
- 9 Pin RS232 Serial Port Output.
- GSM Modem for data transmission—Dual Band 900/1800 Mhz, built in. Accepts single sim. CE certified.

#### RF Probe

- Mechanical Dimensions: 45X45X20mm.
- Frequency Range: 40MHz to 900MHz.
- Remote
- Mechanical Dimensions: 92X54X7.5mm.
- 17 keys.
- Battery: 3V /2032Size.
- Data Cartridge
- Mechanical Dimensions: 35X35X30mm.
- 64K Bytes storage capacity.

#### Data cartridge reader/writer

- Mechanical Dimensions: 150X150X45mm.
- Mains Input: 180 to 250VAC, 50Hz.
- Power on LED Indication

#### Accessories:

- Data cartridge reader & writer.
- RS232 serial cable.

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