



HbbTV-Rating-Monitor

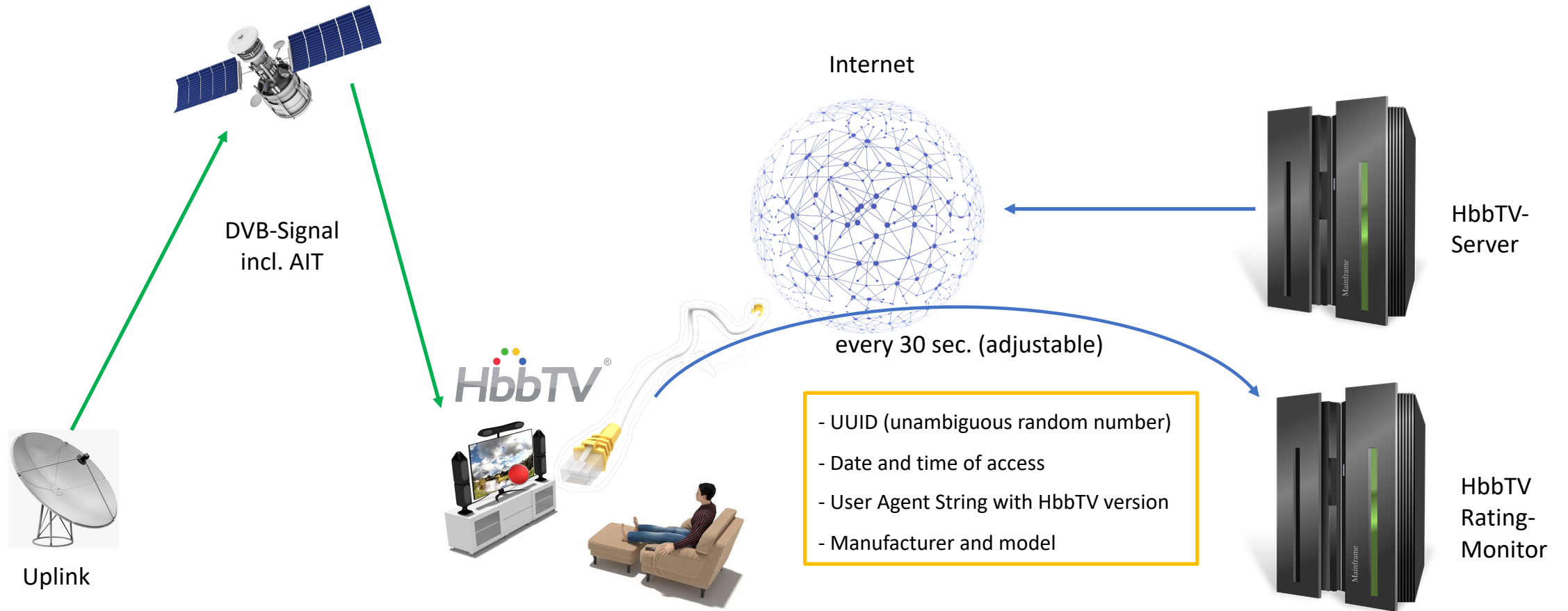
Tool for Analysis of TV Programming and Media planning

Webinar: HbbTV solutions for small and local broadcasters, July, 20, 2021

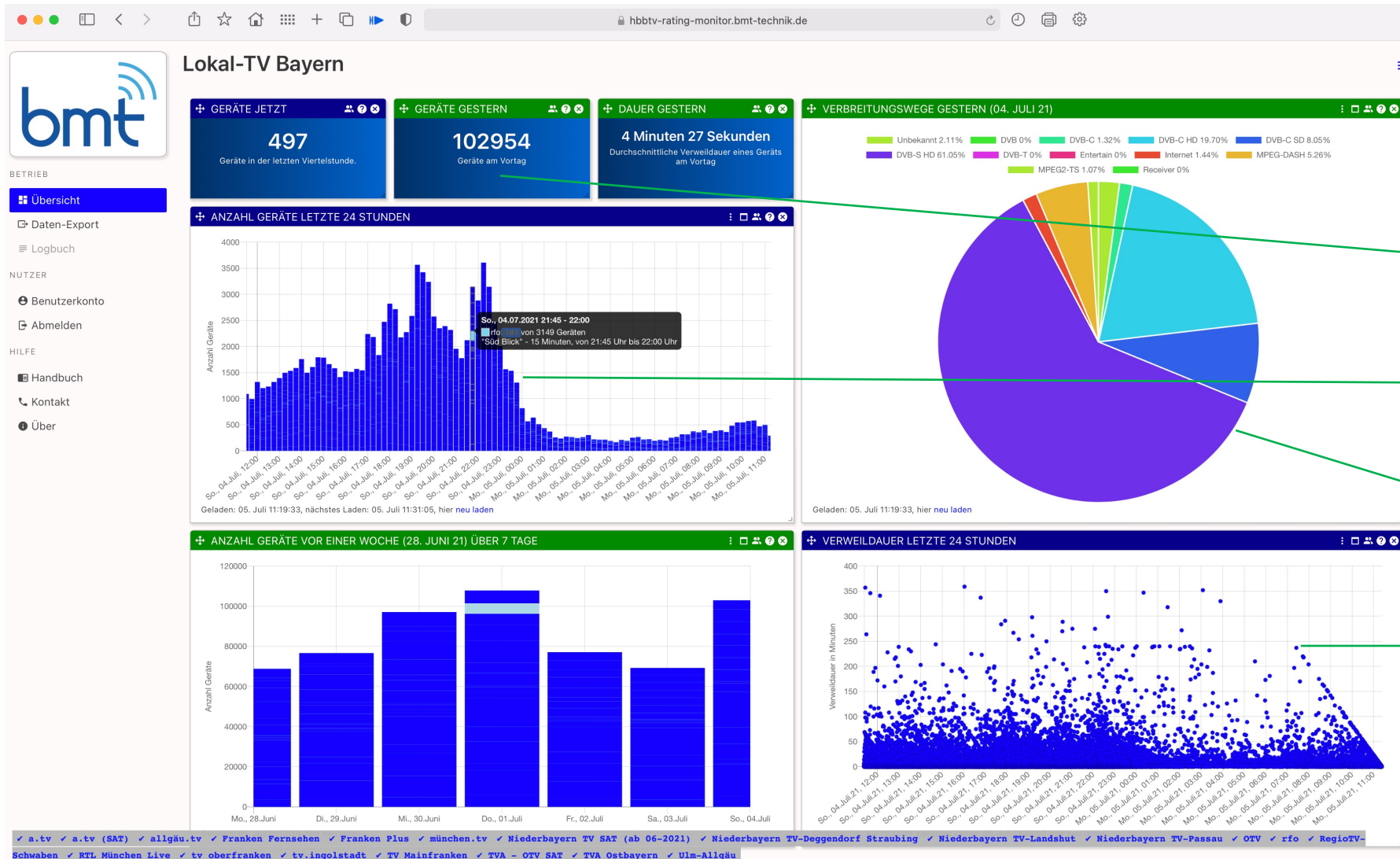
HbbTV Rating Monitor

- ▶ Measurement data in real time via HbbTV to optimise TV planning und commercial exploitation
- ▶ Particularly suitable for tv stations, that cannot access highly current ratings
- ▶ Immediate analysis of
 - ▶ number
 - ▶ dwell time and
 - ▶ distribution channelof HbbTV enabled devices that are tuned in and internet connected
- ▶ No survey of personal data and compliance with data protection regulations

Technical concept



Dashboard



- Immediate insight into usage statistics by web browser
- Turnkey solution provided by bmt
- Total number of devices yesterday
- Bar graph with number of devices in 15 min. time grid
- Pie chart with division of distribution channels
- Dot diagram for presentation of dwell time of viewers

Examples



HbbTV-Rating-Monitor

Live broadcast of Corona press conference with bavarian prime minister Markus Söder

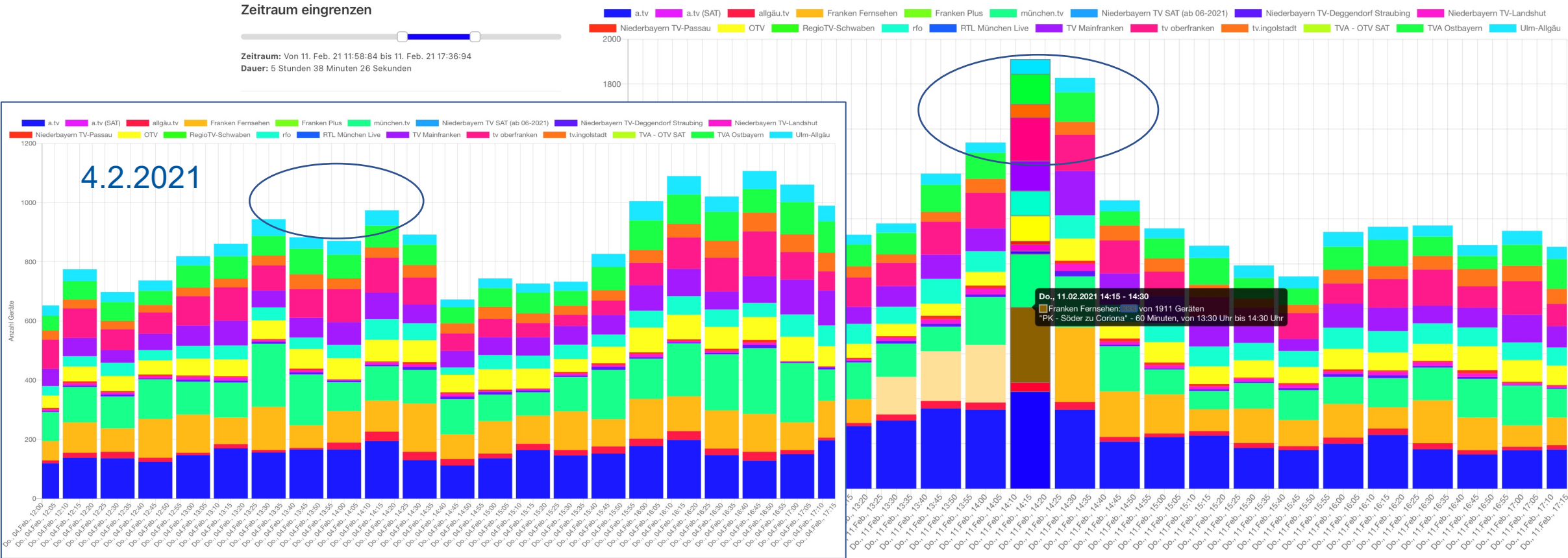


Anzahl Geräte am 11. Feb. 21

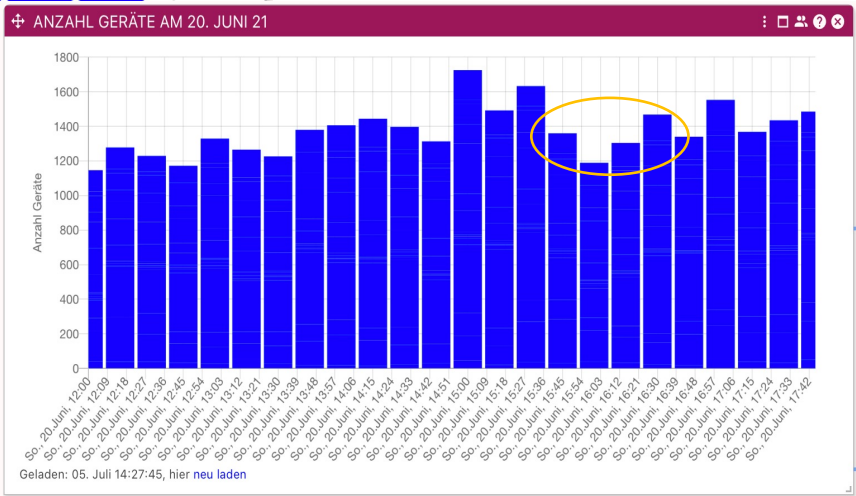
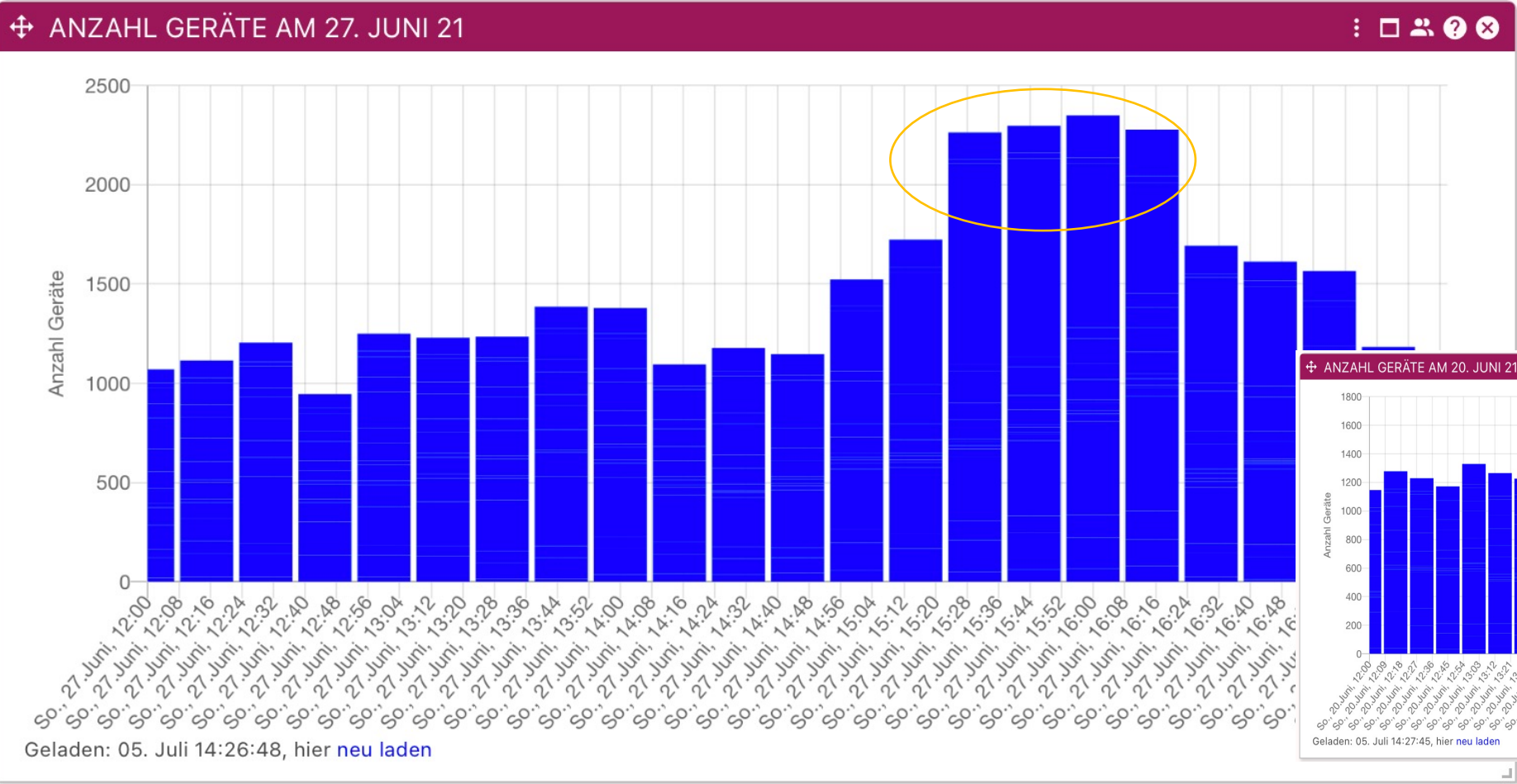
Geladen: 05. Juli 14:07:08, hier neu laden

Zeitraum eingrenzen

Zeitraum: Von 11. Feb. 21 11:58:84 bis 11. Feb. 21 17:36:94
Dauer: 5 Stunden 38 Minuten 26 Sekunden



Live broadcast of soccer Toto-Cup covered by 12 regional stations on June, 27



Church service on June, 3 from 8:30 to 10:00

Anzahl Geräte am 03. Juni 21

Geladen: 05. Juli 14:38:09, hier [neu laden](#)

Zeitraum eingrenzen



Zeitraum: Von 03. Juni 21 00:00:00 bis 03. Juni 21 18:00:57
Dauer: 18 Stunden 51 Sekunden

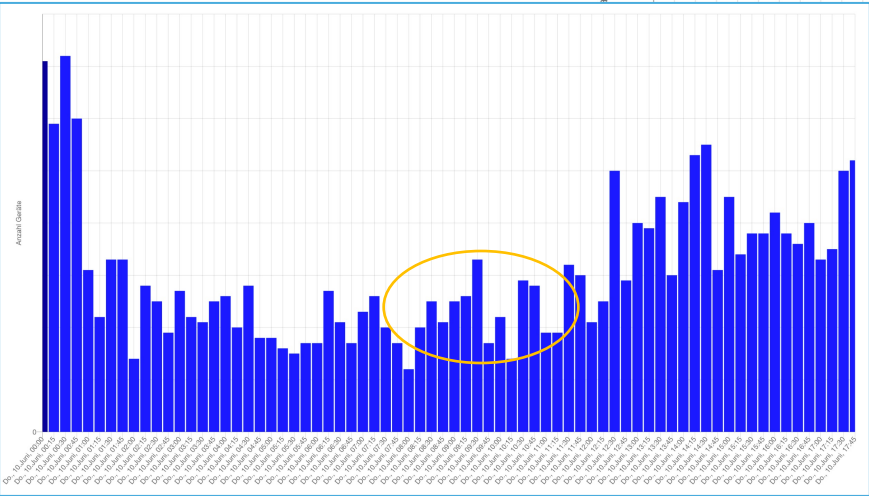
☒ Absolut

☐ Relativ

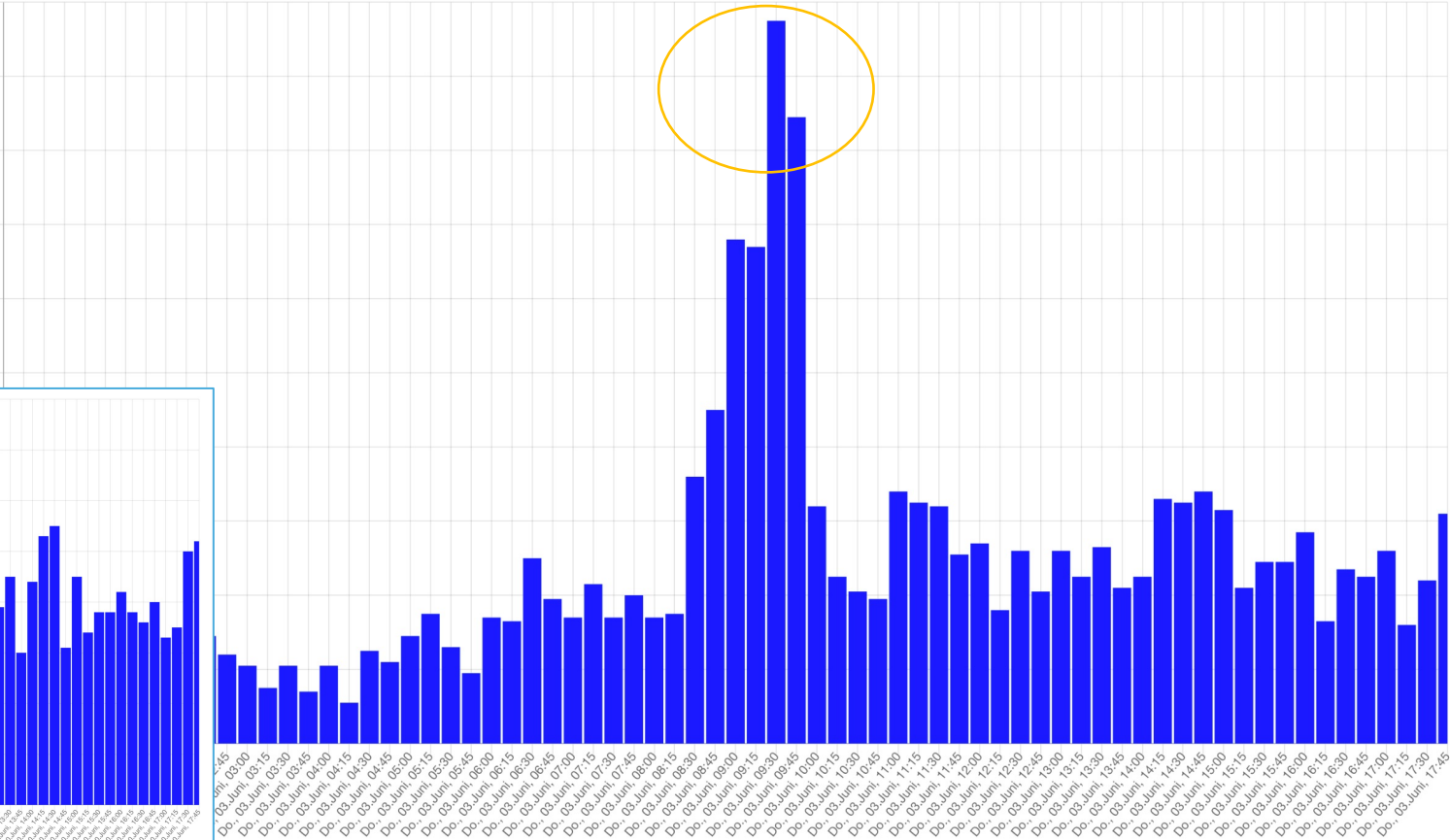
☐ Echtzeit

Datum

In Blöcken von



Anzahl Geräte



Thank you for your attention!

Please contact us if you have any questions

contact

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