

MediaCell – Press Release 5th September 2011

“Ipsos MediaCT launches London MediaCell panel”

Following the successful trials in London, Ipsos MediaCT is now moving on to a test panel of over 350 respondents, to passively measure their radio listening via MediaCell – Ipsos’ mobile phone-based radio measurement system. MediaCell involves the insertion of encoded content by radio stations broadcast on their range of platforms, and the detection of these codes by software on smartphones. The London panel will run for a minimum of a year and will build on the existing co-operation with RAJAR.

Marco Barbaccia, the technical head of the MediaCell development, says: “The scope of the project was to develop a real-time encoder and a smart phone “app” decoder. The early success of the trials and tests so far mean that we can now move to larger-scale deployment ahead of our original planned timetable.”

Jim Ford, the commercial head of the project says: “We have great support from RAJAR, the BBC and Commercial Radio for this project and we are looking for the panel to give us further insight as to the full potential that electronic passive measurement offers.”

The project will run for a minimum of 12 months and is being wholly funded by Ipsos MediaCT. It will involve the BBC, Global, Bauer, Absolute, Smooth and TalkSport stations. The project will also involve all the leading smartphone mobile operating systems (Symbian, Android, iOS & RIM).

Paul Kennedy, Research Director of RAJAR, says: “We are continually monitoring alternative measurement techniques and this particular development has strong potential. We will be working with Ipsos MediaCT in examining the results as the data becomes available.”

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