



gemius Stream

Research on behaviour of users
viewing multimedia files

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Idea of the Research

gemiusStream research provides behavioral information about users (cookies) who view multimedia files by means of streaming.



The streaming technique is a method of connecting a viewer with a sender based on the idea of streaming packets. They are interpreted one by one immediately after receipt, which means that a video or sound file does not need to be transmitted in full before it can be played. The most popular data transmitted by means of streaming media is image (internet TV, films) and sound (online radio).

gemiusStream uses information about the users (cookies) who view multimedia files as well as data about actions performed on files when viewed with players. The said actions refer to: rewind/fast-forward, play/stop and pause.

With the use of this technology, the users (cookies) of the monitored content can be identified without disturbing their privacy.

The statistics are computed immediately after they reach the processing centre and are instantly presented in the interface. In case of players without access to the source code, potential delays in presenting the data are conditioned by the time when the action data is provided by the client.

Benefits from the gemiusStream

The gemiusStream research tool gives the full picture of actions performed by streaming users on particular multimedia files.



gemiusStream allows you to:

- identify the preferences of internet users visiting the client's web site, thereby effectively optimise the multimedia content it features
- gain knowledge of the users' engagement, which may be crucial for content optimisation and estimation of the advertising potential if projected against a broad range of parameters and analysed in time
- precisely define the advertising potential of a web site's multimedia content
- accurately measure the audience of ad creatives that are displayed during a film or other broadcast
- adjust broadcast and video materials to the interests of internet users
- measure the embedded content, so that information on multimedia content audience can be obtained outside the producer's/ publisher's web site, which provides information on the content's online life cycle
- access to information on the user's demographic profile - in the near future.

Streaming Measurement

Types of players

gemiusStream facilitates analysis of multimedia content delivered to a recipient by means of different kinds of players.

Due to this quality, the research can be useful to clients who have:

- Players without access to the source code
- Players with access to the source code (Flash players based on FLVPlayback component, Flash players without FLVPlayback component and other players)

Data Collection Technique

The streaming measurement statistics are based on information about the users (cookies) and actions performed by them.

There are 3 options available depending on the type of the player used to view streaming media. Data collection techniques for each of these gemiusStream options are presented in the descriptions and charts below.



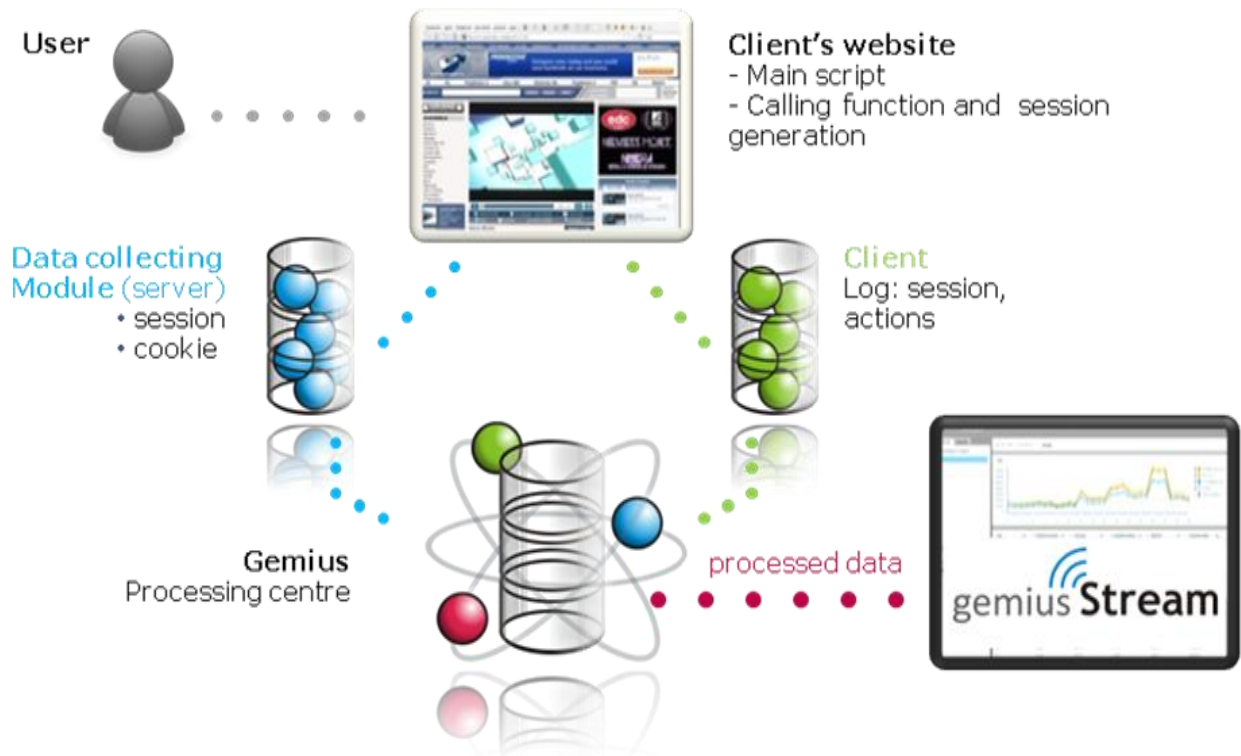
I. Solution for players without access to the source code

Data about the users (cookies) is obtained with scripts which collect and send the information to the server; the role of these client-activated scripts is to trigger a special function whenever a multimedia file of interest is viewed. Information about the actions performed on a multimedia file is registered by the client's servers (streaming service server) and subsequently delivered to Gemius.

Additionally, a unique session ID (a session is defined as a start of a streaming playback) is generated for each multimedia content played. Such ID is saved on both: a Gemius server and the client's server. It is the basis for combining data about cookies and actions.

The collected data is combined and processed in the Gemius processing centre and then made available in a special interface.

DATA TRANSFER - PLAYERS WITHOUT ACCESS TO THE SOURCE CODE



The flow of data in gemiusStream in case of a player without access to the source code.

II. Solution for players with access to the source code

A. Solution for Flash players based on the FLVPlayback component

Data about users (cookies) and actions is registered on the data collecting server.

Information about actions is collected by the functions launched in the Flash player and delivered to the main script.

Information about cookies and actions is temporarily stored and appropriately formatted by the main JavaScript, and then transmitted to the data collecting centre.

All this information is processed, and then made accessible in a special interface.

B. Solution for Flash players without the FLVPlayback component and other players with access to the source code

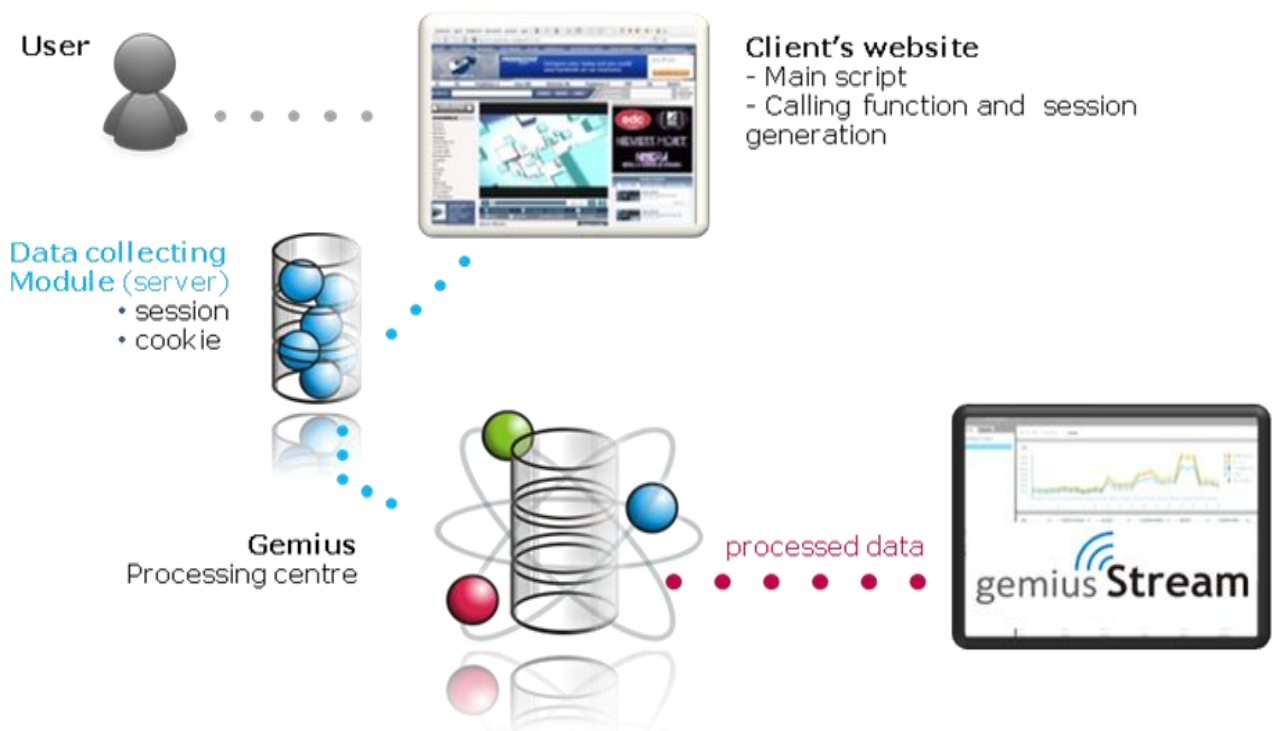
Data about users (cookies) and actions is registered on the data collecting servers.

Information about actions performed on files is generated by the client with the use of special functions elicited in the player.

Information about cookies and actions is temporarily stored and appropriately formatted by the main JavaScript; the collected packages of data are subsequently transmitted to the data collecting centre. All this information is processed, and then made accessible in a special interface.

DATA TRANSFER - PLAYERS WITH ACCESS TO THE SOURCE CODE

(the differences between flash players with/without the flvplayback component and other players with access to the source code are discussed in detail in the description above)

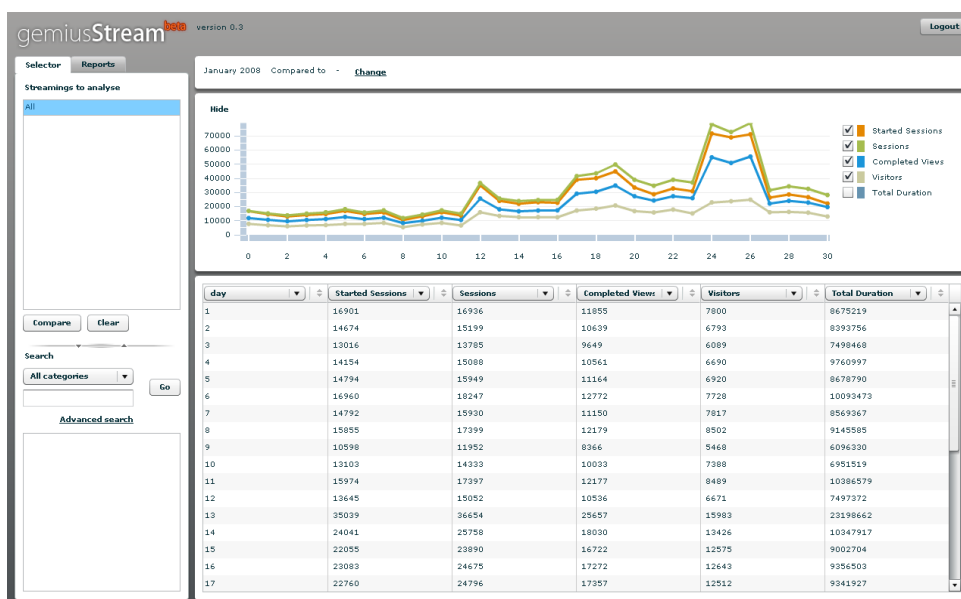


The flow of data in gemiusStream in case of a player with access to the source code.

Results of the Study

Form and Range of Presented Data

The gemiusStream interface provides access to continuously updated data illustrating the behaviour of streaming content users. The interface enables you to carry out flexible and complex analyses for the selected contents or categories of contents by various time units (hours, days, weeks, months).



gemiusStream interface

The following statistics are available in the system:

- **sessions** – number of started sessions in a material group. Total number of sessions STARTED in a defined time interval and performed within a material group.
- **sessions per visitors** - the total number of sessions performed within a material group in a defined time interval divided by number of visitors in the same time interval within the material group.
- **streams** – number of started streams in a material group: Total number of streams performed within a material group, STARTED in a defined time interval.

- **streams per visitors** - the total number of sessions performed within a material group in a defined time interval divided by number of visitors in the same time interval within the material group.
- **views** - Number of started runs. The number of displays defines the advertising potential of a material in the context of pre-roll advertisements.
A run is a sequence of streams which starts with loading of a material into a player and finishes with a user's action leading either to closure or reload of the material by the player. The reload may be triggered by:
 - a complete reproduction of a material by a user,
 - reloading the page,
 - reloading a material in the player,
 - changing a material in the player,
 - closing the player.
- **completed materials** – total number of completed materials viewed from the beginning to the end, without loss of any fragment (time unit) of the material, within a material group in a defined time interval.
- **completed material per visitor** – average number of completed materials performed by visitors
- **visitors (cookies)** – the number of visitors (cookies) who performed at least one streaming session during a defined time interval
- **time** – total time of the multimedia content session
- **time per visitor** – average time visitors spent on the multimedia content session

The interface is available here: <http://stream.gemius.com>

Account: demo

Password: demo

Quote

The price for the gemiusStream service depends on the volume of traffic generated by a particular client. Hence the charge is agreed upon individually.

We are looking forward to cooperation with you.

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About the Company

Gemius - an international research agency, the leader and forerunner in the field of research of the internet and on the internet in Europe. The Company offers professional research solutions, analytical and advisory services, from site-centric and user-centric studies to technologically-advanced tools for studying internet user behaviour on chosen websites (gemiusTraffic), internet user socio-demographic profiles (gemiusProfile), the quality of WWW page usage (gemiusUsability) and the effectiveness of internet advertising campaigns (gemiusEffect). Gemius also conducts research related to subjects submitted by customers (gemiusAdHoc and GO96). Gemius sets the standard for online audience and internet application measurement (gemiusAudience) in almost half of all European countries.

Gemius, established in Poland in 1999, is active in 21 countries in Europe, Asia and the Middle East.

SOME OF OUR CLIENTS

JOINT-VENTURES

Interactive Advertising Bureau (IAB)
Konsorcjum Sieci Reklamowych (KSR)
Polskie Badania Internetu (PBI)

MEDIA HOUSES

MediaCom, Mediaedge:cia, MindShare, OMD, Starcom Next, Universal McCann

INSURANCE COMPANIES

Allianz, AVIVA Commercial Union, ING, PZU

MEDIA

Agora SA, Axel Springer, Edipresse, Interia.pl, Onet.pl, Wirtualna Polska

FMCG

Danone, Grupa Żywiec, Kompania Piwowarska, Unilever

INTERACTIVE AGENCIES

ADV.pl, Artegence, Hypermedia, K2, Mobijoy!, OS3, Opcom, 180 hb

BANKS

Alior Bank, BZ WBK, Eurobank, ING Bank Śląski, Raiffeisen

CAR INDUSTRY

MMC Car Poland (Mitsubishi), Polska Grupa Dealerów, Skoda, Suzuki

TELEKOMMUNICATION

Netia, Play, Polkomtel, Polska Telefonia Cyfrowa, TP SA

ADVERTISING NETWORK

Ad.net, Ad-vice, ARBOmedia, Cormedia, IDMnet

e-COMMERCE

Allegro, Agito, Empik, Nokaut, Skapiec