



Kineton **A**udience **M**easurement **P**latform



Our products

We developed a series of products designed to simplify the development and management of the Interactive applications.



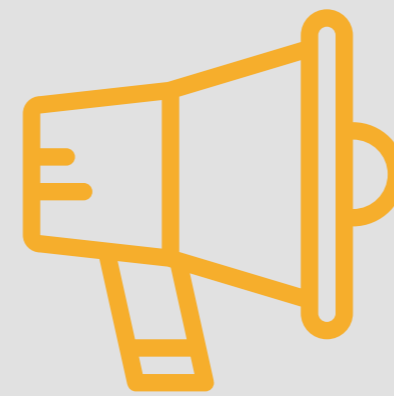
IP CHANNELS



AUDIENCE



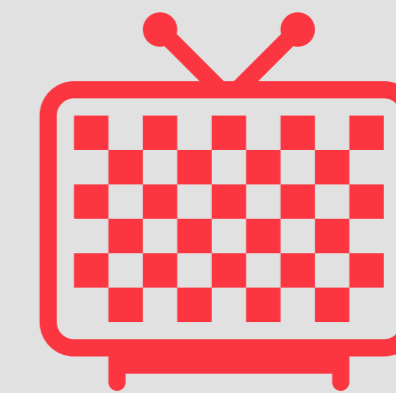
PROFILING



ADVERTISING



PARTICIPATION



ENRICHED TV

Key Performance Indicators



IP CHANNELS

Collects data about the different IP TV Channels: viewing time, counters, types and metadata.

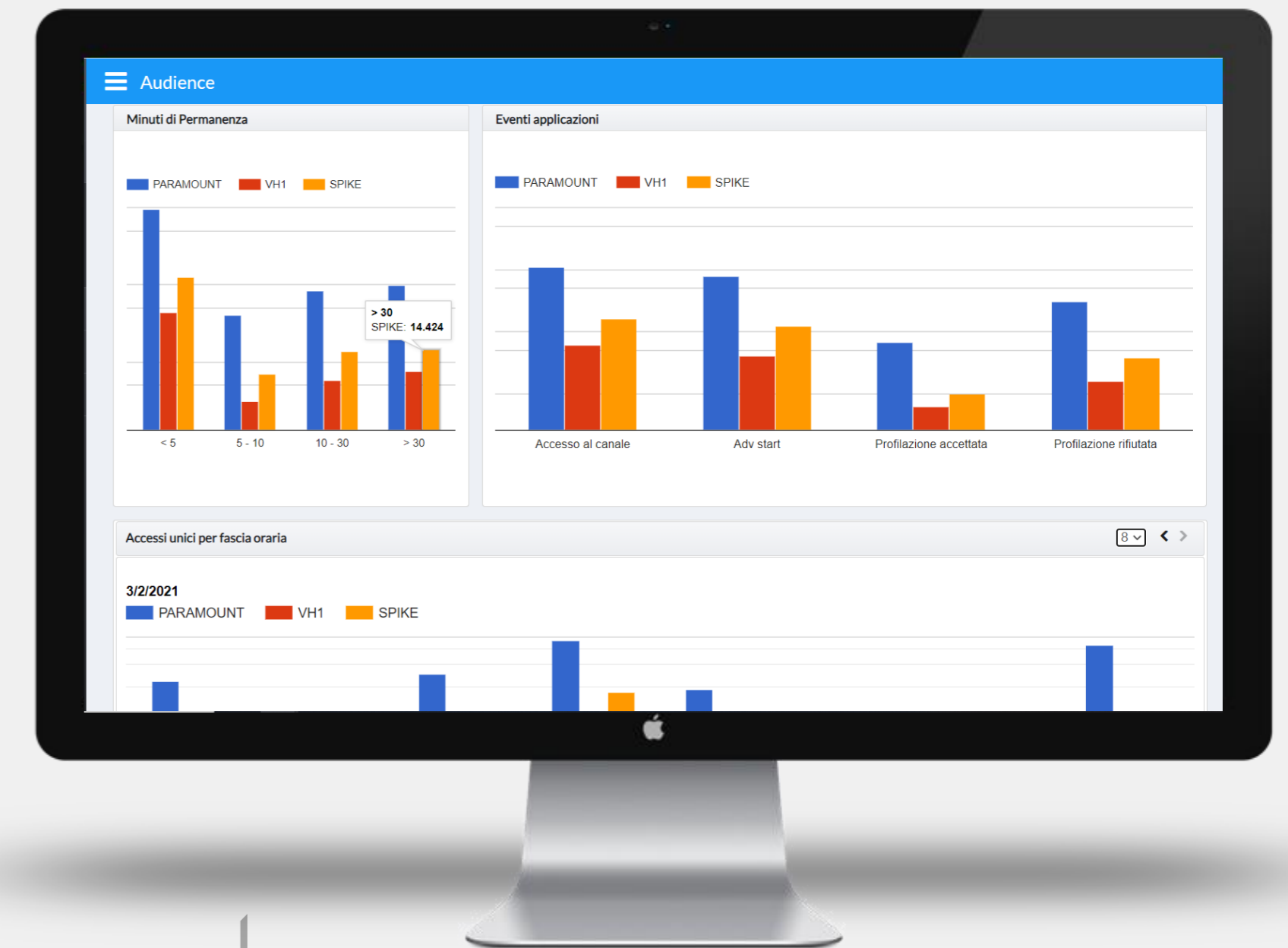
01



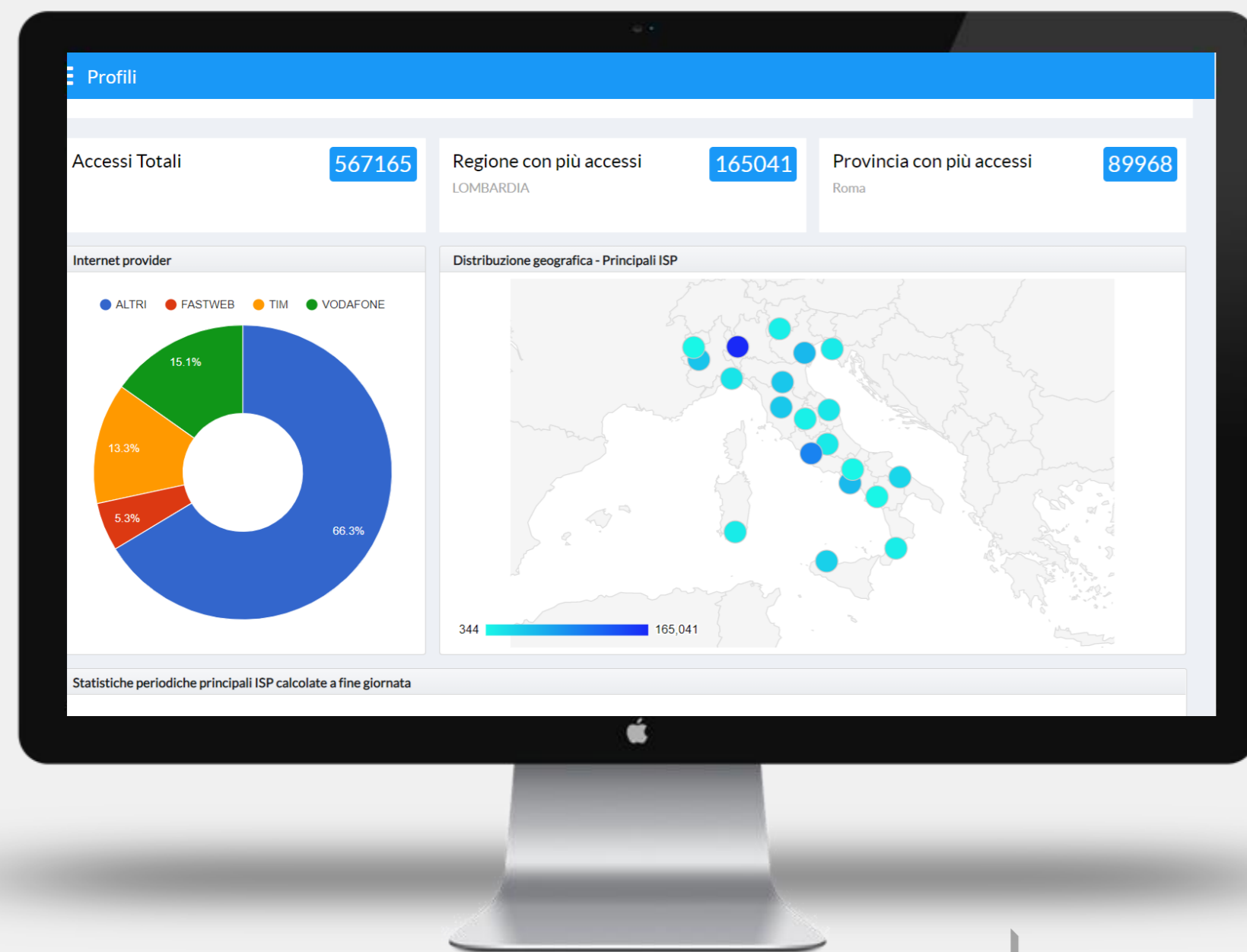
INTERACTIONS

Collects customers' real information, like access to the channel and application usage. They are able to collect device information, geographical data and behavioural actions.

02



Key Performance Indicators



03

PROFILING

Through data processing, it is possible to create user **clusters** in order to provide custom contents and advertising.



04

ADVERTISING

It's possible to view **advertising spaces** related to what the user is watching on DTT or IP channels.

Key Performance Indicators



PARTICIPATION TV

It's possible to increase the **user engagement** through interactive services for example surveys, feedbacks, reviews, and much more.

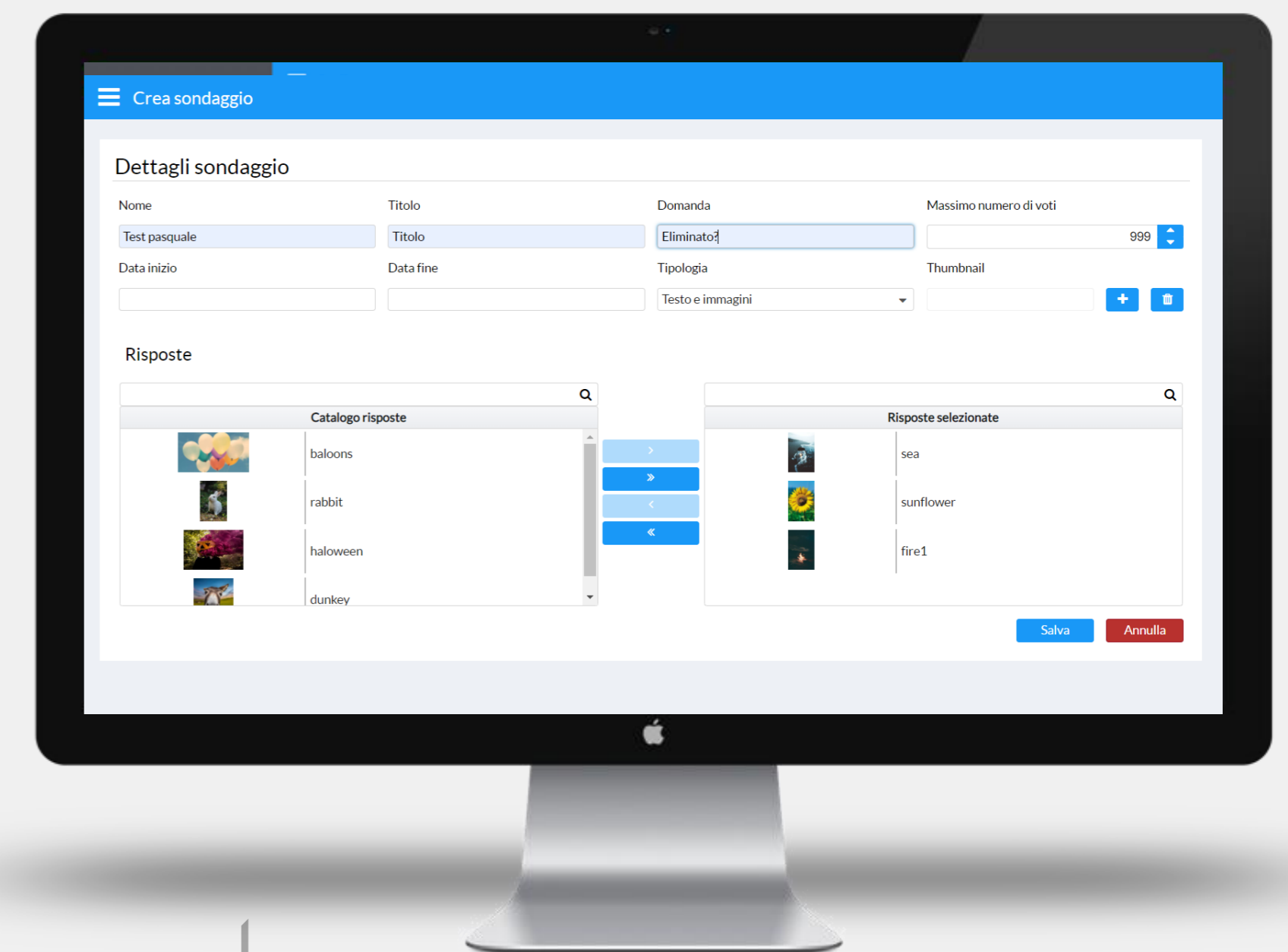
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ENRICHED TV

Every DTT or IP Channel can be enriched by adding **additional information** related to the content the user is watching.

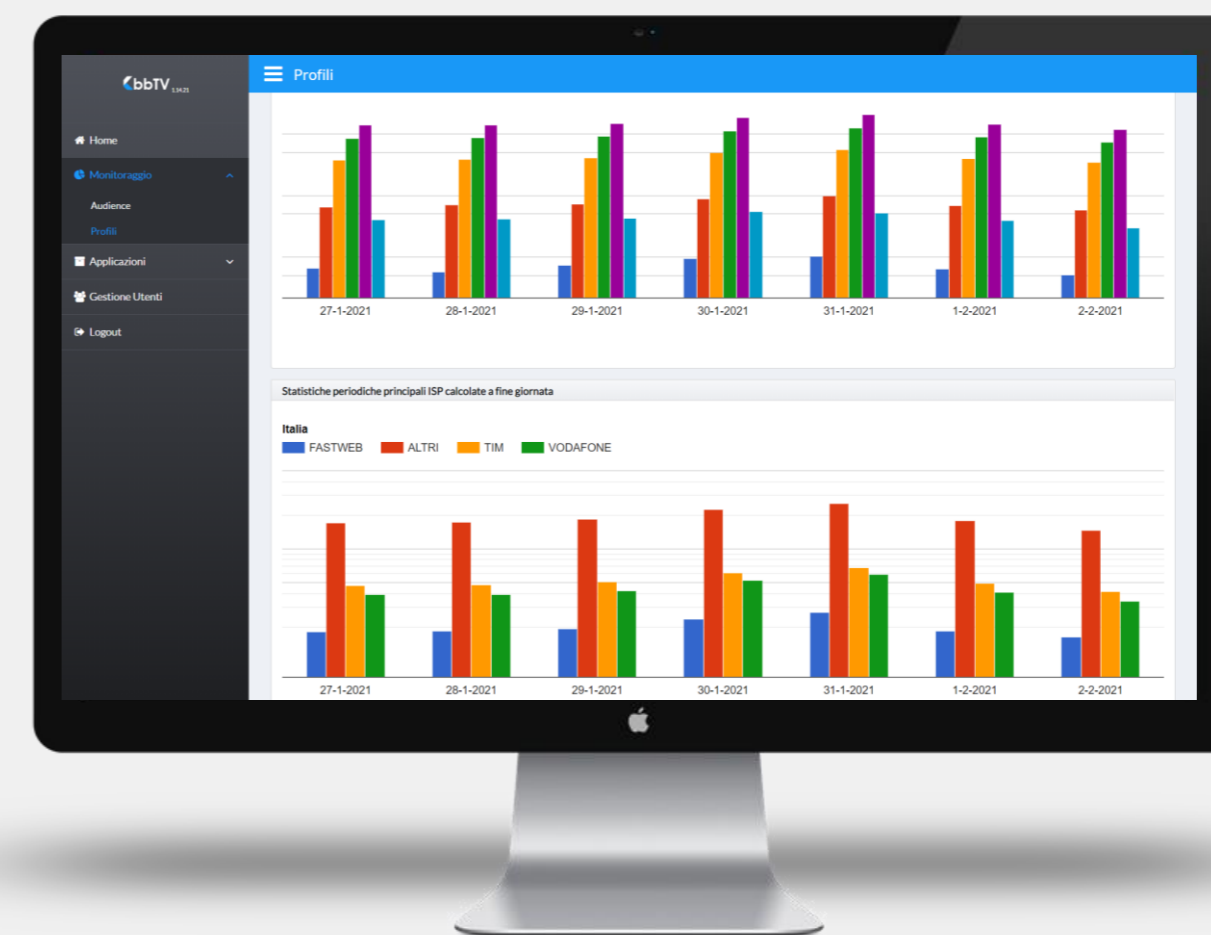
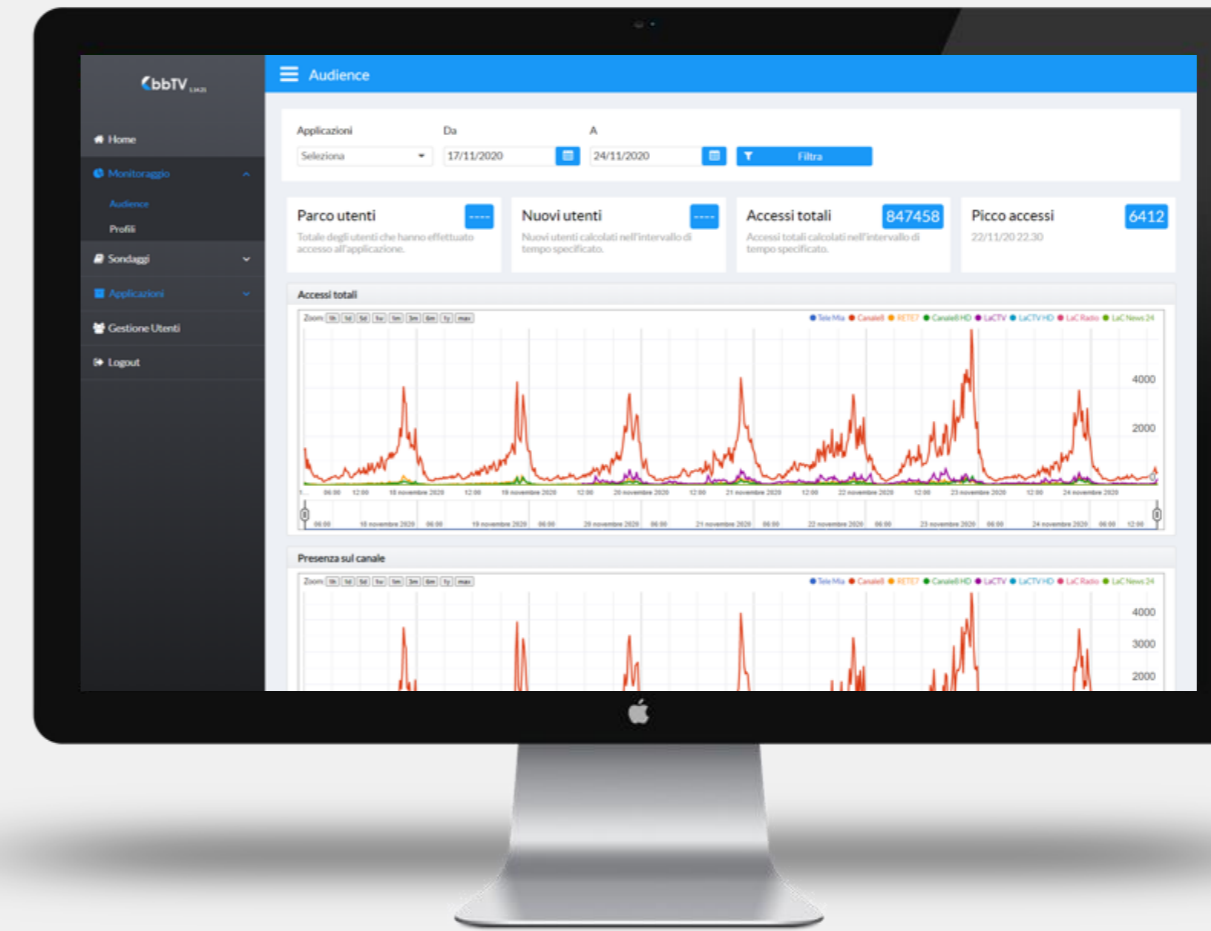
06





Overview Key Performance Indicators

- Connected devices
- Total accesses
- Accesses timeline
- Unique accesses
- Unique accesses timeline
- Using time
- Unique accesses using Auditel time slots
- Interactive events
- Ip channels/Vod viewing
- Devices geographical distribution
- ISP geographical distribution



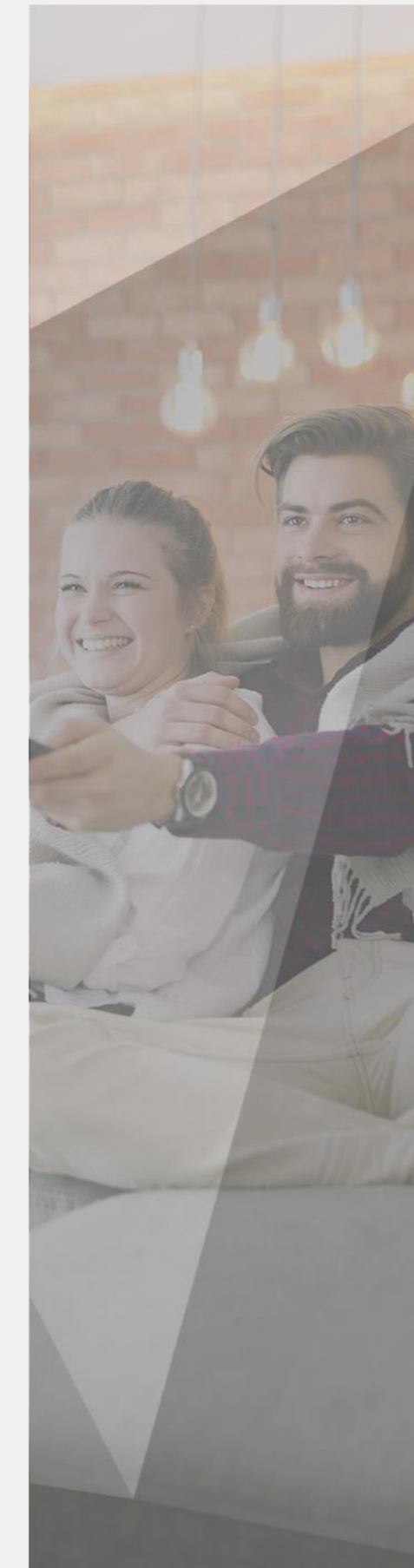
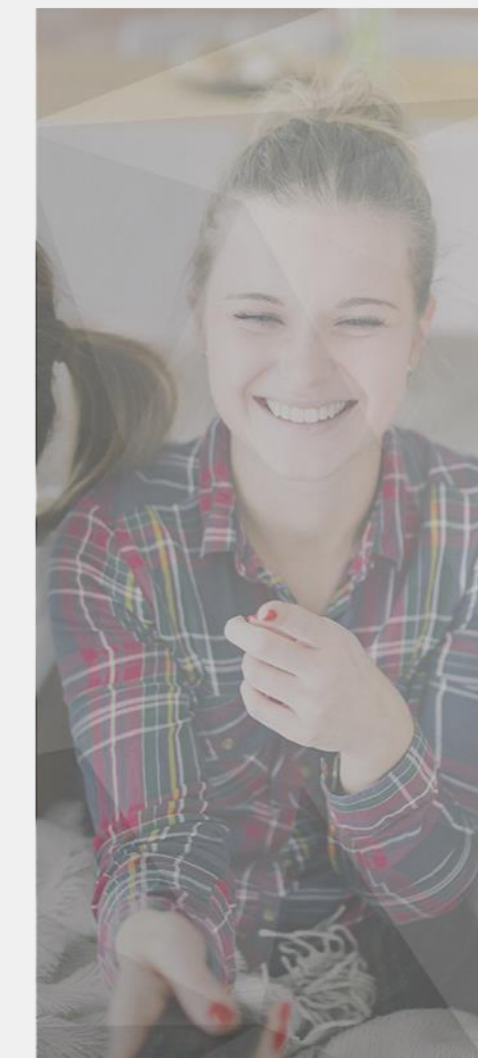
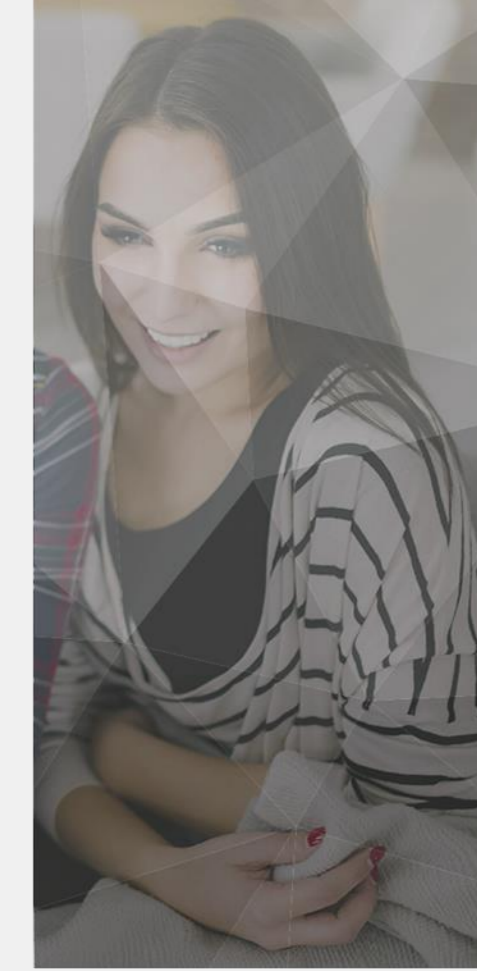
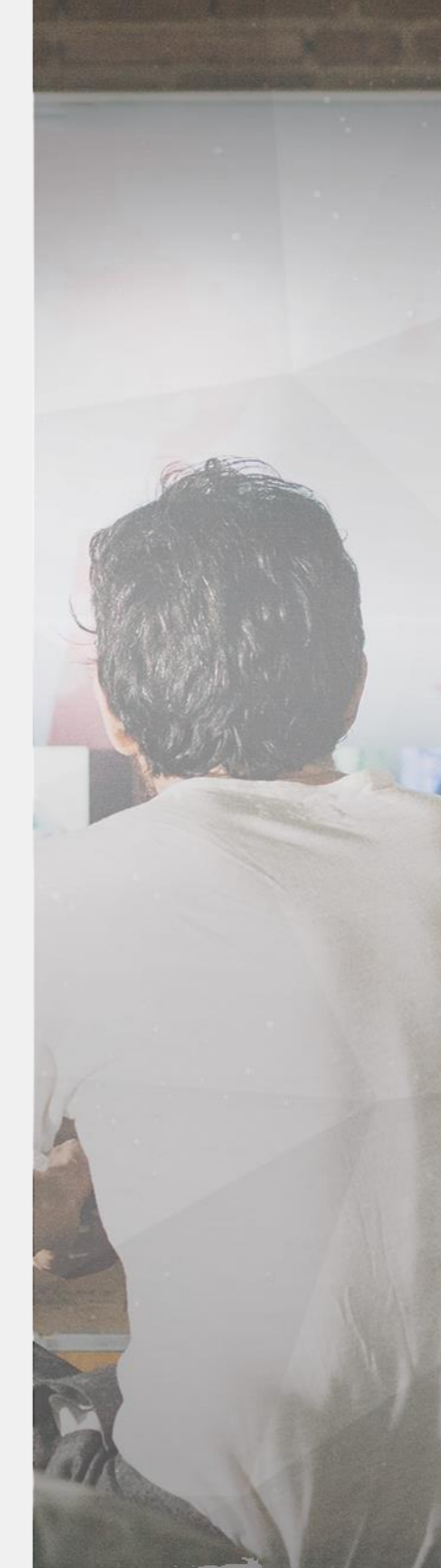
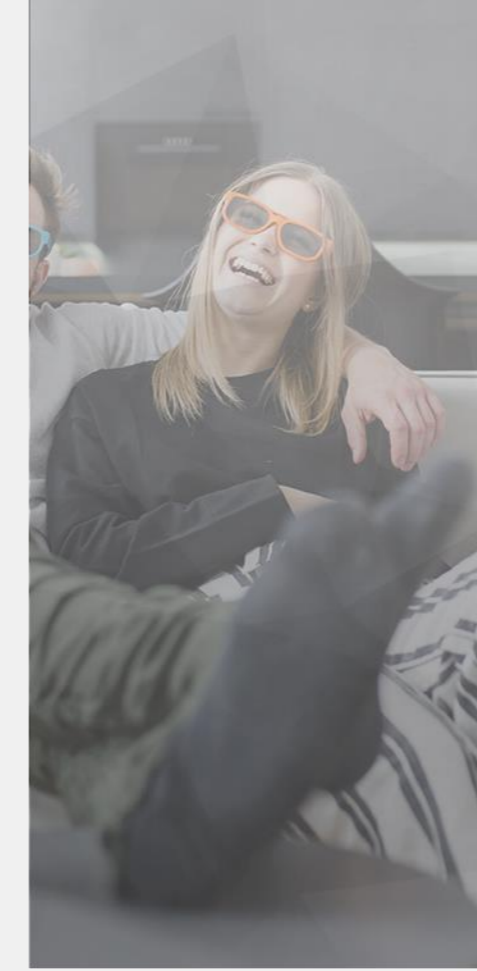


Thanks for your attention

Conclusions

The **KAMP** platform allows you to:

- Create **new advertising** spaces
- Learn more about the **tastes** of viewers
- **Maximize** advertisers' **revenue** through targeted advertising



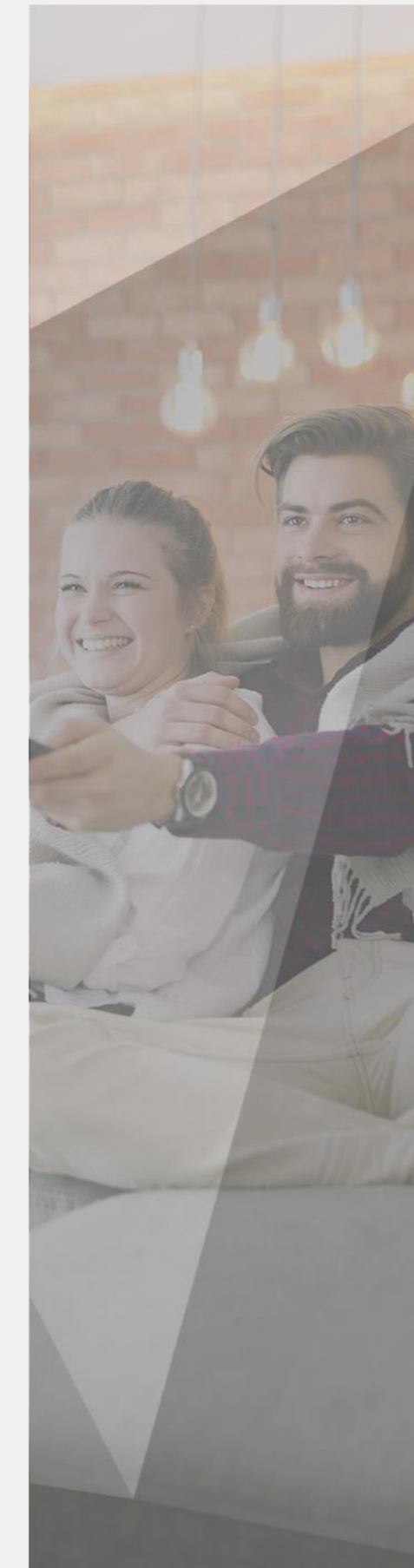
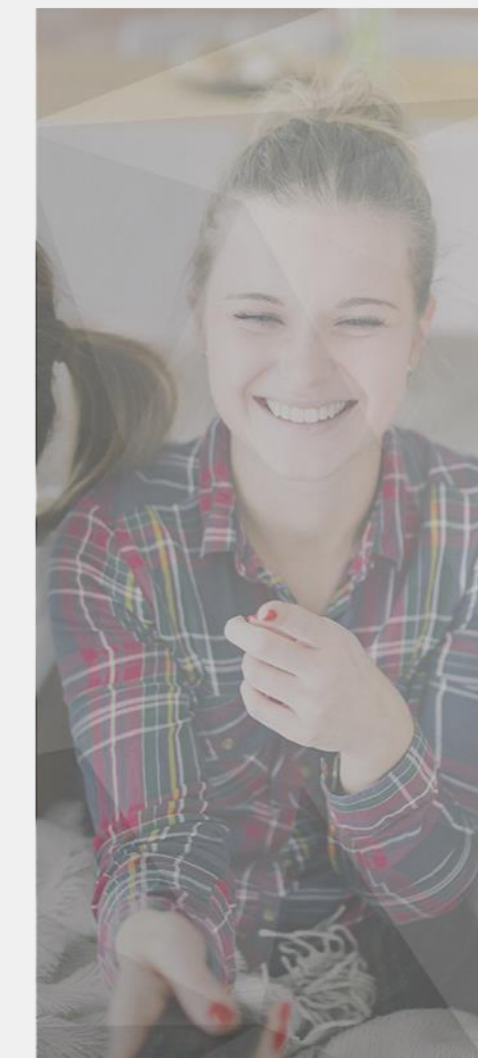
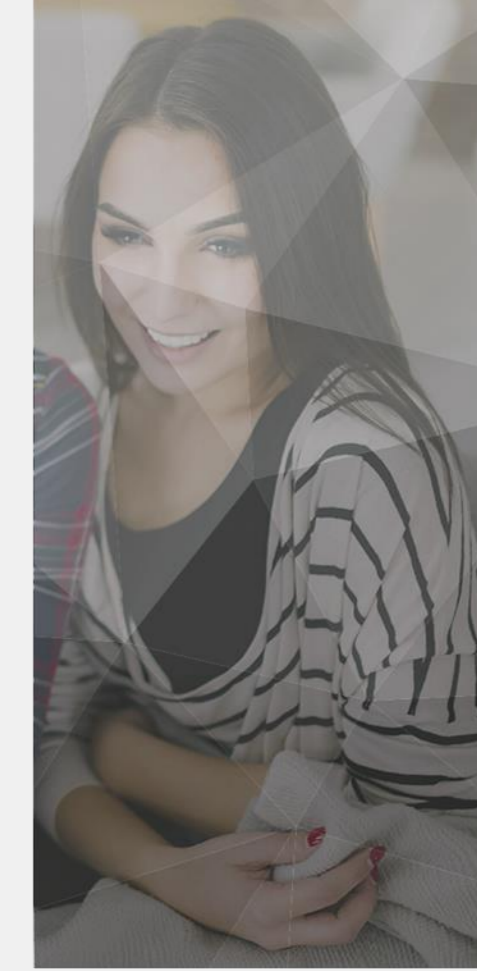
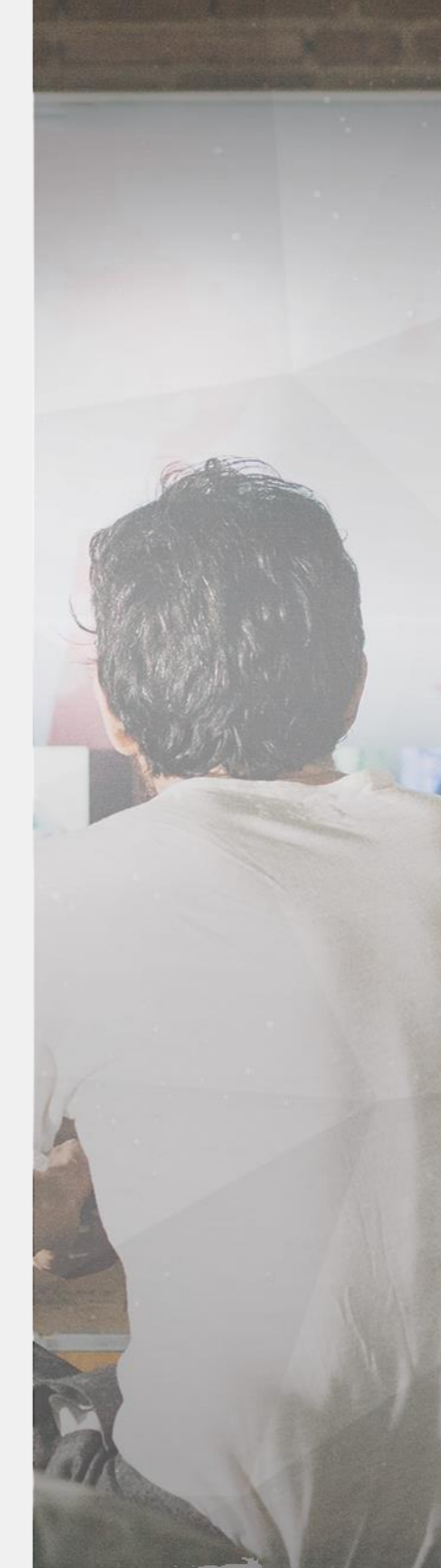
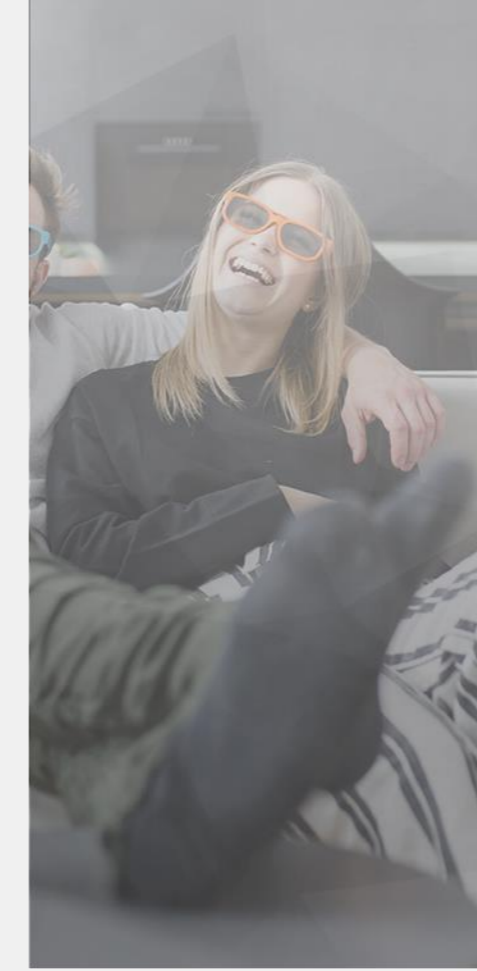


Thanks for your attention

Conclusions

All this improves the **perception** of the viewer:

- Increasing the number of channels using **streaming over IP**
- Enriching the **content**
- Allowing **interaction** with the transmission
- **Breaking down** the constraints of the old schedule



KINETON s.r.l.



media@kineton.it



Via E. Gianturco 23, 80146 – Napoli



081 18639910



08585821211

