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 and commercial exploitation.
- Particularly suitable for TV stations that cannot access highly current ratings.
- Immediate analysis of:
  - Number
  - Dwell time and
  - Distribution channel
- Of HbbTV enabled devices that are tuned in and internet connected.
- No survey of personal data and compliance with data protection regulations.
Technical concept

- Uplink
- DVB-Signal incl. AIT
- Internet
- HbbTV - Server
- HbbTV Rating-Monitor

- every 30 sec. (adjustable)
- UUID (unambiguous random number)
- Date and time of access
- User Agent String with HbbTV version
- Manufacturer and model
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 diagramm for presentation of dwell time of viewers
Live broadcast of Corona press conference with bavarian prime minister Markus Söder
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
Thank you for your attention!

Please contact us if you have any questions

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