

VIDICENTER 3.0

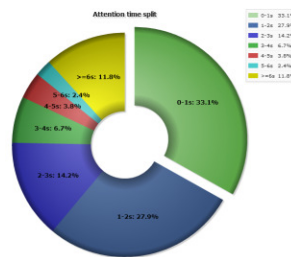
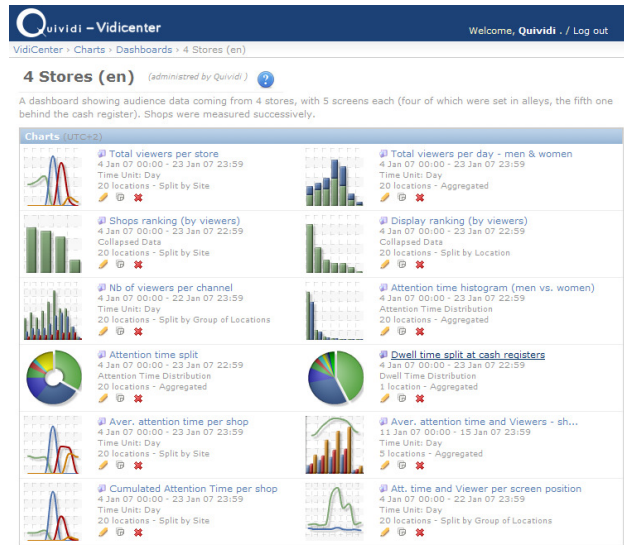
OVERVIEW

VidiCenter is the back-office solution designed as the ideal complement to VidiReports. VidiCenter securely **gathers audience metrics** from all of your installed VidiReports units and automatically builds informative graphical dashboards which you can access and configure with your web browser.

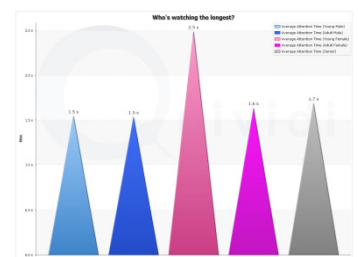
Thanks to VidiCenter you can follow in real time all the major audience figures for your network such as its **viewer count**, **OTS** and **conversion ratio**. You can monitor the evolution of your audience and **compare the performance** of different locations. Now, you can also import your playlists and **precisely correlate your audience metrics to the displayed content**.

KEY POINTS

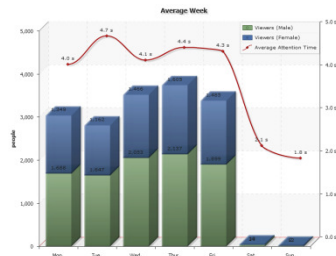
- ▶ Created exclusively for **VidiReports**
- ▶ Over **300 different** types of chart
- ▶ Support for **media playlists**
- ▶ **Multiple data series** per chart
- ▶ Automatic **calendar averages**
- ▶ Visual monitoring of **control messages**
- ▶ Chart rendering in **Flash** for superior **analysis precision**
- ▶ Graphical representation of all metrics over **time and locations**
- ▶ **Hotspots** to point out the best locations and the best content
- ▶ Charts export to **PNG** files
- ▶ Raw and aggregated data export as **CSV**
- ▶ **Optimized** data gathering for **on-demand reporting**
- ▶ Easy **network topology management**
- ▶ **Alerts and diagnostics** for remote management of VidiReports units
- ▶ **Self-configuring** addition of remote units
- ▶ **Secure** encrypted data transmission
- ▶ **Data hosting** services included
- ▶ Over **1 billion records** already stored (as of Sept 11)



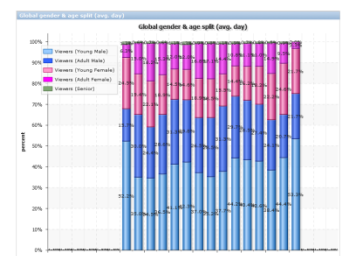
Distribution of attention times



Comparison of attention times by gender and age



Average week (Male & female viewers vs. attention time)



Evolution of demographics over average day



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