



Health Service Network introduces Audience Detection Technology

Health Service Network Audience Detection Technology:

Enhancing Health Service Network high-definition display network is our audience detection and eye tracking technology that measures the size and demographic information of the audience viewing the educational content on our network and their engagement with the content.

Privacy:

Consumer privacy is fully respected as the detection technology converts sensor data into aggregate, anonymous audience logs. Processing takes place in real time and at no point in the processing chain is visual information stored or relayed elsewhere.

Furthermore, no face database based on visual characteristics is created during use, so the system does not recognize recurring appearances of the same person. In other words, the system permanently “forgets” detected people as soon as they leave the sensor’s field of view.

Benefits:

Our technology provides verifiable metrics that can be used to inform:

- Reach of the network and dwell time of its audience.
- Profile of the network’s audience in terms of gender and age groups.
- Creative assessment to compare one content’s engagement levels to the average and to a competitive set

The Technology:

The Health Service Network solution analyses the data provided by a video sensor installed with each screen providing an analysis radius of up to 8 metres. It then uses data from this video sensor and a suite of proprietary real-time processing algorithms to:

- Detect the presence of human faces;
- Track each detected face while it remains within the sensor’s field;
- Assign a set of anonymous attributes to each tracked face, such as gender and age group information.

The data from these face detection and tracking techniques is then output as a set of audience metrics accurately measuring the audience of our Health Service network.

Health Service Network

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Metrics:

OTS:

Health Service Network's OTS (Opportunities To See) measures the number of people detected in the vicinity of each screen.

Viewers and Conversion Ratio:

Viewers are defined as the people within the screen's zone whose face has turned at least once towards the screen. Since Health Service Network can accurately determine the number of viewers over time, a conversion ratio can be easily calculated as the percentage of OTS promoted to full-fledged viewers.

Time Metrics:

Health Service Network reports output two fundamental time metrics:

The Session time or Dwell time measures the duration between the first moment a viewer is detected and the moment when he or she leaves the sensor's field of vision.

The Attention time is an aggregate measure of the amount of time within a Session time in which the viewer actually looked at the screen. This figure is a compounded average of all attention times the smallest one being as short as 0.2 seconds.

Gender:

Each viewer is qualified according to their gender; accuracy of gender estimation is of the order of 85% and improves with the proximity of the viewer to the sensor. In a minority of cases the system may not have enough data to make a decision and return a "gender unknown" label.

Age Bracket:

Each viewer is categorised according to their age. Four brackets exist; child (0-15), young adult (15-35), adult (35-55) and senior (55+).

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