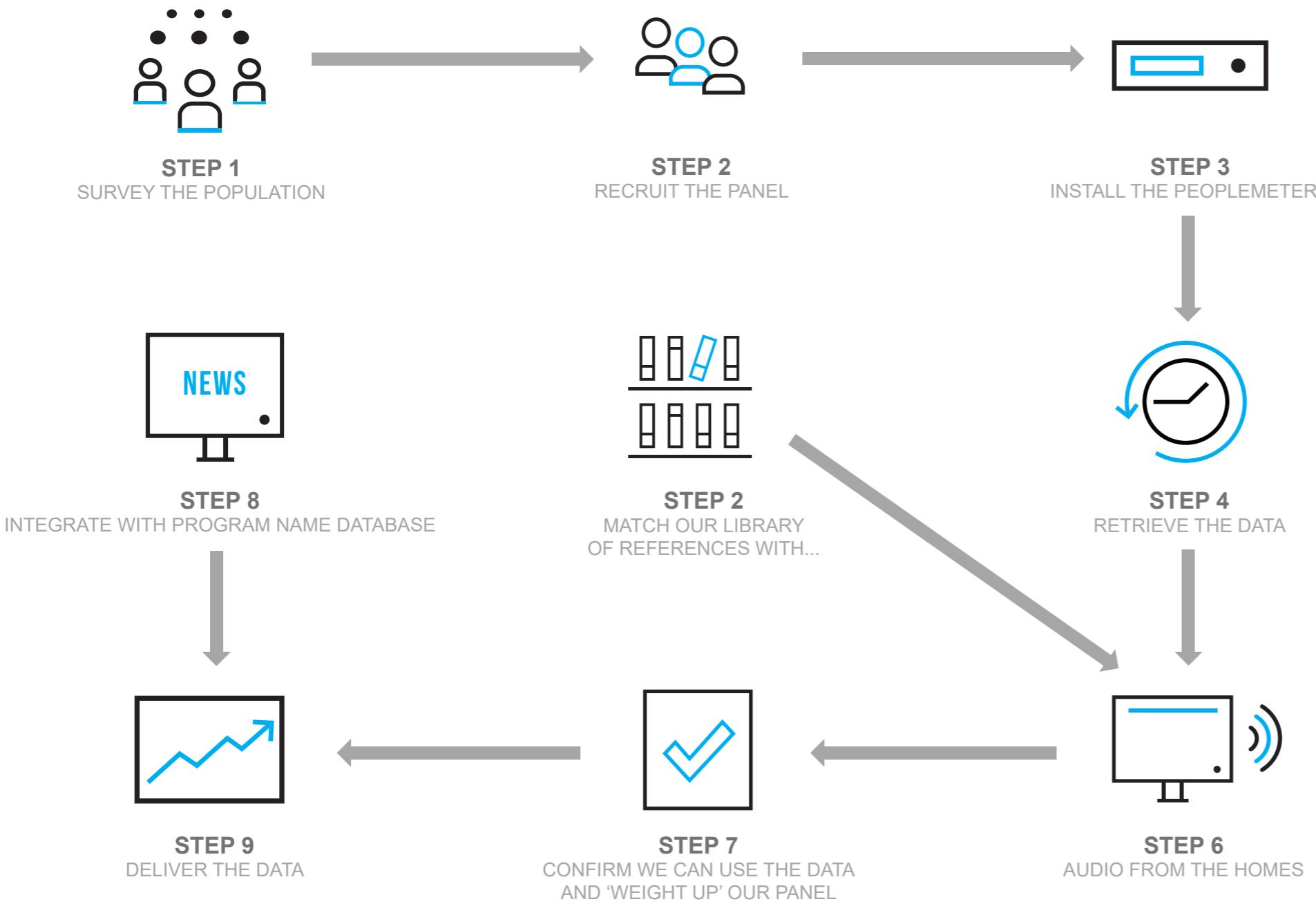


# THE 9 STEP RATINGS PROCESS



nielsen

Television • Audience • Measurement

## UNITAM PEOPLEMETER USER MANUAL

## How do I operate the handset?

The Peoplemeter connected to your TV collects information about who is present in the room with the TV switched on, which TV channel is being viewed or whether the TV is being used for peripheral equipment, such as games, DVD, VCR, camcorder, digital camera, hard drive device etc. A handset is provided for each metered TV.

The handset is easy to operate. When the technician installs the equipment, the names of each member of your household will be associated with one of the buttons on the handset. A list of the household members and their associated button can be displayed by pressing the **red 'cast' button** at the lower left of the handset.

Each person needs only to remember this simple procedure. When the TV is turned on, but if nobody has registered yet, the message **<who is present?>** will be displayed on the Peoplemeter.

The panel members who are present in the room should press the button they have been assigned. The Peoplemeter will then display **<Welcome (Member Name)>** for the first registration of the day. Subsequently, their letter will be displayed on the Peoplemeter as confirmation. If there are young children in the household, please remember to press their button too.

Let us assume that family members A and B are present (they press buttons 'A' and 'B'). On the display the letters **<A>** and **<B>** will appear (Fig. 1).

Occasionally, the message **<Same People?>** will be displayed by the Peoplemeter (fig.2). This is normal and is intended to remind you to check that the correct buttons are pressed. If any other household members have entered the room, they should register their presence by pressing their assigned button.

As soon as someone is leaving the room, they should press their button again to register that they are no longer present and the Peoplemeter will remove the member's letter from the display. When the TV is turned off, the Peoplemeter will automatically log off all members and guests and display the time and date.



When the TV is turned on and the viewers have logged in, you can use the green 'Clock' button to display the time and date. This will be visible on the display for several seconds before returning to the display of the household members who have logged in.

If the TV set is on but there is no-one present in the room, then please press the third green button. The message **<No Viewer>** will be registered on the display. The moment there is someone present in the room where a TV is on their button should be pressed as usual and the display will again show only the letter of the person watching. When the TV set is turned off, the Peoplemeter will automatically switch off and display the date and time.

## What do visitors do?

To register a guest, start by pressing the **blue 'Male' or yellow 'Female' button** according to the guest's gender. The message **<Age: 00>** will appear on the display. Please register the guest's age by pressing the numerical buttons followed by the **'Enter' button**.

For any guests under the age of 10, begin with button '0'. For example an 8 year old would be registered by pressing the '0' then '8' button, followed by the **'Enter' button**. If you make a mistake by pressing the wrong gender or age button, the information can be cleared by pressing the **red 'Show/ESC/ button**. The correct information can then be re-entered.

The Peoplemeter will display **<Welcome Guest 1>** (fig.3) where **<1>** is assigned to the first guest, **<2>** to the second guest, etc. The guest can use the same number to declare their presence or absence in the room throughout the day.

Please repeat the same operation for all guests. The guest information is reset each night so that the next day, the first guest information registered will become guest 1.

When the guest leaves the room they should just press their corresponding button again and their number will disappear from the display. The same operation should be done if the guest returns to the room. For example, after two guests have logged on, the display should look like this (Fig.4).



**IMPORTANT:** The simple rule to remember when using the handset is to press your button when you are in a room with the TV on and de-register your button by pressing it again when you leave the room. This will ensure that we always represent your viewing accurately.

## What if I go away on holidays?

It is important that you inform Nielsen that you will be away – otherwise we may try to contact you to ascertain whether the Peoplemeter(s) are working correctly.

To do this, please carry out the following procedure. Having turned off all your TVs, press the **green 'Holiday' button** once and the message **<Holidays>** will appear on the display for approximately one minute. You only need to do this on one of the Peoplemeters in your home.

When you return from holiday, simply turn on any of your TVs and the Peoplemeter will return to normal operation and ask **<Who is Present?>** (fig.5). Please press your buttons on the handset as you would normally.

Fig 5.



## Do not touch the sensors

The sensors attached to your TV are an integral part of our measurement technology. Please do not move or disconnect any of these sensors.

Please call Nielsen on our toll free number if any of these sensors should become disconnected or removed.

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