



KAMP (Kineton Audience Measurement Platform) is a data platform, delivered as SaaS, able to collect, aggregate and anonymize data coming from any type of client application (HbbTV, Smart TV, mobile, etc.), simply by using an SDK or a standard communication protocol.

The platform has been designed to be flexible and easy to update, enabling the client to add views or request changes at any time.

KAMP allows to track of any end-user data and interaction with the applications. Furthermore it "learns" users' behavior and preferences, through an intelligent audience service, in order to create clusters based on viewing preferences or geolocation.

**YOUR DATA JUST
A CLICK AWAY.**



SCAN HERE



KEY PERFORMANCE INDICATORS

01. ACCESS INFORMATION

02. PRESENCE INFORMATION

03. OPT-IN & OPT-OUT

04. ACCESS TO IP/VOD CHANNELS

05. USER BASE

06. NEW USERS

07. ISP & VENDORS INFORMATION

08. GEOGRAPHICAL INFORMATION