

# Study on design and implementation of web-based audience measurement platform for digital signage service

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*(Pt9)Abstract*— Digital signage service provides advertisement and information to users using electronic displays with network capabilities. Compared to traditional DID (Digital Information Device) that just provides contents one-way, digital signage service can provide more advanced functionalities such as user interaction and audience measurements. By measuring audience behavior, it is possible to provide appropriate contents to user and increases advertisement effects. In this paper, we present implementations of audience measurement using Kinect camera since Kinect camera can track a human objects, distance calculation and gesture recognitions, and web-based analysis platform for audience measurement information.

*(Pt9)Keyword*— audience measurement, digital signage, Kinect, AM, Web-based analysis platform, big data



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