

Podcasting Audience

Measurement Product

Case Study



COMPANY OVERVIEW

Podasting Audience Measurement Product

The Client is a podcast audience measurement and ad network service. They provide:

- Accurate measurement of podcast listens – not just downloads
- Audience profiles with demographics, listening habits and locations
- Connections between podcast content providers and advertisers
- Dynamic ad insertion, rotation, measurement and consulting services

Challenges

- The client needed a plugin for Windows Media Player 10 which
- It should also serve as a pod casting client for other Players.
- Needed COM Service interacts with the Windows Media Player Plugin to fetch RSS Feeds and FeedItems from the internet.

Solution

Mastiff provided a solution in the form of a plugin which interacted with Windows Media player version 10+. The plugin will also act as a Pod casting client for other media players. This acted as a huge platform for the client to improve on the measurement as they could move swiftly into the huge user base of windows media player user. Further the COM service that interacts with windows Media Player used to fetch the RSS feeds from the web. The downloaded media files could also be synchronized with other devices via WMP.

Result

The solution developed was at par with the requirement of the client. The plugin was smoothly integrated with WMP 10 and above. The Client base of client is increasing with the addition of this plugin to their vault.

Domain

Application Development

Type

Windows Based Solution

Technology

C++, VC++, COM

