|  |  |
| --- | --- |
| INTERNATIONAL TELECOMMUNICATION UNION | **IPTV-GSI** |
| **TELECOMMUNICATIONSTANDARDIZATION SECTOR**STUDY PERIOD 2009-2012 | **IPTV-GSI-C-475** |
| **English only****Original: English** |
| **Question(s):** | 13/16 | Singapore, 20-27 September 2010 |
| **CONTRIBUTION** |
| **Source:** | Cisco Systems |
| **Title:** | Proposals for revised text of H.IPTV-AM.0 regarding considerations for user permission method selection |

1. Abstract

This contribution proposes modified content for H.IPTV-AM.0 “IPTV application event handling: Overall aspects of audience measurement for IPTV services”. It proposes to add a clause concerning considerations for user permission method selection

1. Proposals
* Add clause in Appendix VI regarding “Considerations for user permission method selection” and remove part 1 of note at end of clause 7.5

**Content for proposal 1 – add clause in Appendix VI regarding “Considerations for user permission method selection”**

**VI-2 Considerations for user permission method selection**

There are two recommended methods to support the requesting, receipt, storing of users response and to ensure that measurement happens with user permission, summarised in clauses 7.5.1 and 7.5.2. The following are considerations of the situations for which each method is best suited.

### Configuration based user permission

In this method, the request and receipt of user permission occurs outside of the AM system, such as in the situation below.

Conditions that may lead to this method being selected include:

1. The deployment of a broad customer communications system, which lends itself to integration of user permission functions such as directly asking for an end-user’s permission, storing responses, reporting on user permission status, and aggregating users into segments based upon permission status.
2. A preference to communicate with users through either a customer-care channel, or a non-resident downloadable application
3. A desire to de-couple the permission system software from the audience measurement software. This may be important if frequent revisions or multiple versions (such as language or legislative zones) are expected.

Figure VI-2 – Example of configuration based user permission deployment

### End-user measurement function based user permission

In this method, the request and receipt of user permission occurs within the AM system, such as in the situation below.

Conditions that may lead to this method being selected include:

1. The deployment of a permission system is desired to be closely coupled to the deployment of the audience measurement system.
2. A preference to communicate with users through a resident application which is an integral part of the audience measurement software.
3. An alternative real-time audience messaging system is not available.

### Figure VI-3 – Example of end-user measurement function based user permission

deployment

Note that using this method, visibility into the audience segmented by permission levels can be obtained by the Measurements Manager from the AM system.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_