



TDM - How To setup TDM Spectator  
Statistics

# Introduction

TDM is a cloud-based digital signage solution that can be fully managed and configured using your web browser. This manual is designed to assist users in a user-friendly way to install TDM on your computer or screen, and to publish content.

One of the modules you can purchase is the TDM Spectator Statistics, this is an additional module for crowd and emotion measuring. The TDM Spectator Statistics for crowd and emotion measuring is an add-on and can only be used in combination with the TDM Player Windows version.

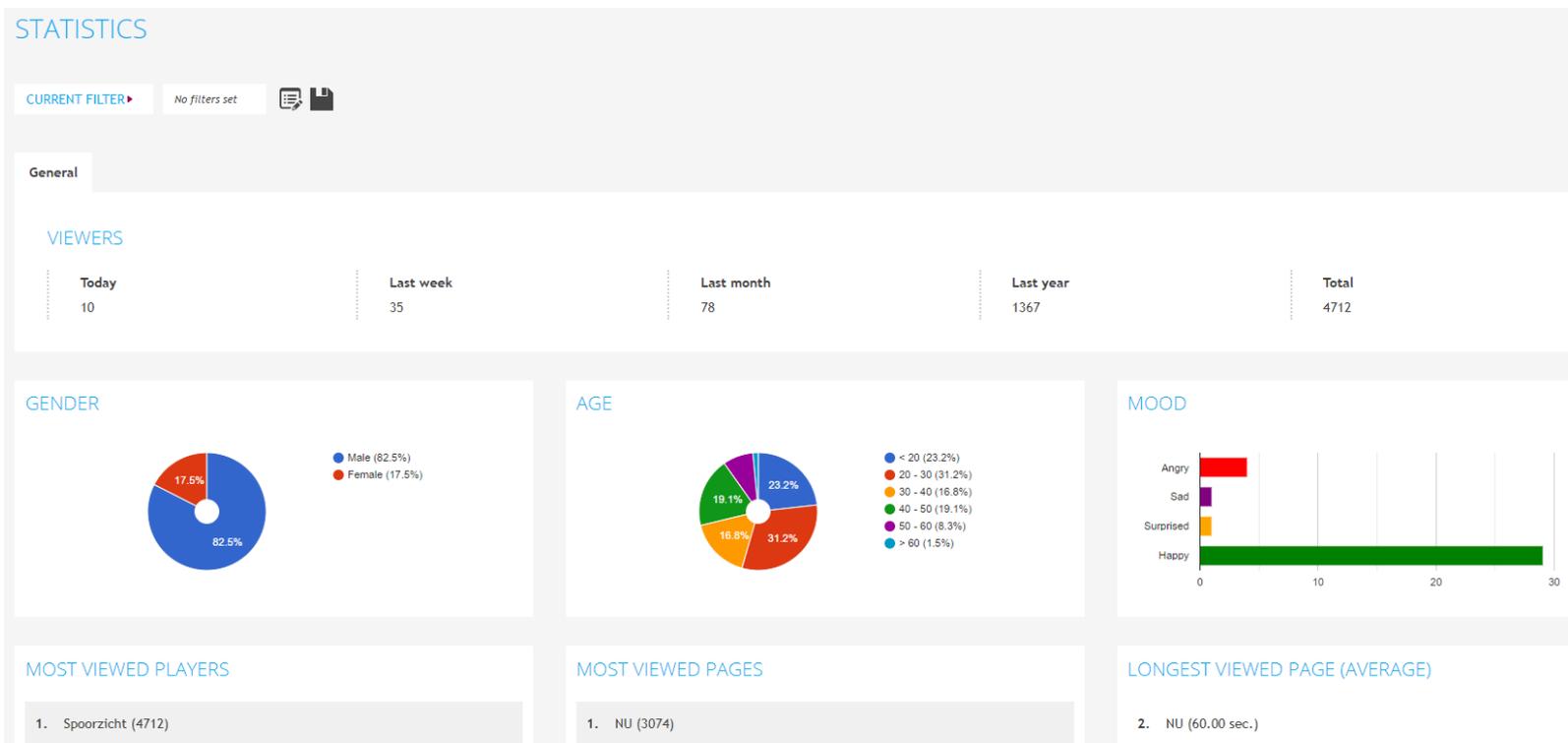
## What can I do with TDM Statistics?

Gathering information on your audience is setup easily. TDM Statistics enables you to gather information like gender, age or emotion through a webcam attached to your player.

You will be able to see whether your content makes the viewer happy, angry or sad and detailed information about demographics. In an easy to interpret dashboard included in your Designer, you can check the impact of your message on a display-, page- or playlist level.

The TDM Statistics dashboard allows you to view and filter the statistics over a period of time.

This allows you to target your messages in such a way that the right content is shown at the right moment. TDM Statistics only works with our TDM Signage Windows Player.



# Requirements

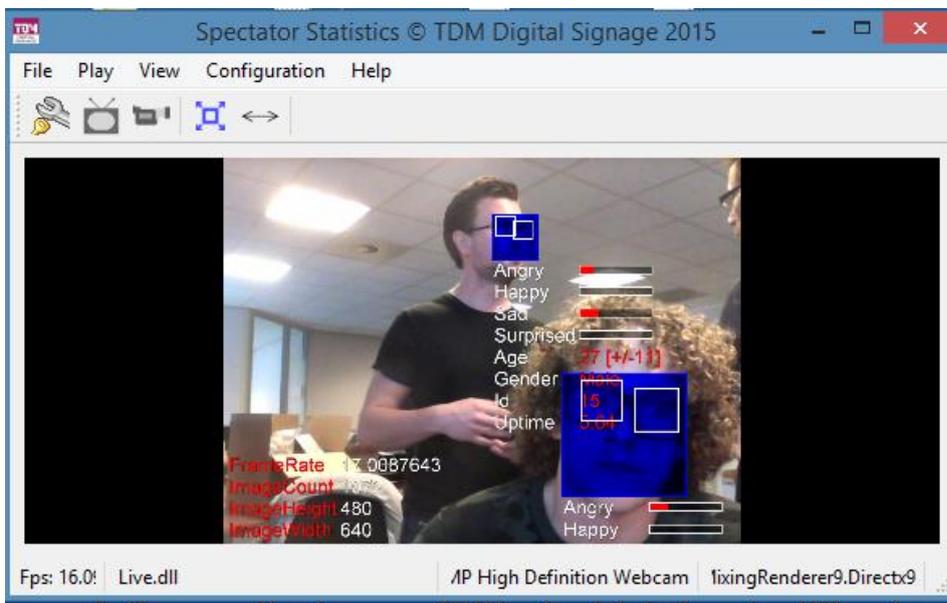
If you want enable Proof of Play you need to meet the following requirements:

- Have administrator access to the TDM designer
- Have an active TDM PC player with an active license
- Have access to the TDM PC player
- Have a webcam connected to your TDM PC player

# How To setup TDM Spectator Statistics

For the spectator statistics to work, you will need a PC Player and a webcam in order to be able to collect the statistics through a webcam. The webcam is connected to the PC and the PC player has TDM Signage software and the statistics add-on installed.

1. Please download the installer named "TDM Spectator Statistics Addon Setup" from the dashboard.
2. Install the software to the computer that is attached to the screen, your webcam and also has TDM Signage (PC Version) on it.
3. When the software is installed, please start TDM Signage Player.
4. Automatically, the player will detect the fact that the statistics add-on is installed.
5. Whilst playing, TDM will be gathering statistics in the background (when a webcam is connected).



The player will push the statistics to the Designer after the presentation has done a full loop (i.e. when all the pages in the playlists in the presentation have been shown and the presentation starts with the first page again.)

Please note that the quality of the camera used is key to how accurate the statistics are being measured. Once the statistics are available in the designer you will find them under Administration -> Statistics.

