



Mediamate

Media Research System

Mediamate is a hybrid data collection platform for deployment to media research panels. It detects real-world media exposures, wherever and whenever they happen, and enables bespoke, efficient research into their impact and effectiveness.

For the first time, all media audiences – urban or rural, in-home or out of home, digital or analogue, using their own devices or not – can be measured and researched with the same platform.

Developed in and for emerging markets, Mediamate combines passive audio detection, digital activity tracking and panelist interaction into one agile and efficient media research system.

MEASURES...

- 1 Reach** | Identify panelists exposed to specific audiovisual content, on any platform.
- 2 Immersion** | Detect if any important parts of the content might have been missed.
- 3 Impact** | Measure effect of content exposure on audience emotions, attitudes etc.

THE SYSTEM

The heart of the Mediamate system is a wearable device that uses short audio sampling and intelligent matching to detect audible media exposures. Inaudible (headphone) exposures and other digital activity can be detected with Bluetooth.

Panelists also use the Mediamate device to participate in customized quantitative and qualitative research projects, enabling single-source evaluation of the reach and effectiveness of any media campaign, in any environment.

THE DEVICE



Rugged, efficient, unobtrusive and rewarding for panelists without influencing media behaviour.



Built-in independent connectivity – does not rely on panelist's own connection or even require wearers to have their own mobile phone. Offline-first operation with embedded AI functionality.



Biometric sensor checks panelist alertness and reduces research fraud risk e.g. bots

South Africa and Ghana panels go live in Q2 2026, and we're onboarding pilot partners for these markets (and others, according to demand). Contact us at mediamate@sunbirdresearch.tech and visit sunbirdresearch.tech to find out more!