

## **ProActive Parallel Suite® shortens the time for the analysis of the treatment of TV audience measurability for Médiamétrie**

**Sophia Antipolis, 16 July 2012** – The R&D department of Médiamétrie, a leader in media studies, counts on ActiveEon (developer of the Cloud Open Source *ProActive Parallel Suite* solution) in the framework of the study of the speeding up of its tools for audience analysis.

Médiamétrie has only 4 hours to measure and analyse the daily audience data. The Médiamétrie R&D department will step up its use of the ProActive components in the treatment of this crude audience data. The parallelization of the maximum of the treatments aiming at optimising the overall analysis time is made by the dynamic extension and prioritisation mechanisms of the workflows proposed by ProActive. The multiplication of the uses of TV: ADSL, smartphone, Internet TV, tablets, VoD, tends to the development of the extremely precise processes needed to respond to the clients' time constraints.

*“ProActive’s Workflow construction studios permit rapid implementation starting from a generic workflow of the dynamic extension mechanisms taking into count all exterior constraints. Automated by the workflow, the transfer of the dossiers to be treated adapts automatically dependent on the nature of the incoming data of this workflow (data-aware scheduling). With this product, we will be able to respond to the needs of these clients in a constantly changing technical environment. The accompaniment in the implementation of ProActive and the support of the developer are completely up to our expectations. Thanks to ProActive, we foresee passing into the pre-production stage with significant use from now to the end of the year”,* declared Frédéric Bertin, project leader of the Médiamétrie R&D department.

### **Concerning ActiveEon:**

ActiveEon is your technological partner to accelerate and to upscale your infrastructures and applications in the field of distributed and parallel computing of the Grid and Cloud business. Founded in 2007 and situated in the Sophia Antipolis Techno Park, France, ActiveEon is an Open Source Professional company, an INRIA spin-off which co-developed the ProActive Parallel Suite®; it supplies to its customers support, consulting, integration and development, subscription and OEM partnership. The *ProActive Parallel Suite*, developed in collaboration with INRIA and the University of Nice Sophia Antipolis, is available under an Open Source license within the OW2 community. It offers a versatile solution to regroup computing resources and to provide a simple and unified access to these resources via the web-based portal as well as standalone interfaces and APIs. ProActive also optimizes the execution of the most demanding applications, company workflows, numerical and financial simulations, Matlab™ and Scilab, and data analysis (Map / Reduce).

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