

# Download & Install MediaCell+ (Android Smartphone)

**Note:** The images in this guide are taken from an Android Smartphone, these may vary depending on the device model you are using.

Please **tap** on the link we have sent you via SMS message.

This will open Google Play Store and put you onto the “MediaCell+” app page.

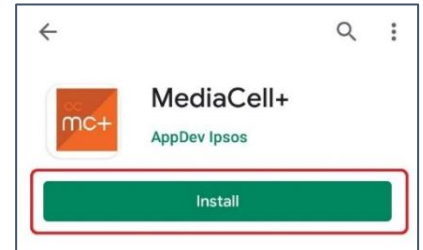
## Step 1

**Download Link:** <https://ipsos.io/MCPAnd>

- Once Google Play Store has opened on the “MediaCell+” page, please tap **‘Install’**

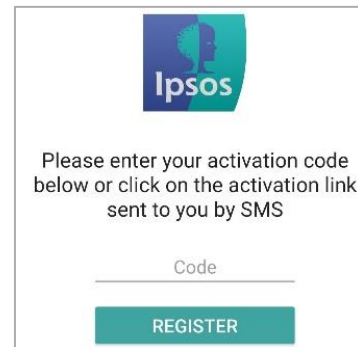
The app will begin to download and install.

- Once installed, tap **‘Open’**

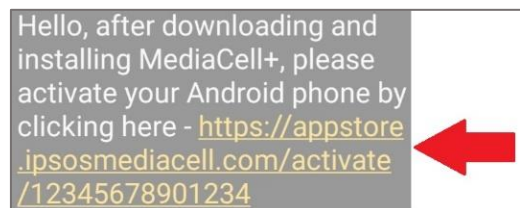


## Step 2

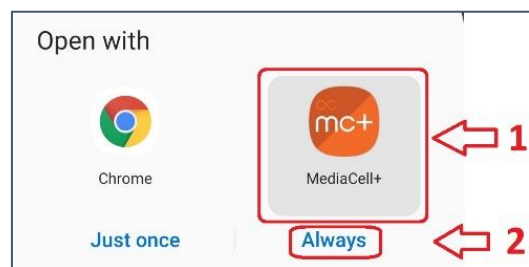
You will need to activate “MediaCell+” with the activation code we’ve sent you by **SMS message**.



- Please open up this SMS message on your smartphone and **tap on your Activation Link**.



- 1 You may be asked to open the link in a specific app, please tap **‘MediaCell+’**
- 2 Finally, tap **‘Always’**



Once this is done, the 14-digit code will automatically enter into MediaCell+ saving you time.

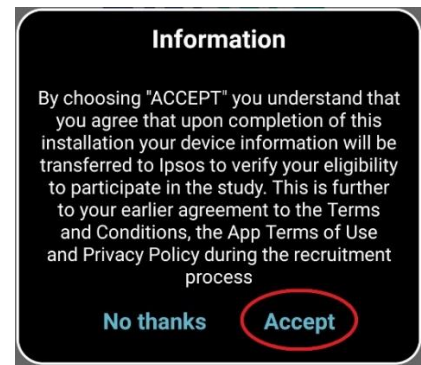
**Note:** If the link did not work for you, please **copy and paste** or **type in manually** your 14 digit code into the “Code” box in the app.

## Step 3

You will now be asked to read and accept the app terms.

Please tap 'Accept' to continue.

No data will be collected or sent on or from your device until the app terms prompt has been accepted.



## Step 4

You will now be asked to enable the required app permissions for MediaCell+.

### Phone Call

MediaCell+ needs to “*read the phone state*” in order to check the status of phone calls (received/started/ongoing) to be able to release the microphone from MediaCell+ to avoid interrupting your phone call(s).

**We do not under any circumstances record or listen to phone calls.**

### Location

Required for the app to be able to gather exact or approximate location via Wireless network / GPS to understand where media content was consumed & if the device is moving.

### Microphone

MediaCell+ requires access to the microphone to listen out for encoded television & radio broadcasts.

Please enable/allow these in the order they proceed.



## Step 5

### Enabling Accessibility Service

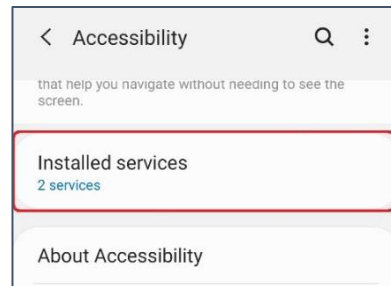
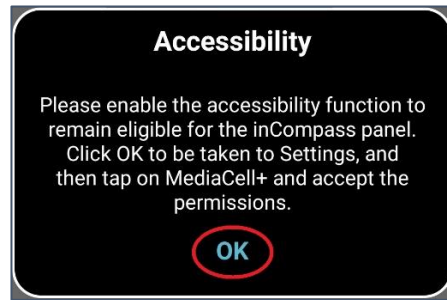
The MediaCell+ app will now prompt you to enable the accessibility service for the app.

- Please tap 'OK'.

You will then be taken to your phone's 'Accessibility' settings.

**Note:** Some device models may have the app's listed under "Installed Services".

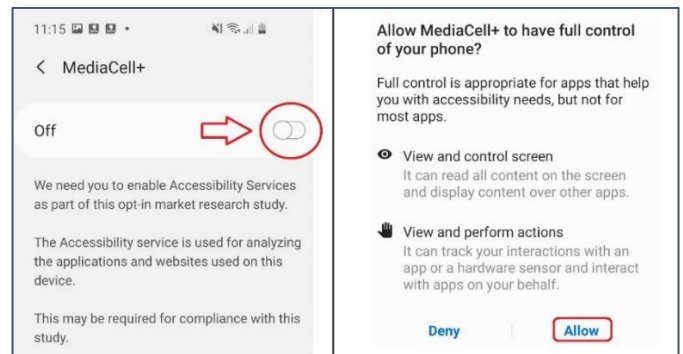
- Find "MediaCell+" and drag the toggle to the right to turn it ON.



### How will MediaCell+ use Accessibility Services?

- To "view" apps actively moved into the foreground to understand time spent.
- To "view" the browser address bar to determine web URL, how sites were accessed e.g. clicked on a hyperlink, redirected etc.

We **do not** under any circumstances modify what you see on your smartphone screen.



## Step 6

### Save VPN Certificate

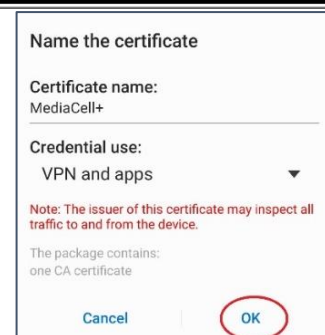
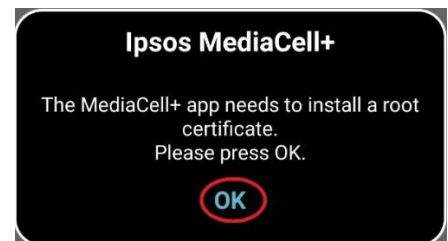
MediaCell+ will now prompt you to install a root certificate.

- Please tap 'OK' to continue.

**Note:** You may need to enter your smartphone lockscreen password/pin/other.

You will then receive a prompt to name the certificate.

- Simply tap 'OK'.

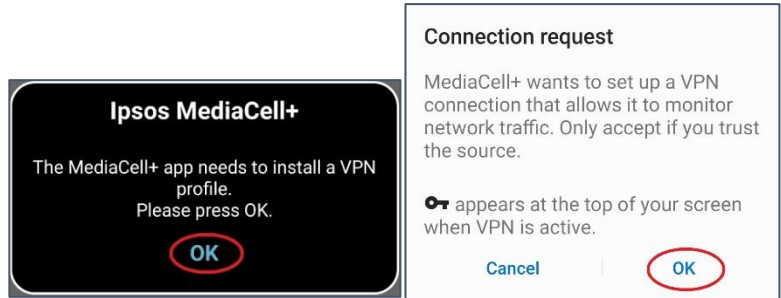


## Step 7

### Enable the VPN connection

You will now be prompted by MediaCell+ to enable the VPN on your Android Phone.

- Please tap **'OK'**
- Once more, tap **'OK'** to the connection request that appears.



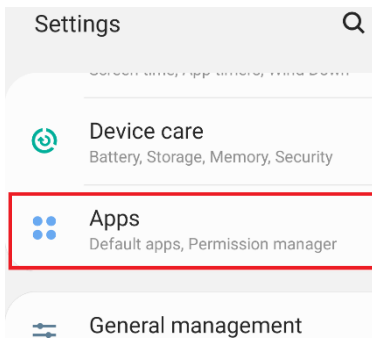
## Step 8

### Disable Battery Optimisation

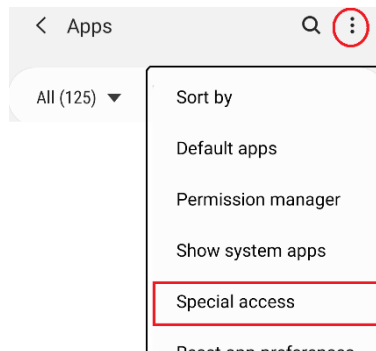
Devices running Android 6.x and higher include battery optimisation features which can close our app whilst running in the background.

- To prevent this, please carry out the instruction below to disable battery optimisation for the MediaCell+ app.

**Note:** The exact location of this setting may differ depending on device model used. You could search "battery" in the phone "Settings" app which may bring up the relevant setting for your device.

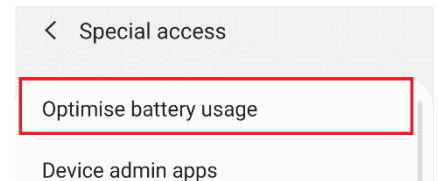


Open your **"Settings"** app and tap **"Apps"**

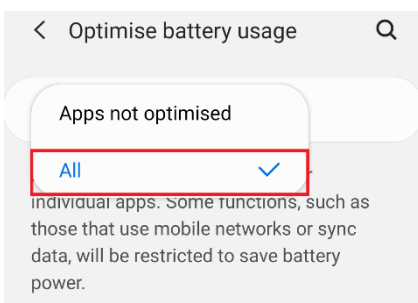


Tap the **"more options"** icon or **"Advanced"**

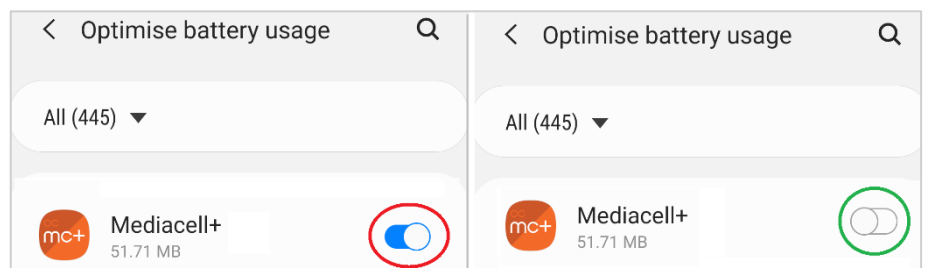
Tap **"Special access"**



Tap **"Optimise battery usage"** / **"Battery optimisation"**



Tap **"Apps not optimised"** and select **"All"**



Find and tap **"MediaCell+"** to turn OFF the toggle

*Some devices may need to tap **"Don't Allow"** / **"Don't Optimize"***

## How do I know if MediaCell+ is running or not?

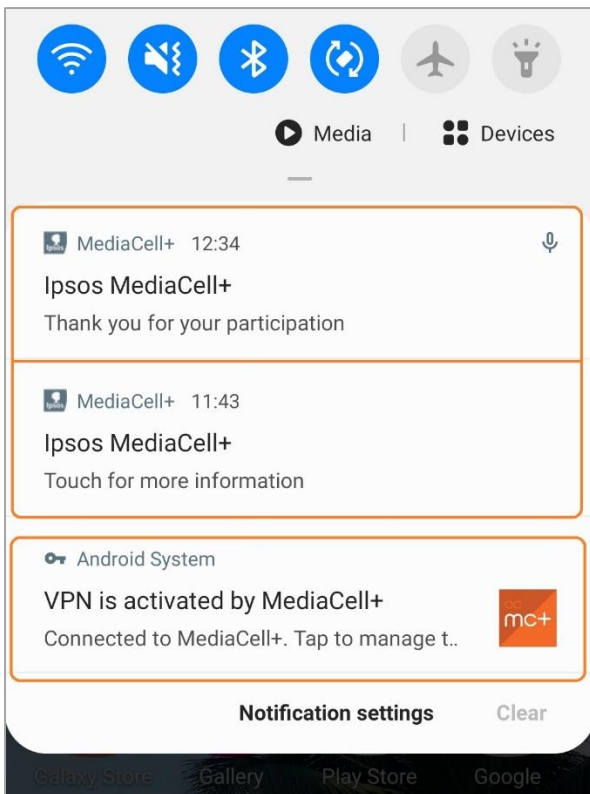
**Note:** Some device models may not display the notifications in the way highlighted below.

### Status Bar Icons



- x2 MediaCell+ icons
- x1 VPN Key icon

### Notification Panel



- x2 MediaCell+ Notifications
- x1 VPN Notification

If you suspect the app may have stopped for any reason, please open our app by opening your list of installed apps, look for our app (icon shown below) and tap once to open.

