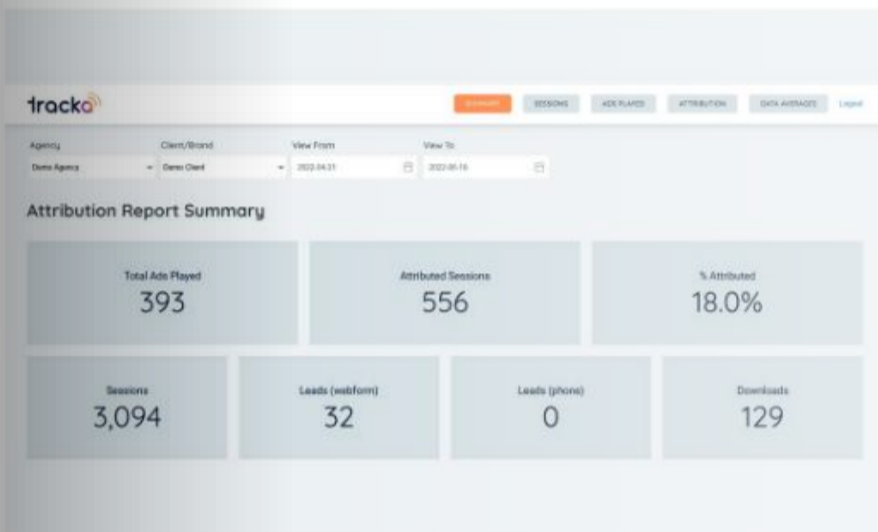


TECH FOCUS

AUDIENCE MONITORING AND WATERMARKING

XTRA INSIGHTS LAUNCHES TRACKA MEDIA ANALYSIS



You've most likely heard the quote, "Half my advertising spend is wasted; the trouble is, I don't know which half."

In the digital environment, a host of tools and resources are available to advertisers to track a customer's journey from advert to action. However, for broadcasters determining the customer journey and the action or attribution linked to their client's radio advertising it is difficult when 60% of listening is via an FM or AM signal.

While a million people may have heard an ad based on the latest radio ratings, how many took the time to consider or respond?

The demand from clients is heat-

ing up to capture the true value of an advert. To address this problem, Xtra Insights has launched Tracka Media Analysis, an attribution modeling platform that uses radio broadcasts and digital analytics to accurately track and pair digital session activity with radio advertising. Unlike other attribution models, it doesn't require reconciled logs from a radio station.

An online dashboard provides real-time monitoring across different creative commercials and radio stations, allowing for assessment and fine-tuning either during or after a campaign.

[Info: www.xtrainsights.com](http://www.xtrainsights.com)

MEDIATEST OFFERS AUDIO WATERMARKING AND FINGERPRINTING SOLUTIONS



The Vienna-based high-tech company MediaTest has solutions for radio stations needing to know the exact number of listeners to their programming output or to boost the efficiency of their advertising campaigns.

The company offers media research, commercial tracking, protection against image and audio abuse, copyright protection, music recognition, and hardware and software solutions for audio fingerprinting and watermarking.

MediaTest's AudioSync patented technology is Golden Ear Industry-certified and can recognize identity codes embedded in audio – either live or in advance – within one second. The company's acoustic fingerprinting technology identifies radio station outputs just as quickly.

Fingerprint and watermark detections are captured indoors and outdoors and reported live through smartwatches and smartphone applications developed by

MediaTest. The company also offers customers hardware and software encoding and detection. AudioSync encoders and detectors are cross-platform and available for iOS, Android, macOS, Windows, Linux and as ARM7 binaries.

MediaTest is a complete platform for audience measurement for live radio ratings and for measuring advertising spots with down-to-the-second engagement accuracy and music recognition for copyright protection and determining royalty fees.

MediaTest's international clients and partners deploy its solutions. For example, in Austria, for music recognition and safeguarding against the misuse of audio and images online; in Italy, for radio and television audience measurement and ad tracking by the advertising industry; and in the United States, measuring radio ratings by independent broadcasters is in the pipeline.

[Info: www.media-test.com](http://www.media-test.com)