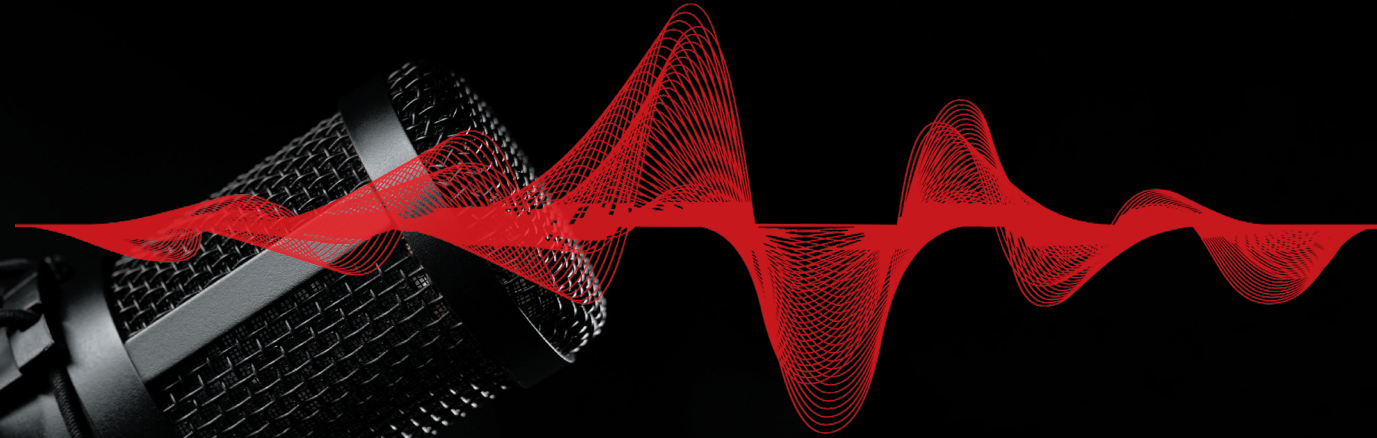**mediatest**

for press agencies

AudioSync

Monitoring, protection and trends analysis.

CROSS
MEDIA
TRACKING

WHAT IS AudioSync

AudioSync provides trends analysis across the news media landscape to identify patterns over time as well as key themes, topics, and events. News trend analysis is essential for press agencies' data driven strategy to make informed decisions across the group to track the popularity of articles published and focus on key news of most relevance and interest to their clients. Trends can also be used to package the most relevant articles into News Shows and tailored towards the key interests of the client.

THE TECH

AudioSync can monitor all channels (TV, Radio, Social Media, …) in order to uniquely identify your agency's news items within seconds of transmission. Trends and consumption results are presented in a comprehensive dashboard. Illegal distribution of your content is flagged.

" WHY AudioSync

AudioSync provides a visual over-view of key performance indicators (KPIs) in a simplified digestible format, tailorable by journalists interests with the option to receive alerts. "

DETECTION TIME

Detection time is the amount of time required to uniquely identify content. AudioSync is able to identify content within 1s.

ROBUSTNESS

AudioSync survives removal attempts, transcoding as well as editing such as adding background music.

TRAINING

All broadcasts are stored and easily accessible. This feature is frequently used by AudioSync clients; it allows journalists to improve their content output by adjusting to edits and audio effect of broadcast, such as the addition of background music.

AUDIO QUALITY

Golden Ear is the broadcast industry assessment rating for the quality of an audio system or component. AudioSync Watermark rating is -0.16 which is imperceptible.

Automated Tagging and Natural Language Processing

AudioSync is able to provide automated:

Tagging
Article aggregation
Topic \ Type assignment

Combined with accurate broadcast figures, this can fully automate the trend analysis and offer innovative access to interrogate trends and performance indicators. For example by speaking by voice directly to a chat bot.

CONTENT

MEDIA
N SOURCE
tv SOURCE

ADS
SOURCE
ADS SOURCE

NEWS
dpa SOURCE
BBC NEWS SOURCE

ORIGINAL CONTENT

WATERMARK
ENCODER
ENCODING

OR

FINGERPRINTING

ENCODED CONTENT

CONTENT DISTRIBUTION

MEDIA
N ENCODED
tv ENCODED

ADS
ENCODED
ADS ENCODED

NEWS
dpa ENCODED
BBC NEWS ENCODED

WIRELESS (OVER THE AIR)

AudioSync AudioSync

DEVICE INTERNAL MIC

OR

DECODER

OR

ALL DECODED DATA

COLLECTING   ANALYSE

FINGERPRINTING DECODER

WIRED

(OVER THE WIRE, WEB-STREAM)

ANALYTICS DASHBOARD

DISTRIBUTION OF YOUR CONTENT BY PLATFORM

DAB
DIGITAL RADIO
TV
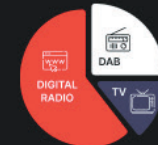
DEMOGRAPHIC AUDIENCE BREAKDOWN

%

10   80
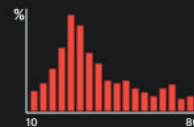
CONTENT ARCHIVE FOR REPLAYS AND DISPUTES

NAME		PLAYED	STATIONS
3297 / ITALIEN / UNWETTERWARNUNG		1	1
3359 / TÜRKEI WAHL / 19.30 N		0	0
3291 / LEARJET VERUNGLÜCKT 17.30 N		2	2

COPYRIGHT INFRINGEMENT

REPORTS ILLEGAL DISTRIBUTION OF YOUR CONTENT

INSTALLATION

We recommend a 2 week installation period. During this period our team gathers your requirements and recommends best practices. It allows your team to master AudioSync's technology stack, configure the report dashboard and share your news team's current meta tagging strategy.

AudioSync's patented detection technologies are Audio Watermark (embedding of imperceptible data codes into audio or video) and Fingerprinting (identification of audio content based on its unique characteristics, similar to Shazam) both of which allow for the unique identification of audio and video content.

Opting for Fingerprinting requires no installation into your systems infrastructure, AudioSync simply receives articles as your clients receive articles. Watermarking requires the introduction of an additional step into your current news distribution flow.

Your team will provide a list of current broadcast distribution channels to monitor. Our services are hosted securely in the cloud and each server instance is capable of processing 100 Radio stations or 50 TV stations.

Once the service is up and running very little maintenance is required. We can guarantee uptime of 99.9% Your data is stored encrypted and all data collected are available throughout the duration of the contract.

KEY BENEFITS

AUTOMATED INVOICING

AudioSync generates accurate to the second invoicing based on the usage of your content by your clients.

COPYRIGHT PROTECTION

AudioSync provides reports on unauthorised usage of your content. This includes a recording of the copyright violating content for disputes.

TRENDS ANALYSIS

AudioSync provides key performance indicators (KPIs) in a simplified digestible format, this has enabled our existing clients to seamlessly transition their approach to data-driven content creation and responding to individual client trends.

DASHBOARD AND ALERTS

Our existing clients benefit from alerts which identify emerging trends, key topics and popularity over a day. A comprehensive dashboard will allow your organisation to transition to a data driven strategy; making informed decisions across the group and focus on news of most relevance and interest to your clients.
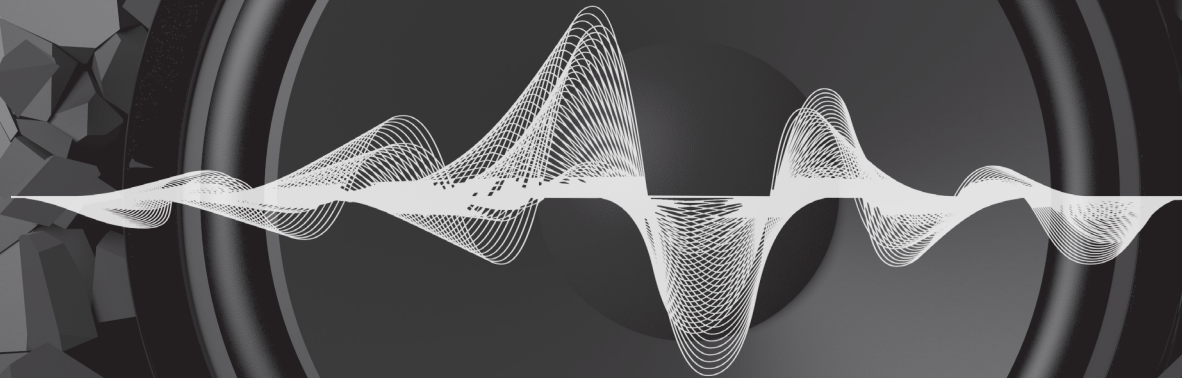
media
test

Cross Media Tracking

Monitoring, protection and analysis for all media content.