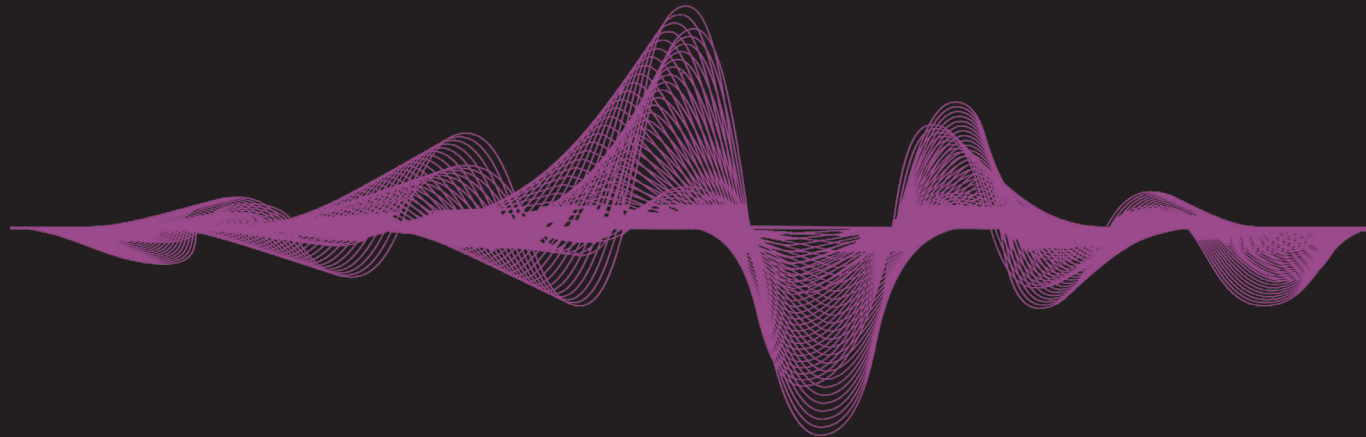# QUOTE MEASUREMENT
# TV and radio stations

24-hour recording of all electronic media. We passively and automatically measure live, how much and which audience hears and sees your station using our audio water marking and fingerprint technology. Also: where, when, how long and how it is played out. If desired, we can also deliver all analysis data live while the program is running, so you can watch it on the dashboard.

mediatest

CROSS
MEDIA
TRACKING

# contents

# What can MediaTest do for me?

## Audio watermarking and fingerprinting

MediaTest automatically measures the reach and market shares for TV and radio, i.e. media usage throughout the day. In addition to the "at home" usage data, this measurement also includes the "away from home" ratings for TV and radio.

MediaTest provides daily, weekly and monthly reports and the audience's channel switching behavior:

- when is which TV program switched to another?
- at which music number the radio station is changed?

## To watch on the dashboard

The analytics dashboard provides a visual overview of key performance indicators also in charts, graphs or tables.

# What can MediaTest do for me?

## Quotas: How many people see and hear when exactly your station?

MediaTest measures the ratings with representative panel test subjects.
Who is your audience, at what time?

As I said, the broadcast results are visible live on your dashboard.
The dashboard are installed by MediaTest in your editorial offices.
Our services work with all electronic media, i.e. SAT, terrestrial, digital,
analogue, cable, internet, streaming or social media.

# What can MediaTest technology do?

## The patented recognition technologies of MediaTest include audio watermarking and fingerprinting.

Watermarking and fingerprinting enable audio and video content to be clearly identified. Watermarking is the embedding of imperceptible data codes in audio or video that the MediaTest detectors detect. If you choose fingerprinting, no installation is required in your infrastructure. Watermarking requires the introduction of an additional step.
The advantage of marking lies in the speed and accuracy of detection. Exact, measured length (accurate to the second) requires marking.
If you are interested in automatically measuring your different playout paths, we also recommend audio watermarking.

## The audio quality has the "Golden Ear" certificate

Golden Ear is the broadcast industry's rating for the quality of an audio system or component. The MediaTest watermark rating is -0.16, so it's not noticeable!

# INSTALLATION OF TECHNOLOGY

We recommend an installation time of 2 weeks. During this time, our team will assess your requirements and recommend the best methods for you. It allows your team to master MediaTest's technology and configure the reporting dashboard.

Our services are securely hosted in the cloud and each server instance is capable of processing 100 radio channels or 50 TV channels. If the number of channels is higher, we increase the technology.
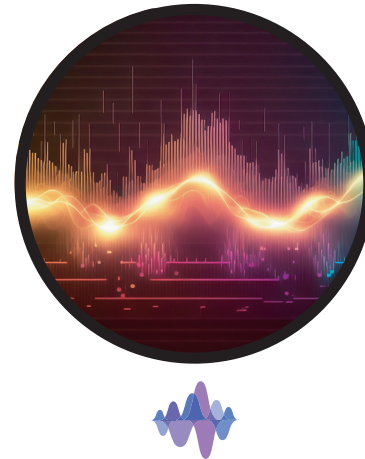
Once the service is up and running, little maintenance is required. We can guarantee that 99.9% of your data is stored encrypted and all recorded data is available throughout the entire contract period.
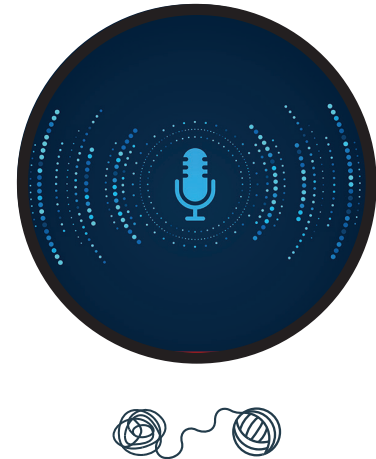
# **PRODUCTS**

# MEDIA TEST ENCODER AND - DECODER

MediaTest's audio processing consists of two components. The encoder that embeds watermarks or creates fingerprints. The detector that detects watermarks or fingerprints.





### WATERMARK AND FINGERPRINT ENCODER

MediaTest real-time encoders are available in hardware and software forms and are used for live encoding of TV/radio and on-demand channels. Desktop and cloud encoders encrypt or fingerprint your content before publishing/broadcasting.

### DECODER

MediaTest detectors look for audio watermarks and fingerprints. AudioSync detects wireless (output from speakers), files and live streams. AudioSync detectors can be embedded in mobile, desktop and browser apps. AudioSync real-time detectors are installed in listening centers and search pirate sites, on-demand providers, and live TV and radio broadcasts.

# the price

You will be surprised at how affordable MediaTest is.

MediaTest adapts to your budget expectations!

The MediaTest  costs are low and mainly depend on the following criteria:

☐ Number of channels
☐ Channel type (TV or radio or streaming or all)
☐ Contract duration
☐ Fingerprinting or marking or both

TEST RUN FOR FREE

# WHY MEDIATEST?

**MediaTest** provides a visual overview of key performance indicators in a simple, understandable format. MediaTest is flexible and customizable. MediaTest offers a solution tailored specifically for you. MediaTest is affordable and at the forefront of technology. Media-Test has the "Golden Ear" certificate.

## DETECTION TIME

The detection time is the time required to uniquely identify content. AudioSync is able to identify content within 1 second.

## ROBUSTNESS

MediaTest with AudioSync survives deletion attempts, transcoding, and edits such as adding background music.

## ESPECIALLY FOR YOU ADAPTED SOLUTIONS

## AUDIO QUALITY

Golden Ear is the broadcast industry's rating for the quality of an audio system or component. The AudioSync watermark rating is -0.16, which is unnoticeable.

GoldenEar
by **mediatest**

## AUTOMATED INVOICING
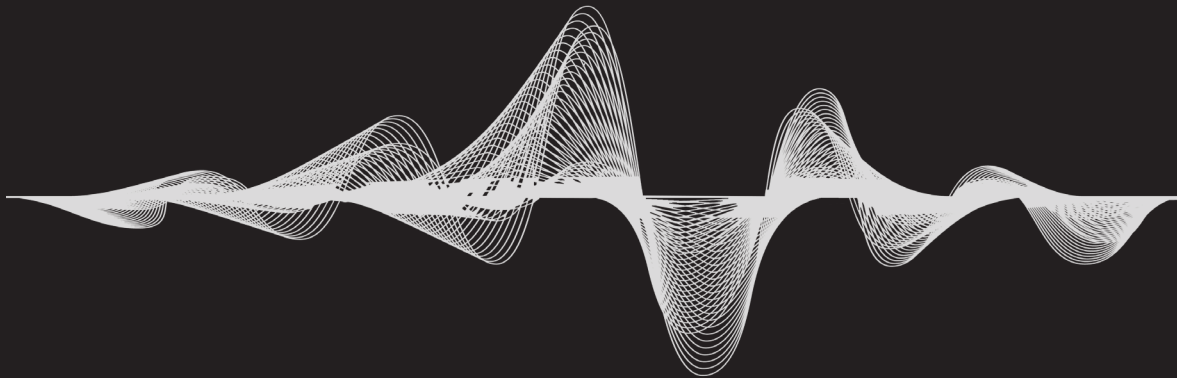
## TREND ANALYSIS

# COPYRIGHT

## media
## test

## Cross Media Tracking

Monitoring, protection and analysis for all media content.