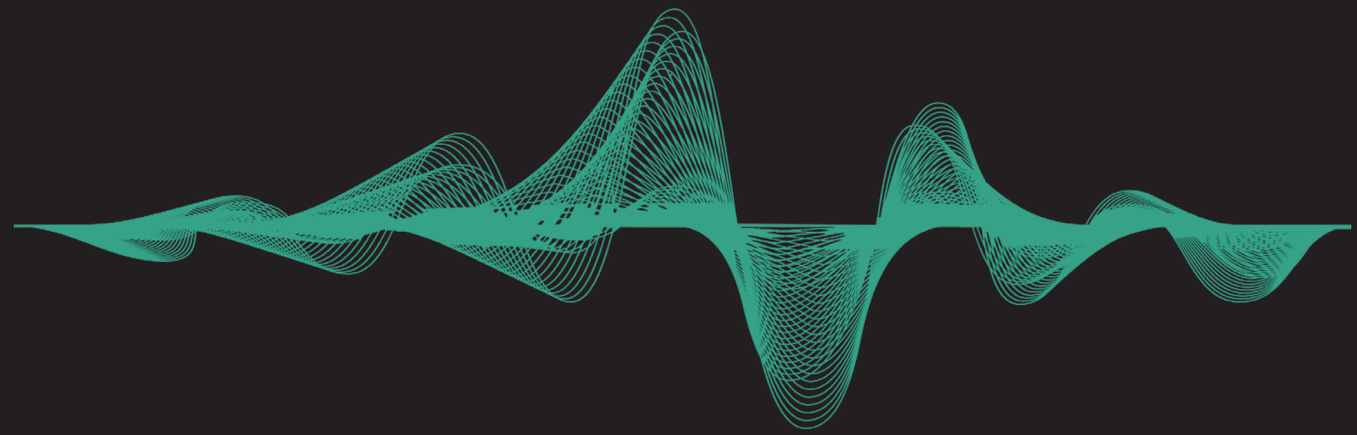
mediatest

ADVERTISING SPOT QUOTES and LOGO COUNT

24-hour recording of all electronic media, how often and when are your advertising spots broacast? How often are the spots seen or heard? How often is your logo seen overall or during sports broadcasts, for example? “Picture in picture” recognition. How high are your advertising spot quotas?



CROSS
MEDIA
TRACKING

mediatest

contents

3 _ _ _ _ _ _ What can MediaTest do for me?

6 _ _ _ _ _ _ What can MediaTest technology do?

7 _ _ _ _ _ _ Installation of technology

8 _ _ _ _ _ _ The price

9 _ _ _ _ _ _ Why MediaTest

10 _ _ _ _ _ Appendix: Technology Organograms

What can MediaTest do for me?

They tell us the names of all electronic media that MediaTest should monitor for you. MediaTest reports to you regularly desired data.

There is no upper limit on the number of channels we monitor 24 hours per day and 365 days per year.

Logo recognition and frequency counting:
Our service is based on AI technology. The MediaTest technology recognizes LOGOS in video, web and print content. No matter whether your LOGO is in the news, sporting events or product placement.
In addition, our service also works for products with distinctive packaging using our object recognition.

Recognizing spoken product names:
Audio brand recognition is a voice recognition technology to identify brand names or certain keywords in the audios, in the news, podcasts, interviews or video Voice overs. Some brands come with unique sounds or Jingles associated.

What can MediaTest do for me?

MediaTest's audio analysis algorithms are trained to recognize and compare these acoustic cues so that a brand can be identified even without being explicitly mentioned. Advertisers receive brand data from MediaTest Detection for evaluating the effectiveness of marketing campaigns. MediaTest therefore measures the brand presence and engagement across the various media channels and target groups. MediaTest also identifies the unauthorized or inappropriate use of brand logos.

How often and when are your commercials broadcast?
MediaTest automatically measures which station broadcasts your commercials, exactly when, how often, in what length, shortened or uncut, as well as which streaming service, such as Netflix, YouTube or Amazon Prime.

What can MediaTest do for me?

Advertising spot quotas: How many people see and hear yours Commercial?

At the customer‘s request, MediaTest measures the ratings with representative panel test subjects. Who is your commercial audience, at what time?

You can see the broadcast results live on your dashboard. MediaTest will be happy to install the dashboard in your company. In addition, MediaTest‘s data is automatically transmitted to you in writing.
Our services work with all electronic media, SAT, terrestrial, digital, analogue, cable, internet or social media. If requested, MediaTest prepares the invoices, also automatically.

What can MediaTest Technology do?

MediaTest‘s patented detection technologies are audio **watermarking** and **fingerprinting.**

Watermarking and fingerprinting enable clear identification of audio and video content. Watermarking is the embedding of imperceptible data codes in audio or video. When it comes to audio, MediaTest technology recognizes the watermarks or fingerprints. For videos, the MediaTest detector analyzes frame by frame for watermarks or fingerprints. If you choose fingerprinting, no installation is required in your infrastructure. As mentioned, watermarking requires the introduction of an additional step.

The advantage of marking lies in the speed and accuracy of detection. Exact, broadcast commercial length (accurate to the second) requires marking.
If you also want automated, simultaneous accounting
If you are interested, we also recommend marking.

INSTALLING THE 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 double 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 data collected during the entire contract period are available for you.

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. Media-Test 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.

ESPECIALLY FOR YOU ADAPTED SOLUTIONS

AUTOMATED INVOICING

ROBUSTNESS

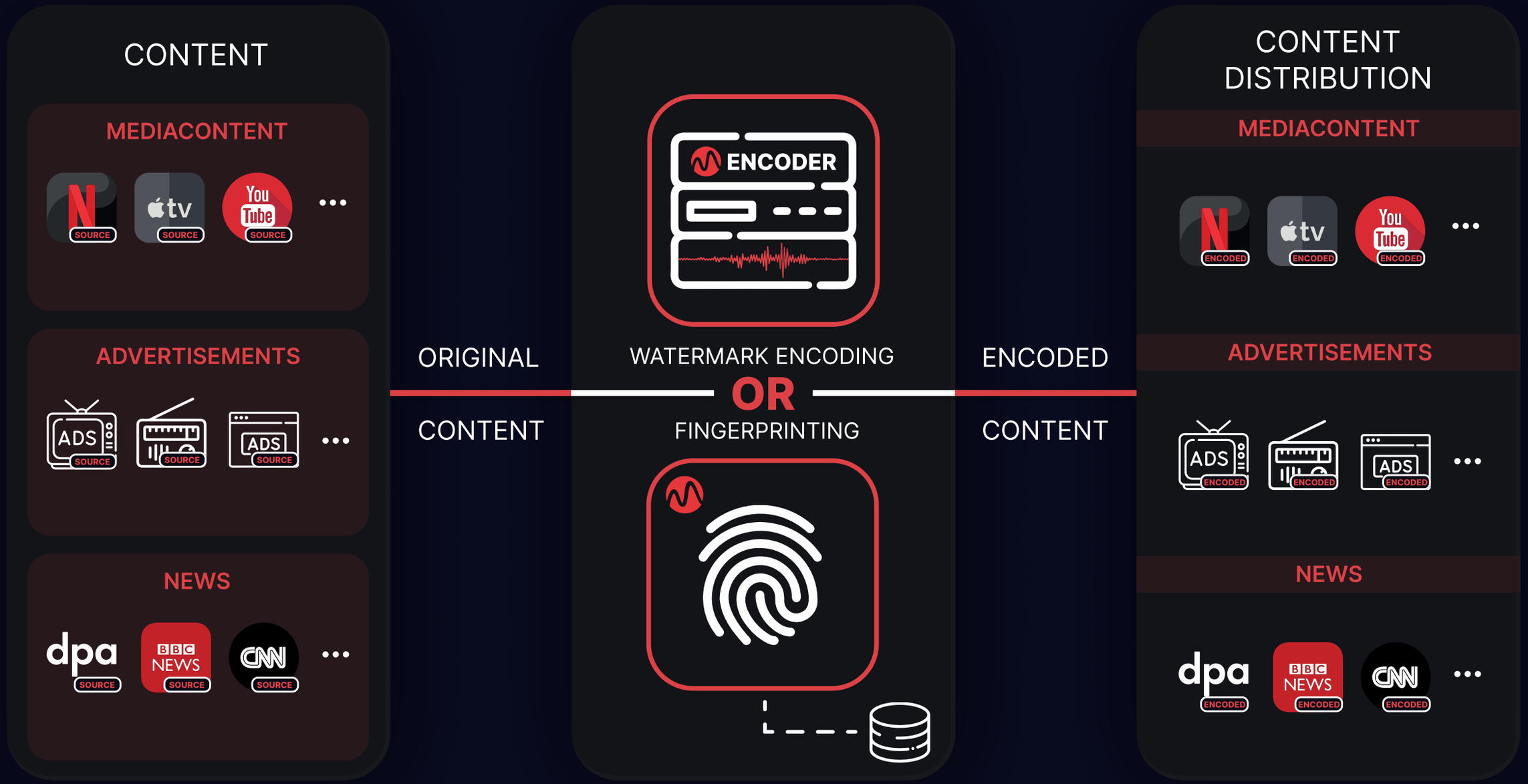
MediaTest with AudioSync survives deletion attempts, transcoding, and edits such as adding background music.

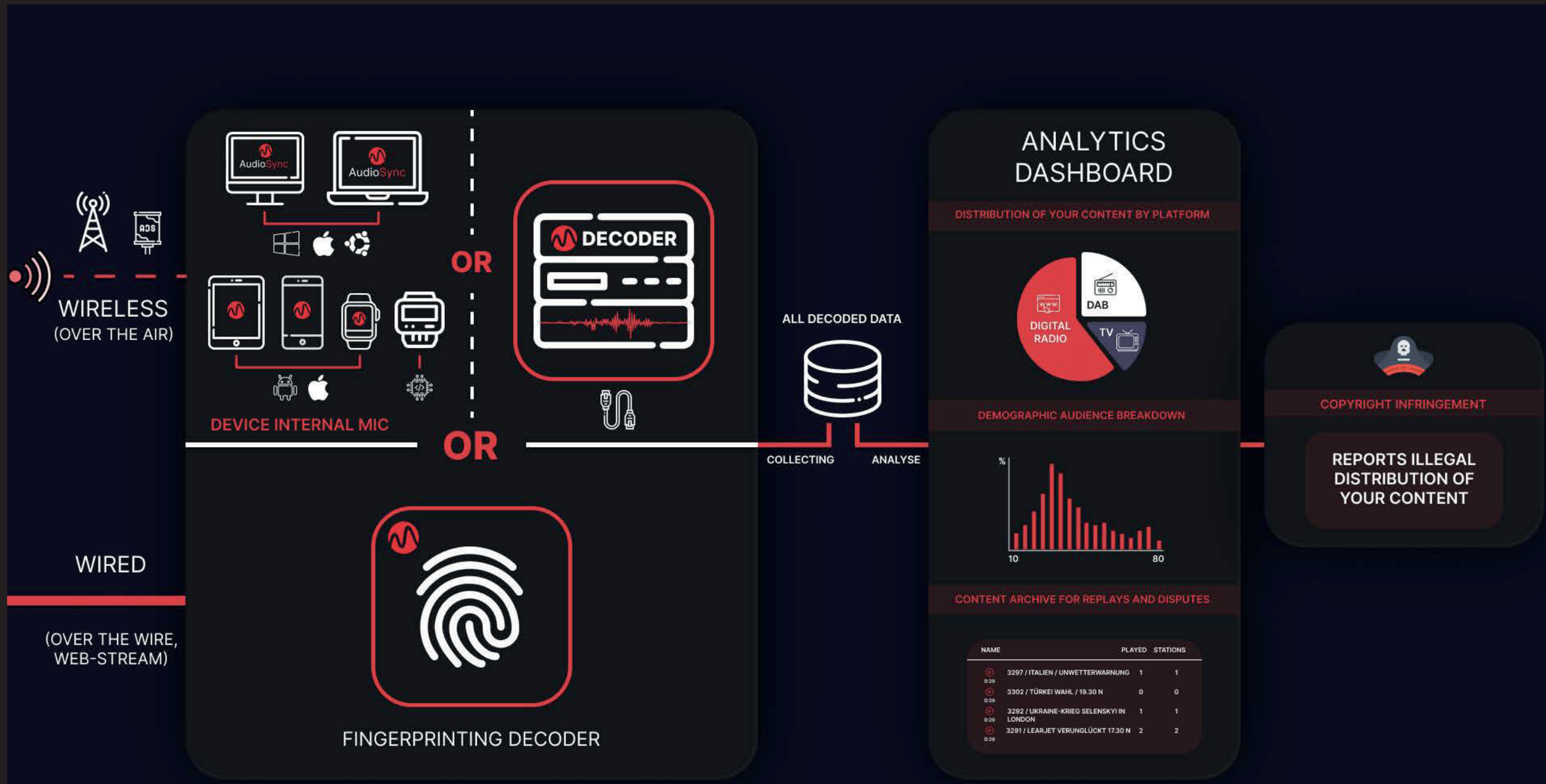
AUDIO QUALITY

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

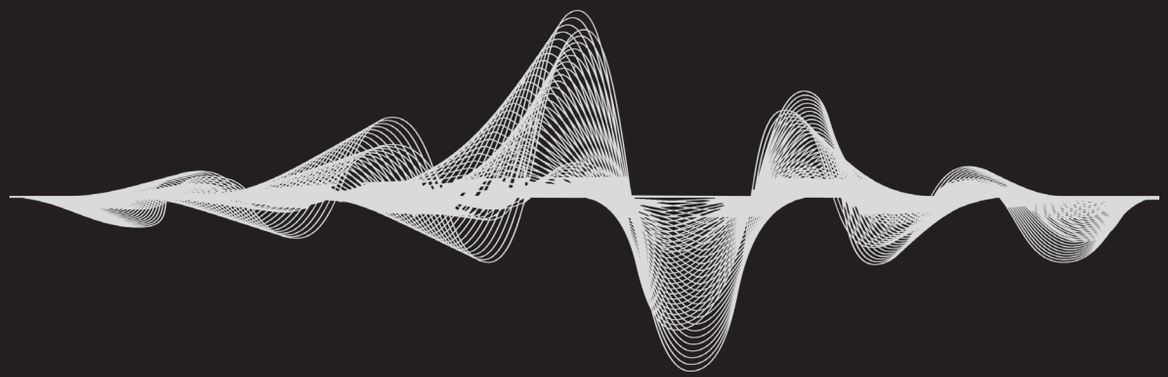
TREND ANALYSIS


CONTENT
MEDIACONTENT
SOURCE
SOURCE
SOURCE
ADVERTISEMENTS
ADS
SOURCE
SOURCE
ADS
SOURCE
NEWS
dpa
SOURCE
BBC NEWS
SOURCE
CNN
SOURCE
ORIGINAL
CONTENT
ENCODER
WATERMARK ENCODING
OR
FINGERPRINTING
ENCODED
CONTENT
CONTENT DISTRIBUTION
MEDIACONTENT
ENCODED
ENCODED
ENCODED
ADVERTISEMENTS
ADS
ENCODED
ENCODED
ADS
ENCODED
NEWS
dpa
ENCODED
BBC NEWS
ENCODED
CNN
ENCODED


WIRELESS
(OVER THE AIR)
WIRED
(OVER THE WIRE,
WEB-STREAM)
AudioSync
AudioSync
DEVICE INTERNAL MIC
OR
DECODER
OR
FINGERPRINTING DECODER
ALL DECODED DATA
COLLECTING
ANALYSE
ANALYTICS
DASHBOARD
DISTRIBUTION OF YOUR CONTENT BY PLATFORM
DIGITAL
RADIO
DAB
TV
DEMOGRAPHIC AUDIENCE BREAKDOWN
%
10
80
CONTENT ARCHIVE FOR REPLAYS AND DISPUTES
NAME
PLAYED
STATIONS
3297 / ITALIEN / UNWETTERWARNUNG 1 1
3302 / TÜRKEI WAHL / 19.30 N 0 0
3292 / UKRAINE-KRIEG SELENSKYJ IN LONDON 1 1
3291 / LEARJET VERUNGLÜCKT 17.30 N 2 2
COPYRIGHT INFRINGEMENT
REPORTS ILLEGAL
DISTRIBUTION OF
YOUR CONTENT

COPYRIGHT

karl.amon@media-test.com
web: www.media-test.com



Cross Media Tracking

Monitoring, protection and analysis for all media content.

media test

mediatestResearch GmbH has made every effort to ensure the accuracy of information contained within this document. However, mediatestResearch GmbH makes no warranties with respect to this document and disclaims any implied warranties of merchantability or fitness for a particular purpose. The information in this document is subject to change without notice. mediatestResearch GmbH assumes no responsibility for errors that may appear in this document.

mediatestResearch GmbH is a private Austrian limited liability company.

mediatestResearch GmbH
Bennogasse 8/2/16_A-1080 VIENNA_www.media-test.com