

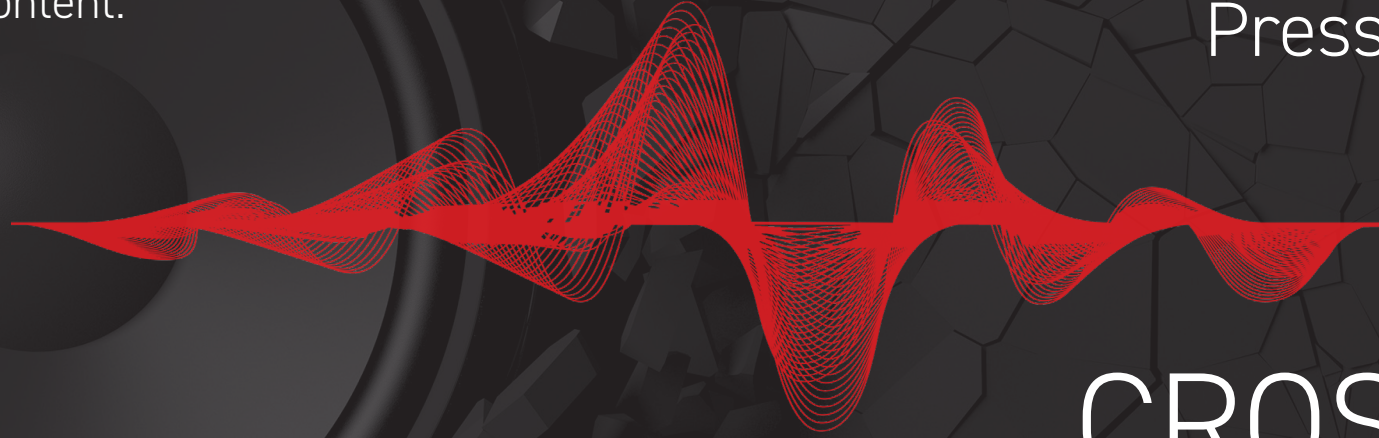


mediatest

AudioSync

Monitor, protect and analysis  
for all media content.

Media agencies  
Advertising agencies  
Music agencies  
Press agencies



CROSS  
MEDIA  
TRACKING

# WHAT IS AudioSync

**AudioSync** is a suite of tools for market research analysis and copyright protection for audio and video content. The audio and video from broadcast and on-demand content such as YouTube can be analysed directly from source or collected from panellists. AudioSync offers insights for the consumption of media content, audience demographic breakdown, trend analysis, content recognition for royalties determination and copyright enforcement preventing unauthorised distribution.

## THE

**AudioSync patented** Watermarking (embedding of imperceptible data codes into audio or video) and Fingerprinting (identification of audio content based on its unique characteristics, similar to Shazam) technology allows for unique identification of audio and video content.

## TECH



“

WHY

# AudioSync

**AudioSync** technologies are cross platform which includes smart phone applications and SDKs, live broadcast encoders and decoders as well as end-to-end solutions for your infrastructure and data driven business requirements.

”



## DETECTION TIME

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



## PAYLOAD

Payload size is the amount of data which is carried in each watermark. Audiosync reliably carries 64 bits of data.



## ROBUSTNESS

AudioSync watermarks survive over the air transmission, removal attempts, transcoding and downsampling.



## 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.

## DATA VISUALISATION

AudioSync provides a suite of tools for data collection and processing. Data visualized dashboards provide a visual overview of key performance indicators (KPIs) in a simplified digestible format, empowering your business to confidently and reliably make data-driven decisions.

“

# BUSINESS APPLICATIONS

**AudioSync** is a complete configurable end to end platform, allowing you to choose all or just the components you need.

”

## MONITORING ADVERTISEMENTS

Track the effectiveness and engagement of your advertisements across all channels and platforms from radio, TV to on-demand providers (YouTube, Netflix, Prime, ...).



### Impact Currency

Identify channels with the widest reach.



### Target audience

Identify channels who reached your audience.



### Confirmation

Analytics of when and how often your ad was aired.



### Onward journeys

Quantify the effectiveness of your ad.



# BUSINESS APPLICATIONS

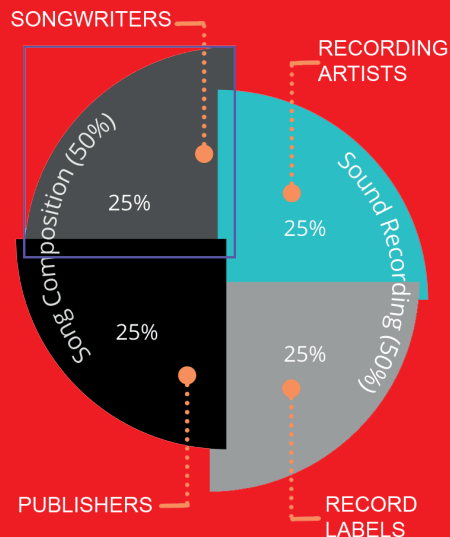


## Audience Measurement

Audience measurement is the process of determining the size and composition of an audience for media content and/or platform. It is a vital tool for media companies, advertisers, and marketers to understand the reach and impact of their content and advertisements. AudioSync is the underlying technology required to capture accurate audience measurement metrics.

The insights gathered from audience measurement are used to inform advertising and marketing strategies, content development, and platform optimization. By understanding who is consuming their content, media companies can tailor their offerings to better meet the needs and preferences of their audience, while advertisers and marketers can more effectively target their messages to the right audience.

1. Cross platform tech: Audio Watermarking, Fingerprinting and Surveys.
2. Media: TV, Radio, Podcasts, On-Demand, Social Media, Websites, Newspapers and Magazines.
3. Reports and insights: Live data visualised dashboards and detailed reports.



## Royalty Determination

**AudioSync tracks output across all channels to ensure royalties are fairly paid.**

1. Music owners select the channels and platforms to track.
2. Owners receive reports for content played.
3. Playlists and EPGs verification.
4. All content is archived for disputes and cross referencing.

# BUSINESS APPLICATIONS

## CONTENT TREND ANALYSIS

A vital tool for understanding the media landscape and identifying emerging trends and patterns. AudioSync tracks and analyses news articles from various sources to identify key themes, topics, and popularity of events being covered in the media. AudioSync Trends Analysis is utilised by global press agencies.

## COPYRIGHT PROTECTION

AudioSync empowers you to track unauthorised use of your content as well as ensure royalties are paid for usage. AudioSync enables you to identify the individual responsible for violating your copyright and distribution terms.

## INTERACTIVITY

AudioSync empowers your audience to engage interactively with your content, from playalong quiz shows to shopability.

## PROTECT YOUR NFTS

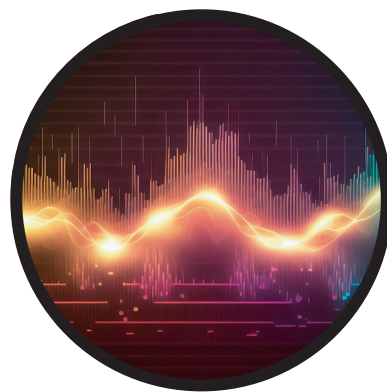
Digitally watermark your NFT for authenticity, guarding against misuse and infringements. Available across all digital and real world media content.



# PRODUCTS

## AUDIOSYNC ENCODERS AND DECODERS

AudioSync audio processing consists of two components. The Encoder which embeds watermarks or creates fingerprints. The Detector which detects watermarks or fingerprints.



### WATERMARK AND FINGERPRINT ENCODERS

AudioSync Real Time Encoders are available in hardware and software form which are used for live encoding by TV/ Radio and On-Demand broadcasters. Desktop and Cloud encoders encode or create fingerprints for your content before release/broadcast.



### DECODERS

AudioSync detectors listen for audio watermarks and fingerprints. AudioSync detects over the air (output from speakers), from file and live streams. AudioSync detectors are available to embed into mobile, desktop and browser apps. AudioSync Real Time Detectors are installed into listening centres and trawl pirate sites, On-Demand providers, live TV and Radio broadcasts.

# PRODUCTS CONTINUED

## Analytics Dashboard

AudioSync data visualised dashboards are representations of data that provide a visual overview of key performance indicators (KPIs) and other metrics allowing data driven decision making. The dashboards utilise charts, graphs, tables and other visual elements to display data in an easily digestible format. Service logs (Detection Counts - Station Detection Activity).

## Hardware Bypass

Hardware Bypass is an external hardware unit which will route the audio input directly to the audio output in the event of the Real Time Encoder server failing or powering down.

## Instance Controller

AudioSync Instance the interface for Real Time Encoding and Decoding Radio\TV broadcasts.



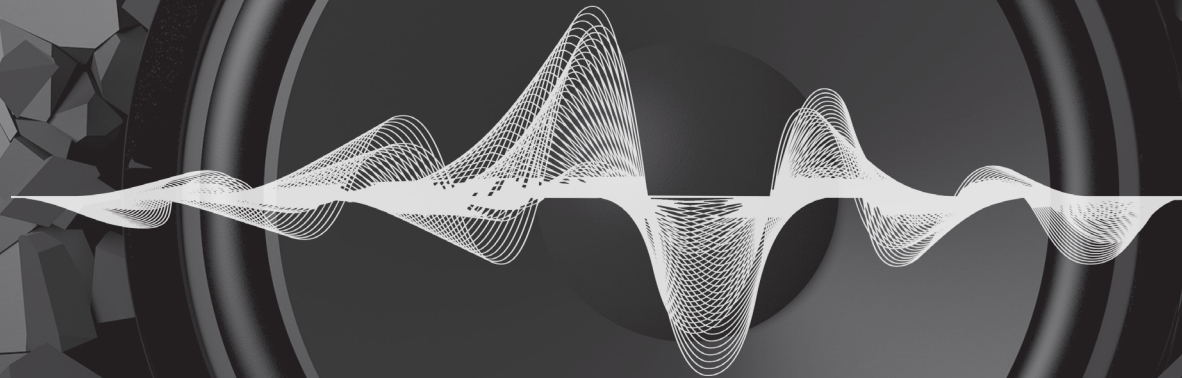


# COPYRIGHT

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media  
test



## Cross Media Tracking

Monitoring, protection and analysis for all media content.

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