

# iPharro Media TVCM

## End-to-End Automated TV Content Monitoring System

The digital revolution is upon us. Amidst an explosion of content and outlets, media professionals struggle to keep pace.

iPharro can help.

### Identify broadcast media content in real-time across multiple channels

Each day millions of hours of digital video content are distributed to consumers across the globe via traditional TV networks, satellite broadcast channels, and web-based streaming video platforms.

Media professionals are looking for the right toolset to empower them to understand and control the overwhelming demands of the media marketplace that surrounds them.

The iPharro Media TVCM platform can quickly and efficiently monitor content and provide accurate, real-time results. The readily scalable technology, based on iPharro's patent-pending video fingerprinting algorithm, can identify content across an unlimited number of TV channels.

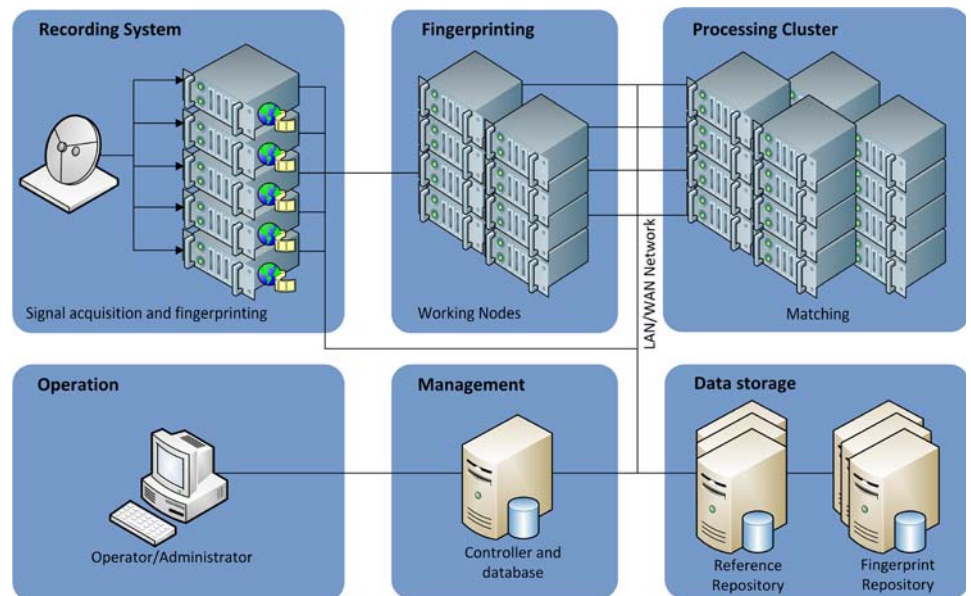


Figure 1:  
iPharro Media TVCM System Diagram

### Flexible, Scalable, Robust technology

iPharro's MediaSeeker™ video fingerprinting technology was developed in Germany's esteemed Fraunhofer Institute, where another well-known technology was developed – the MP3 file format. The sophisticated video analysis technology is at the head of its class in terms of speed and accuracy.

The PC-based TVCM system scales linearly; the number of monitored channels can be readily expanded by adding PCs to the cluster system. Any television source, including terrestrial, over-the-air, satellite, cable, and mobile TV, can be monitored by plugging the video source directly into the PC.

The system's fully modular design minimizes the effect on existing customer workflows. The modules may be independently located allowing for remote video capture, fingerprinting, analysis, and results viewing (Figure 1).

## System Advantages

### Results

#### Real-Time Speeds:

System operates at up to 16X real time. Results are available within minutes of content broadcast.

#### Difference Detection:

Detect frame by frame differences between reference and broadcast content. Side by side pictorial representation of modified regions.

#### Results Generation:

Data is available via the user-friendly frontend tool or in any of a variety of customized formats, including charts graphs, or even email or SMS alerts.

### System

#### Hardware setup:

Records up to 8 channels per PC, analyzes up to 10 channels per PC.

#### Scalability:

PC-based solution is totally modular. Adding channel capacity is as simple as adding additional PCs.

#### Web Service API:

Uses SOAP web server interface standards to allow for flexible system integration.

### Technology

#### Video Fingerprinting:

Sophisticated patent-pending video fingerprinting technology was developed at Germany's esteemed Fraunhofer Institute (home of the MP3 file format) and is unparalleled in terms of speed and accuracy.

#### Video Format Independent:

Supports all major video formats, including AVI, WMV, MPEG-2, Flash, and MPEG-4.

#### Distribution Platform Agnostic:

Works with TV across all major distribution platforms: broadcast, satellite, cable, even IPTV and mobile.

### Workflow

#### Complete workflow management:

Easily configurable system accommodates customer workflow as required, from recording to long-term storage to analysis.

#### Remote Capture:

Modules may be independently located allowing for remote-video capture, fingerprinting, analysis, and results viewing.

## Sample Application Areas

### ▶▶ Advertising agencies or large ad-driven businesses

Commercial broadcasting information is notoriously unfaithful. iPharro Media TVCM system can be used to pinpoint which commercials are aired, when they're aired, in which markets, and which versions. Perhaps you need to confirm that your new ad campaign was properly broadcast in all major markets? iPharro Media TVCM system will do it for you - quickly and accurately.

### ▶▶ Broadcast networks

Once content leaves the network and makes its way to the affiliates or even onto television it's exceedingly difficult to monitor and control. iPharro Media TVCM system can be used to ensure that affiliates play required network content, or even to ensure that pirated commercials aren't inserted downstream by local cable providers. The system can also track when identical news content shows up on competing networks.

### ▶▶ Political consultants / organizations

Understanding the target and reach of a candidates' campaign or how the media presents him or her is a monumental task. iPharro Media TVCM system can effortlessly track campaign commercials or even enable customers to see how each of the broadcast networks portrays the candidates by analyzing which content they choose to air. Which segments of the presidential debate were played on CNN or BBC nightly news? MediaSeeker can identify them.

### ▶▶ PR firms, research, and monitoring agencies

There's a lot of television out there to track and not enough hours in the day to watch it all. iPharro Media TVCM system can track vast amounts of content. We offer a full solution for commercial advertisement detection across major markets, or even entire countries. Tracking PR campaigns, ad campaigns or even news stories and events are all possible. It's your business to know and understand what comes on TV. It's our business to make this possible.

For more information about iPharro MediaSeeker™, including pricing and features, or to schedule a live demonstration, email us at [sales@ipharro.com](mailto:sales@ipharro.com).

With industry-leading accuracy at faster-than-real-time speeds, iPharro's MediaSeeker™ technology can automatically identify video content from any source – Internet, broadcast / mobile / cable TV, even preexisting digital archives – enabling automatic and efficient monitoring and analysis of media content.

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