



## Media net streamlines ad monitoring services with iPharro

Automatic TV ad tracking with iPharro technology increases employee retention, accuracy and quality of reports for leading Croatian agency Media net

### Watching TV all day and getting paid for it?

While some might consider being paid to spend the day watching TV to be a dream job, for Croatian agency Media net it quickly became a human resources nightmare. The company's core business is media monitoring and content analysis, which means it must be able to monitor TV adverts for its customers. In practical terms this meant having a team of people dedicated to watching TV for long periods of time. The intense and repetitive nature of the role meant turnover was high and, as a result, recruitment and training costs increased. Media net needed a solution that would take the man out of its manpower. Could technology provide the solution?

### Media net today – a small, but growing company

Media net is a privately owned company based in Croatia, with 15 employees focussing mainly on marketing and public relations. Since 2007 Media net has belonged to the MCA Group, a network founded by Media net and sister company Presscut, together with partners from Slovenia. The network unites leading companies from countries in the area of former Yugoslavia to offer media monitoring, analytics and research services.

Media net's annual turnover in 2008 was 800,000 Euros, with a profitability rate of 32.5%. The total turnover of MCA group in 2008 reached 6.5 million Euros.

### Ad tracking – a never ending story

One of Media net's core services is tracking the effectiveness of a TV ad campaign. In order to do this the Media net team creates a comprehensive report outlining when the ads are broadcast, the position they take within the commercial break and the program they are placed in. The analysis covers both the client company's ad campaign and those of its key competitors.

At Media net, as in similar agencies across the world, the tracking and analysis of campaigns was done manually. Staff would watch TV for extended periods of time, scanning commercial breaks for specific ads and

then inputting the relevant information into the Media net database. Before investing in iPharro's Media-Seeker technology, the company employed six people monitoring four TV channels.

### Customer

Media net d.o.o.

### Task

Implementing an automatic TV ad tracking solution that would meet the requirements of a small company like Media net

### Solution

iPharro's MediaSeeker technology guarantees the cost effective, accurate, and prompt tracking and analysis of TV ads

### Results

The quality of reports increased significantly, whilst at the same time labour costs were cut by almost five fold, releasing budget for new investments

### Challenging the curse of monotony

As a result of this draining schedule the efficiency and accuracy of employees' work would drop considerably after their first twelve month's employment with Media net. Many were unable to cope with the demands of the job and chose instead to leave the company. Media net found itself having to hire new people every other year – a costly and time-consuming process. The training process for each new employee could take as long as two months, which added further costs to an already expensive process. Even once the training was completed many trainees would drop out when they realised what their roles would entail and Media net would have to start the recruitment process again.

## Media net d.o.o.

Customer case study



### The solution – iPharro's MediaTracker

Faced with this human resources problem, Media net started to look into other ways of carrying out the ad monitoring process. iPharro provided a viable solution with its TV Content Monitoring (TVCM) software, which stood out from the other solutions available on the market thanks to its innovative technology. The video recognition capability was a key factor in the decision for Media net director Darja Kupinic Guscic and system administrator Marco Buljan, who were also impressed by the flexibility and support given by Josh Cohen and the rest of the iPharro team. "Josh Cohen and Peter Fabian of iPharro showed great ambition and commitment to finding and implementing the best possible solution for Media net. They did an excellent job," states Buljan.

iPharro worked with Media net to create a comprehensive solution that would address each of the company's main challenges. Among other things, iPharro focused on reaching the right balance of recording the ads at sufficiently high quality while keeping archive size and costs to a minimum.

The iPharro team liaised with Media net throughout the installation process, addressing and resolving concerns as they arose.

#### Advantages of iPharro's ad tracking solution:

- 99.9% detection accuracy
- Prompt and constant input and analysis in real time
- Device and format independent: broadcast TV, Internet, mobile TV etc
- Detection system is completely automatic
- Also detects alterations to content
- True video fingerprinting using content's visual characteristics
- Cost effective operation on ordinary PCs

### Results

The return on investment was clear to Media net Director Kupinic Guscic soon after the implementation of the iPharro solution. "The quality of our reports improved massively. Instead of six people tracking TV ads we now only need one and a half people to cover the four

channels," she explains. "Not having to constantly hire and train people saves a lot of time, energy and money that we can invest into other key business segments. With the extra labour capacity gained through the iPharro implementation we have also started monitoring Internet and radio coverage. This gives us a strong competitive edge and aligns us with the changing demands of the media industry. We are now thinking about implementing the iPharro solution in some of the other companies belonging to the MCA group."

#### The technology behind MediaSeeker

The iPharro Media TV Content Monitoring system uses highly developed vision, video, and audio processing technologies. Users can specify material (reference content) to be monitored by the system, indicate the channels to monitor and receive a notification when material is detected. The user is also provided with critical recognition data such as channel, broadcaster, time and duration with the added benefit that content owners can receive a copy of the broadcast for confirmation purposes.

iPharro Media TVCM software monitors every transmission through an automated system that requires little manual operation. By using automatic content-based identification, the cost-intensive manual monitoring of audio and video broadcasting is eliminated. The system identifies relevant information from the data stock provided and can supervise a virtually unlimited number of channels with little need for human interaction.

#### About iPharro

iPharro Media GmbH, a spin-off of Germany's highly reputed Fraunhofer Institute for Computer Graphics, is on the forefront of the digital asset management revolution, enabling companies along every step of the media value chain to identify, monetise and protect video content. The company was founded in 2006 and is based in Darmstadt, Germany. For further information see [www.ipharro.com](http://www.ipharro.com)