

### More Information

To learn more about how Media-Scouting Broadcast can help you manage your requirements please contact us at:



**Address:** 30 Vakchou Str.  
Thessaloniki  
54629 Greece

**Phone:** +30 231 2201423  
**Fax:** +30 231 2201430

**e-mail:** [info@datascouting.com](mailto:info@datascouting.com)

[www.datascouting.com](http://www.datascouting.com)



## BROADCAST MEDIA MONITORING

### MultiMedia Knowledge Discovery

MediaScouting Broadcast is a 24/7/365 turnkey solution for monitoring TV, Radio and IP audiovisual streams. It provides a robust and scalable platform for recording, archiving, indexing, retrieving and analyzing multimedia content originating from broadcast feeds in real time.

- \ Can be installed in your premises, used as SaaS or using any hybrid approach.
- \ Simple workflow to record and repurpose audiovisual content.
- \ Scalable and fault tolerant architecture that is ideal for recording, processing and archiving content from different markets.
- \ Includes web based interface for administration, locating, curating and editing content and delivering content/reports to the end customers.
- \ Open architecture and APIs guarantee easy access to your data and trouble free integration with other platforms.

Track your broadcast coverage

## News Insight

1

Creating actionable information from broadcast media data is an impossible task, considering the thousands of hours of airtime available daily and in multilingual streams. Still insight is needed in real time, especially in crisis situations where timely reaction is critical. MediaScouting Broadcast provides instant news insight from media data in a user friendly interface, using closed captions or text derived from automatic speech recognition data, artificial intelligence and natural language processing.

- \ **Almost real-time delivery: 2-5 minutes delay from broadcast.**
- \ **State-of-the-art multilingual automatic speech recognition in more than 15 languages.**
- \ **Multi-search filters, highlighted, advanced search queries, automatic word lemmatization.**
- \ **Text mining and Natural Language Processing techniques enrich video clips with entity detection and sentiment analysis metadata.**
- \ **Statistical analysis of traffic usage and customer views.**
- \ **Automatically extracts EPG metadata and can integrate with third party metadata provider.**

Locate your ads around the world

## Ad Monitoring

2

Use MediaScouting Broadcast to monitor your ad campaigns and analyze those of your competitors. MediaScouting Broadcast enables you to identify TV and Radio broadcast advertisements using audio and video features in almost real-time and detect when and where your ads are being played around the world. Ensure that the length of your advertisement air time is respected.

- \ **Eliminate manual searching through TV streams for ads.**
- \ **Verify scheduled transmissions of ads according to contracts with broadcasters.**
- \ **Benchmark against your competitors.**
- \ **Track message delivery accurately and timely.**
- \ **Get alerts when an ad changes (either in audio or video) or if it was not complete.**
- \ **Export reports based on any criteria in a variety of formats, based on your templates.**

Locate your ads around the world

## Logo Detection

3

Logo detection is an innovative feature of MediaScouting Broadcast that has been designed to automatically detect and recognize logos and trademarks in TV, eliminating the time of manual brand detection. Knowing exactly when a logo is running – in almost real-time – is a significant step towards effectively measuring TV sponsorship. Being a marketer, every second of your brand exposure is vital and you want your audience to watch it to the end.

- \ **Logo exposure: calculate the number and the duration of appearances of your logo.**
- \ **Logo visibility: quantify the amount of broadcast exposure your logo is getting during broadcast.**
- \ **Watch time: track the length of time that each viewer spent watching your logo.**
- \ **High logo recognition rates via proprietary Artificial Intelligence algorithms.**
- \ **Immediate download and play-out functionality of the respective audio/video segment.**
- \ **Highlight frame marking the logo in the TV stream.**

What's playing on Radio now?

## Music Tracking

4

Using MediaScouting Broadcast's Music Tracking capabilities you can automatically identify the airtime of songs, providing valuable information to your clients. Use our solution to search and filter songs, analyze and tag music tracks. Enable artists, managers and label services to accurately monitor song airplay both in rerun model and in real-time. Whether used as SaaS or fully integrated into your existing systems, you will have immediate online access to your music information 24 hours a day.

- \ **Track royalties.**
- \ **Great to generate sales leads.**
- \ **Focus on new markets.**
- \ **Track hundreds of thousands of songs in hundreds of streams with success rates of more than 99%.**
- \ **Algorithms resistant to bias and/or equalization.**
- \ **Export reports based on any criteria in a variety of formats, based on your templates.**