

MediaScouting Broadcast TV and Radio Monitoring

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Innovative solutions
for Media Intelligence



Specialised in Information and Communication Technologies, DataScouting develops and offers innovative media intelligence solutions. We help media monitors maximize the value of media content, minimize production costs and gain a competitive advantage.

DATASCO**UTING**

Actionable Information

www.datascouting.com

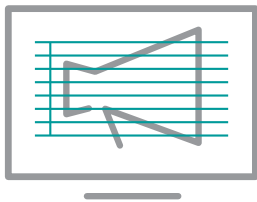
MediaScouting Broadcast

Robust and scalable platform for recording, managing, archiving, indexing, retrieving, analyzing and repurposing multimedia content originating from TV, Radio and IP audiovisual feeds in real time.

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News Insight

Identify relevant news quickly and with minimum effort, among hundreds of 24/7 streams, using state of the art speech recognition supporting over 30 languages, and closed caption extraction. Clip, curate and share using optimized Media Asset Management workflows.



Ad Monitoring

Automatically identify advertisements, configure rate cards, spot different versions and annotate creatives using a rich hierarchy of metadata with minimal effort. Verify scheduled transmissions, extract all relevant metadata, create and share automatic reports.

Data Augmentation

Automatically detect and recognize logos, trademarks and faces in streamed media and use Machine Translation to derive actionable information from multilingual content.

