



Track TV content by embedding video watermarks

while transcoding & preparing file-based media for broadcast monitoring

Embedding watermarks with Civolution's Teletrax during transcoding with Telestream's Vantage server software allows you to seamlessly prepare and deliver your TV content to broadcasters, ready for automated broadcast monitoring.

- Add an imperceptible digital watermark in your video
- Get better information, faster about the airing of your TV content
- Save time and money spent waiting on post-run logs and working on spreadsheets
- Improve your operational efficiency by integrating confirmation of airing
- Automatically transcode and prepare content for broadcast monitoring – in just one step

Various types of organizations need market intelligence and details about how, when, and where their content is being aired on television. These include:

Advertising agencies and direct response, who must:

- Get accurate airing reports in real-time and avoid waiting on post-run logs
- Have a more accurate ROI measurement by knowing their earned reach

News agencies, news channels, who must:

- Understand the popularity of different news stories using instant information
- Discover illegal use of their content, and monetize actual use of news and archives

Marketing for TV networks, rights holders of TV-shows and movies, who:

- Check the actual airing of TV promos by affiliated stations
- Get market intelligence about airing of trailers on TV

Public relations for government agencies and corporations, who must:

- Get real-time data on where excerpts of their television campaign are landing
- Adjust editorial output based on usage

How it Works

Embedding watermarks with Civolution's Teletrax during transcoding with Telestream's Vantage server software allows you to seamlessly prepare and deliver your TV content to broadcasters, ready for automated broadcast monitoring.

Teletrax watermarking is available as a connector for Vantage transcoders, and it can automatically be integrated like any image filter into a unified file-based workflow. Together, these products allow you to seamlessly create content in broadcast format, ready for delivery to third-party broadcasters or television affiliates.

Why Choose the Combination?

Television remains the most powerful medium for reaching consumers with entertainment, advertising, news, and sports content. Teletrax amplifies that power by producing precise and real-time data that is typically reserved for the digital world. By recognizing television content and instantly reporting broadcast metrics from all over the world, Teletrax can be your key for bridging the data gap between so-called "old" and "new" media.

Civolution's Teletrax is the leading global broadcast monitoring service which is able to report in near real-time about the airing of your content on more than 2,200 TV channels worldwide.

Telestream's Vantage Transcode products are versatile and efficient transcoding software solutions that allow users to make broadcast, edit, and proxy formats.

The combination of Teletrax with Vantage allows you to prepare your content for the monitoring service in an

automated, file-based digital workflow prior to delivering your content to broadcasters.

The Teletrax connector for Vantage offers video watermark embedding and the definition of related metadata that describes the content. The solution requires Vantage Analysis and Metadata options. Teletrax encoding can be applied for any SD or HD mezzanine or broadcast format supported by Vantage, and with a low overhead when compared to other transcoding solutions.

About Civolution and Teletrax

Civolution is the leading provider of technology and solutions that identify, manage and monetize media content. The company offers an extensive portfolio of cutting edge digital watermarking and fingerprinting based applications for media interaction (Automatic Content Recognition, TV-Sync Ads and content triggering), media intelligence (audience measurement and television monitoring) and media protection (content filtering and forensic watermarking for pre-release, digital cinema, payTV and streaming).

Civolution's Teletrax is the world's only global television content tracking solution. Teletrax currently maintains a proprietary network of detectors that monitors the television broadcasts of over 2,200 channels from more than 60 countries, including all 210 markets in the United States, representing all measured U.S. television households. Its international network covers television stations across Europe, Asia, the Middle East, Australia, South and Central America, and Canada. Clients include CBS, NBC, Fox, AP, Reuters, the European commission, the United Nations, Red Bull, ID Media and many more.



Content is watermarked during transcoding with Vantage, prior to distribution to broadcasters. Teletrax-encoded content is automatically detected by the broadcast monitoring network upon airing. The content owner can access information in near real-time from the web-based Teletrax reporting portal.

About Telestream and Vantage

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies – as well as a growing number of users in a broad range of business environments – rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; as well as automation and orchestration of the entire workflow.

Telestream Vantage combines media ingest, transcoding, metadata processing, and analysis into a single, unified workflow framework. Utilizing the latest technologies, Vantage transcoding products deliver pristine quality and exceptional processing speeds. Vantage also offers comprehensive workflow design, automation and management tools that can direct a range of video and audio processing tasks, using either Telestream media processing tools or third-party software and hardware. Vantage integrates with all the major broadcast servers, edit systems, streaming servers, cable VOD (video on demand) servers and storage area networks (SANs).

For more information:

Visit Civolution at: www.civolution.com

Visit Telestream at: www.telestream.net

