

# 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 in order to maximize the value of that content.

The iPharro Media TVCM™ platform can quickly and efficiently monitor televised 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.



### Flexible, Scalable, Robust System

iPharro Media TVCM™ was designed to handle the most demanding television content monitoring needs. 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, 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 impact on existing customer workflows. The modules may be independently located allowing for remote video capture, fingerprinting, analysis, and results viewing.

At the heart of iPharro's product portfolio is a **video fingerprinting algorithm** developed over a 15 year period at Germany's esteemed **Fraunhofer Organization**, home of another well known industry standard, the MP3 file format. The sophisticated algorithm enables media to be monitored, identified, and versioned with **unparalleled accuracy and speed**.

## System Advantages

### Results

#### **Near Real-Time Operation:**

Results are available within minutes of 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 front-end tool or in any of a variety of customized formats, including charts graphs, or even email or SMS alerts.

### System

#### **Scalability:**

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

#### **Hardware Setup:**

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

#### **Web Service API:**

Offers a web service-based API 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 WMV, MPEG-2, H.264, VC-1, 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:**

Support for distributed architecture allows modules to be independently located for remote videocapture, fingerprinting, analysis and results viewing.

## Sample Application Areas

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

Commercial broadcasting information is notoriously unfaithful. The iPharro Media TVCM™ system can be used to pinpoint which commercials are aired, when they're aired, in which markets, and which versions.

### ▶▶ **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. The 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.

### ▶▶ **Political consultants / organizations**

Understanding the target and reach of a candidate's campaign or how the media presents him or her is a monumental task. The iPharro Media TVCM™ system can automatically track campaign commercials or enable customers to see how each of the broadcast networks portrays the candidates by analyzing which content they choose to air.

### ▶▶ **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. The iPharro Media TVCM™ system can track vast amounts of content. iPharro also offers a full solution for commercial advertisement detection across major markets, or even entire countries, iPharro AdMon™. Tracking PR campaigns, ad campaigns or even news stories and events are all possible.

For more information about iPharro TVCM™, or any of iPharro's other products, services and solutions, or to schedule a live demonstration, email us at [info@ivitec.com](mailto:info@ivitec.com).

iPharro Media enables the automatic identification, control, and ultimately monetization of media content at any point along the media asset lifecycle. iPharro content identification solutions can be deployed and seamlessly integrated into any preexisting workflow or serve as the engine behind any of a new breed of content identification-based applications.

#### **ivitec GmbH**

Lange Reihe 29  
20099 Hamburg, Germany

phone: +49 (0) 6151 8509 110

fax: +49 (0) 6151 8509 499