

iPharro Launches TV Tracker in US

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German-owned media content analysis firm iPharro Media has entered the US market with its online TV content detection service. The service enables media professionals and research agencies to monitor when a specific piece of content is aired on a particular TV channel.

Founded in 2006, iPharro Media helps media companies identify, monetize and protect video content, and its technology can also be used to monitor content over the Internet, mobile phones or IPTV. Its MediaSeeker Portal uses proprietary 'fingerprinting' technology to find footage as it airs on TV. It allows for automated visual content detection across multiple broadcast TV channels simultaneously, enabling media professionals to pinpoint not only the exact time and channel on which that particular content is broadcast, but also what version of the content is used.

The system analyses video streams for a set of identifiable characteristics, summarizing results in a separate file. Hundreds of thousands of these fingerprints can be stored in the database for quick on-demand analysis against live TV streams.

'Our technology can be used in anything from commercial booking verification, to PR footage monitoring, to political campaign analysis,' CEO Joshua Cohen explained. 'It can detect even small changes in the content, and pinpoint modifications to uncover whether footage is aired exactly as it was created, for its entire length, or whether – and what – modifications were made.'

Web site: www.ipharro.com .

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