

# ivitec AdMon™

## Automated TV Advertisement

### Monitoring & Detection Software

With the prodigious increase in the number of simultaneously available TV channels, the process of monitoring advertisements for an ever-increasing number of products and brands is becoming not only more prone to human error but verging on cost prohibitive. TV advertisement-focused media monitoring companies continue to look for ways to automate and optimize advertisement monitoring workflows in order to maximize gains and overall efficiency.

ivitec's AdMon™ addresses this pressing need like no other software solution in the market. AdMon Software is an automated solution for advertisement monitoring workflows that both streamlines and simplifies the process. No longer must paid employees spend countless hours cycling through a never-ending mass of television content; the AdMon™ solution brings far more accurate and detailed results in just minutes.



#### ivitec Media AdMon™: Automating Processes

AdMon™ is designed with technical expertise and industry knowledge gained from world class customers, making it not only highly sophisticated but also intuitive and user friendly. The system analyzes a preselected set of TV channels for advertisements to be tracked and provides valuable detection information such as channel name and detection time within minutes of airing.

With automated detection reports from AdMon™, customers now have the opportunity to eliminate the pain of manually searching through entire days' worth of material for advertisements, thereby increasing efficiency and revenues - and all of this with 99.9% accuracy.

Unlike competing systems, ivitec AdMon™ features an **Automatic New Commercial Detection Feature**.

The system will **automatically suggest previously unaired advertisements** to be identified and added to the reference database for subsequent detection every time they are aired (Figure 1). Customers can see **cost savings of more than 600%** through the elimination of time-consuming manual processes!

## ivitec Media AdMon™ Features

- ▶▶ **Automatic detection** of “newly” broadcasted advertisements
- ▶▶ **Video source independent solution** functions with analog / digital, satellite / cable / terrestrial / IP TV
- ▶▶ Seamless integration with **third party capture sources**
- ▶▶ Offer customers **new revenue-driven services** like enhanced accuracy, faster turnaround time and wider coverage
- ▶▶ Best of breed **“Difference Detection”** feature for accurate comparison down to frame level
- ▶▶ **Easy-to-use, interactive front-end interface** designed for automated advertisement monitoring workflows
- ▶▶ **Remote access interface** allows for remotely-located identification and analysis
- ▶▶ **Real-time, customizable XML-based detection reports** to meet any user need

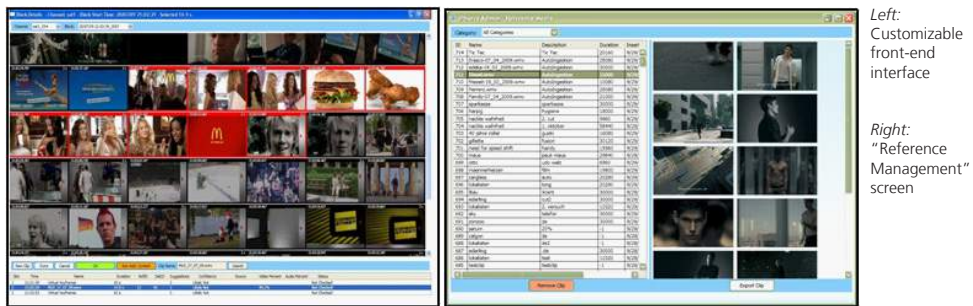


Figure 1: ivitec Media AdMon Screenshots

## Difference Detection

ivitec AdMon™ has superior difference detection capabilities that detect and highlight differences between content versions (Figure 2). Tracking advertisements for changes in price, product packaging, content length, or graphic overlays is now just a click away.



Figure 2: State-of-the-Art Difference Detection Feature

With faster than real-time detection speeds and unparalleled accuracy, ivitec AdMon™ software allows players in the advertisement monitoring market to break free from the labor intensive processes that have traditionally burdened their businesses, not only saving costs but opening up new sources of revenue at the same time.

Yet another revolutionary innovation from the video content identification experts at ivitec.

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

ivitec enables the automatic identification, control, and ultimately monetization of media content at any point along the media asset lifecycle. ivitec 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