

ACTUS ADWATCH

AUTOMATIC ADS DETECTION

AUTOMATIC ADS DETECTION WORKFLOW FOR ADS
VERIFICATION, COMPETITIVE ANALYSIS, AND INCREASING
REVENUES

FAST RESPONSE TIME SAVES COSTS



GENERAL

Actus AdWatch is an advanced audio/video HTML5-based automatic content detection and customized reports solution. It includes a robust, feature-rich workflow for automatic detection of recurring content, such as ads. AdWatch benefits from the feature rich Actus Digital media monitoring platform. It is more accurate, provides fast results, without requiring manual work, resulting in faster response time and cost savings.

AdWatch also supports central ads detection and distributed architectures.

MAIN FEATURES

- Based on proprietary fingerprinting technology
- Guaranteed high accuracy detection rates (99%)
- Unique mechanism that automatically alerts on new aired ads that have not been fingerprinted
- Supports both audio and video-based detections
- Does not require any watermarking in advance
- Fingerprint extracted automatically from any sample, either from the recorded feed or from an imported file
- Generate reports containing all detected instances
- Dynamic metadata
- Scan previously recorded material
- AdWatch will detect shorter versions of the ad
- Produce compliance reports (affidavits) for advertising (traffic) aired
- Customized reports
- Eliminates the errors of manual ads detection



WORKFLOW

The ad detection process begins by defining the ads to be detected, either by marking them from the recorded feeds or by importing sample files. The system automatically fingerprints the relevant ad.

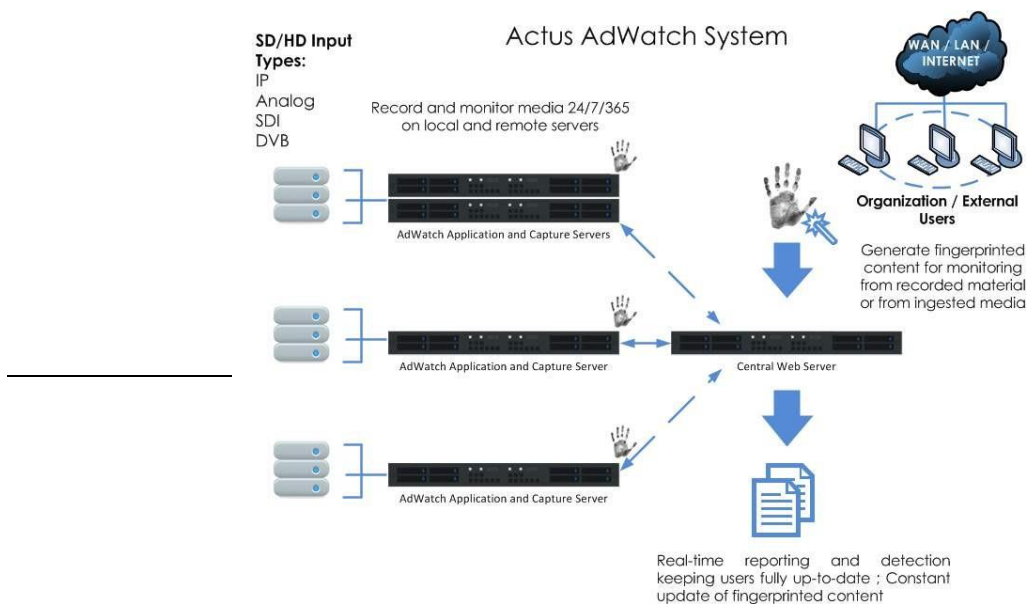
AdWatch monitors the live feeds for all selected channels, and compares their fingerprints to those of all the marked commercials (ads) stored in the database. Once there's a match, it's written into the database.

When AdWatch detects new content within the ad break (content that has not been fingerprinted), the software indicates a "suspicious" detection and allows the user to visually "Approve" or "Reject" it.

At the end of the process, AdWatch creates a database of all the detections.

The user can produce a large variety of reports based on dates, channels, brands, campaigns, and other attributes.

For further analysis, any report can be exported to an Excel file (.csv).





HIGHLIGHTED FEATURES

AUTOMATIC DETECTION OF NEW COMMERCIALS

For unmatched efficiency, AdWatch features technology that automatically spots potential ads, making the process of finding new, undetected ads a fast and easy task. This option ensures the system is always up to date to provide complete control over the current ad campaign. AdWatch also automatically recognizes commercial blocks. Within each block, the system identifies “known” spots and highlights anything that appears to be “unknown.” The result is that users are alerted to new ads and can choose to approve or reject their detection. This option guarantees that no ad is missed...

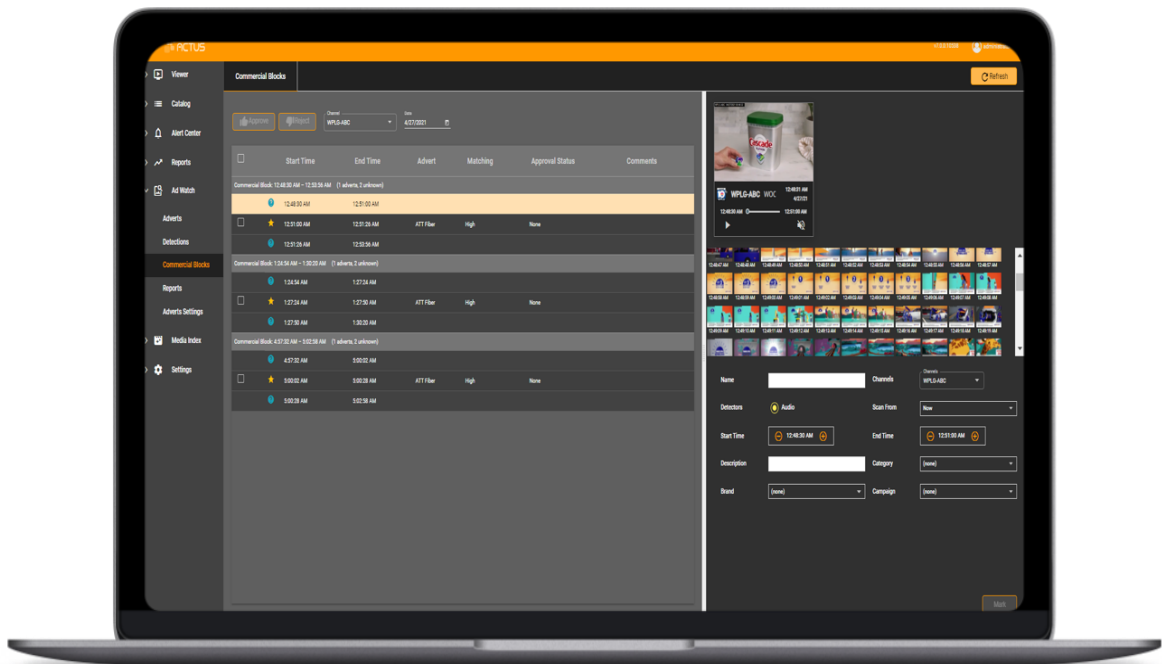


Image #1: Automatic detection of new ads



DYNAMIC METADATA MANAGEMENT

AdWatch is delivered with a complete database and can be completely customized to meet any need by easily adding specific fields to the ad metadata.

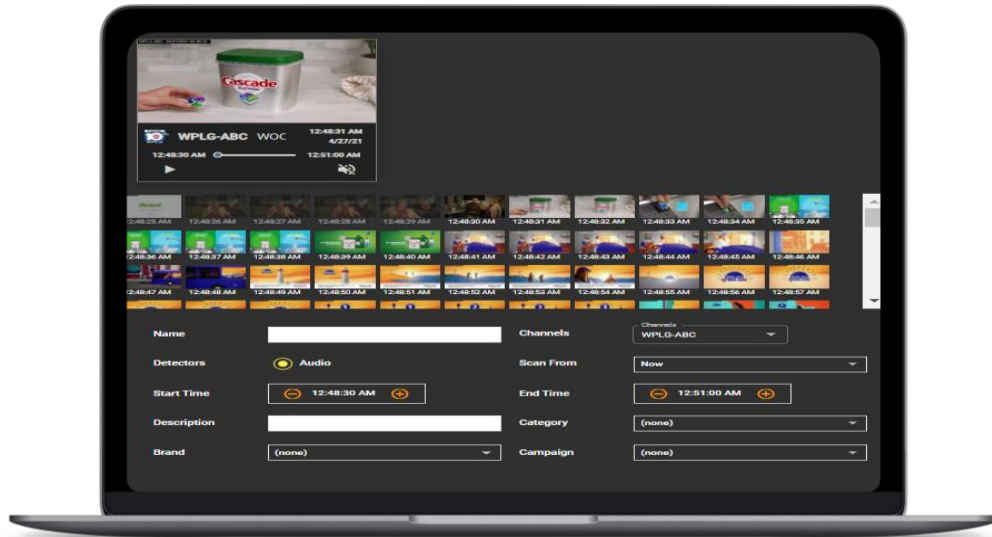


Image #2: Adding the Metadata fields to the Ad

The detected ads are presented in any criteria. It is not only a detections report but includes both the video/audio of the aired ad along with the original ad, as was fingerprinted in the system.

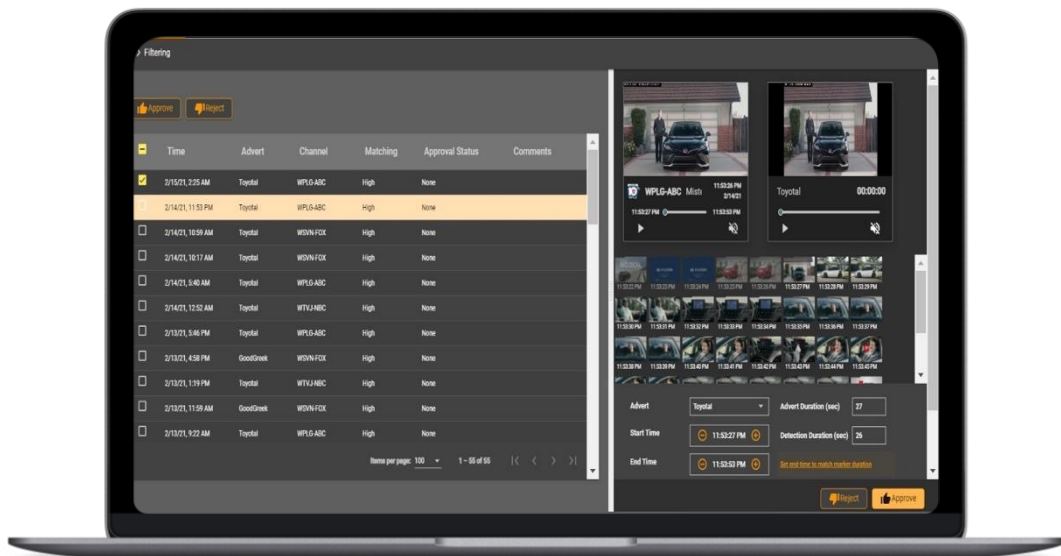
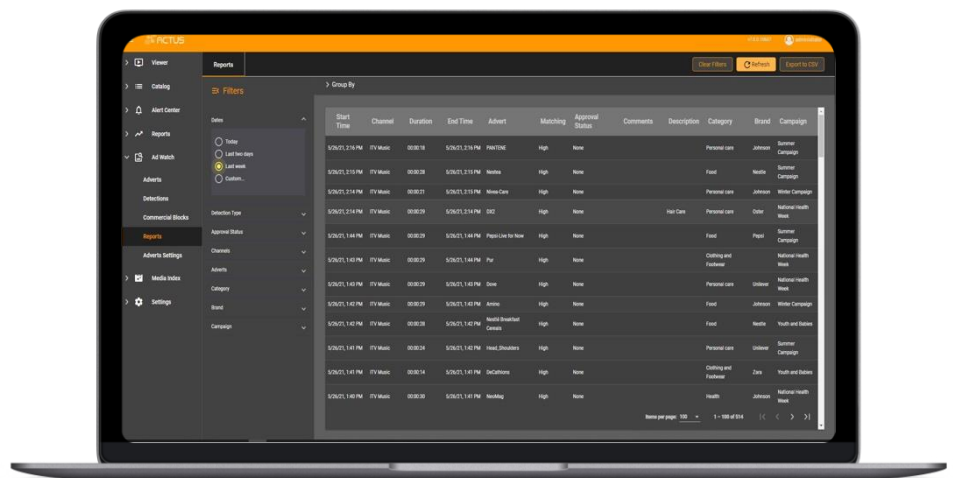
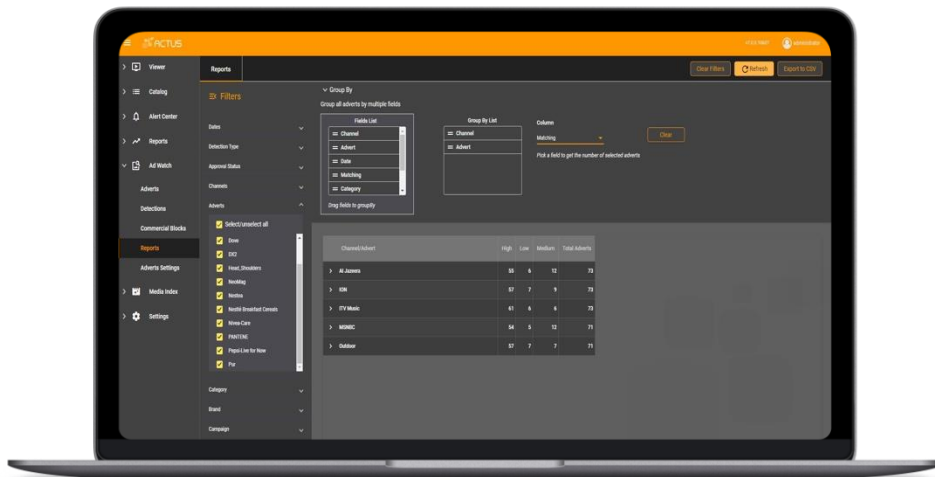


Image #3: Reports' generator



REPORTS GENERATOR

AdWatch includes an advanced reports generator to create a variety of reports for different use cases. In addition to detection reports, users can easily generate reports that summarize the number of ads aired for any selected criteria, allowing them to target specific channels, campaigns, and more. The system then takes analysis to another level by allowing users to compare the ads aired on different channels for sales revenues and other factors while allowing them to more easily follow regulations by verifying that the number of aired ads did not exceed the number allowed for a specific time.





ADS MANAGEMENT

Once a campaign has finished, the user has the option to either delete the Ad from the fingerprinted ads that the system detects or deactivate the ad, in case the campaign will start over at some other time. This is to manage the ads that are being detected and make sure the system is not overloaded with irrelevant ads. Once an Ad is relevant again, the user can just activate the ad and it will be immediately detected.

CENTRAL ADS DETECTION

In cases of multiple sites and distributed architectures, Adwatch operates on each site, detects the ads, and aggregates ad-detection reports from every remote site, to allow for centralized reports.

SCAN BACK THE MEDIA

Once a new ad has been added to the system and fingerprinted, users have the option of allowing AdWatch to scan past recordings for previous occurrences of it.

INTEGRATION

AdWatch allows other reporting systems to integrate easily with the detections database.

Other modules offered by Actus media platform:

Actus compliance logging and monitoring (View)

Actus OTT Monitoring

Actus content re-purposing (Clip Factory)

Actus Rating Analysis (Rating Analyzer)

Actus TS Analysis, Real time Alerts

Actus TS Native

Actus AI integration

Actus Multiviewer (Mosaic)

Actus Content matching (Track Match)

Actus Remote Video Monitoring