



ACTUS

Monitor. Verify. Repurpose.



Actus AdWatch

**Automatic Detection of Promos, Ads and
Commercials**

In a nutshell

Actus AdWatch offers an advanced audio and/or video content detection solution combined with a robust feature-set allowing detection of recurring content in linear broadcasts.

Main Features:

- Based on proprietary fingerprinting technology.
- Guaranteed High accuracy detection rates (99% to 99.9%)
- Unique mechanism that semi-automatically identifies new ads and fingerprints them
- Supports both audio and video based detections
- Does not require any watermarking of the feeds in advance.
- Fingerprint extracted automatically from any sample, either from the recorded feed or from an imported file.
- Generate reports containing all detected instances
- Scan previously recorded material retroactively.
- AdWatch will separate detections with 100% matching from those with medium or low matching.
- User may watch low matching detection and Approve or Reject detections by comparing to the original sample.

Main applications:

- Produce compliance reports (affidavits) for advertising (traffic) aired.

Justification:

The task of verifying if commercials (ads) were aired or not is getting more complex due to two reasons:

- The need to search within an ever increasing number of TV & Radio channels.
- Manual operation is subject to errors.

AdWatch fully automatic operation is more efficient than manual operation, more accurate, and more economical.

Workflow

The process begins by defining the reference commercials, either by marking them from the recorded feeds or by importing sample files.

The system automatically computes one specific fingerprints for each of the marked commercials.

AdWatch monitors the live feeds of all selected channels, and compares the fingerprint of the live feeds to the fingerprints of all the marked commercials (ads) stored in the database.

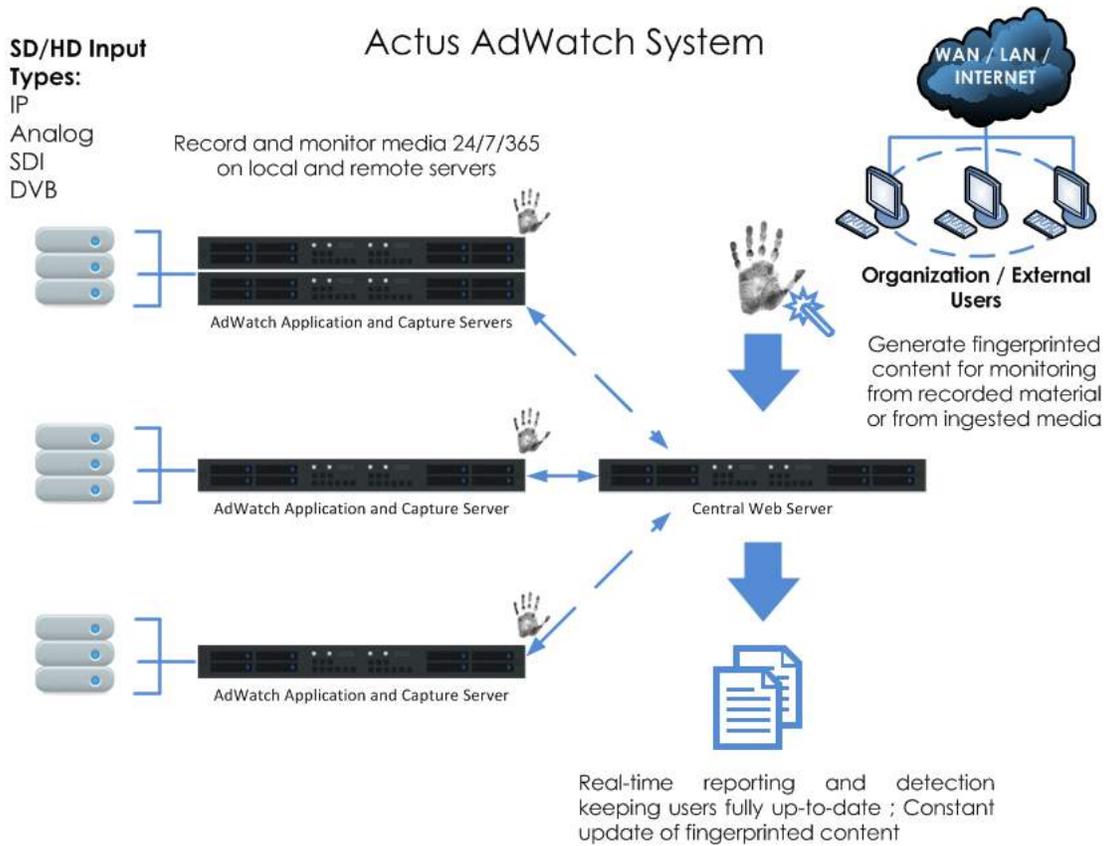
When AdWatch detects a commercial that is not 100% identical to the original

marked commercial, the software will indicate a “suspicious” detection and allows the user to visually compare it to the original marked commercial and to classify it as “Approved” or “Rejected”.

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

The user may produce a large set of reports from this database, by date, channel, brands, campaign and many other attributes.

For further analysis, there is a possibility to export any report to excel (.csv)



Highlighted Features

Automatic Detection of New Commercials

For outstanding efficiency, AdWatch includes automatic potential-ads spotting technology, that makes the process of finding new, undetected ads, and their fingerprinting a fast and easy task – keeping your system constantly up-to-date with complete control over the current ad campaign.

AdWatch recognizes automatically all commercial blocks. Within each block, AdWatch Identifies all “known” spots and highlights to the user anything that appears to be an “unknown” spot. See Image #1.



Image #1: Automatic detection of new ads

Metadata Management

AdWatch is delivered with a complete database powered by Oracle, and is customized to your needs.

Specific fields can be easily added, depending on the profile of the users (Broadcaster, Media Agency, Regulator, and Political Parties).



Image #2: Marking a reference with Metadata fields

Ads detection and Reports

You can create the report anyway you need, on any criteria.

ACTUS
 Logged in as Administrator ...

Viewer Catalog Guide Content Detection Rating Alert Center Settings Logout

Markers Detections Commercial Blocks Reports

Filtering

Approve Reject 1 - 500 of 968 Refresh

| Time | Marker | Channel | Matching | Approval | |
|--------------------------|-----------------------|--------------------------|----------|----------|------|
| <input type="checkbox"/> | 11/2/2015 4:59:39 PM | Nivea-Cara | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:59:09 PM | DX2 | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:29:16 PM | Pepsi-Live for Now | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:28:40 PM | Pur | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:28:16 PM | Dove | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:27:46 PM | Amino | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:27:17 PM | Nestle Breakfast Cereals | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:26:52 PM | Head_Shoulders | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:26:37 PM | DeCathions | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:25:37 PM | Nivea-Cara | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:01:14 PM | PANTENE | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 4:00:29 PM | Nestea | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 3:59:39 PM | Nivea-Cara | ITV | High | None |
| <input type="checkbox"/> | 11/2/2015 3:59:09 PM | DX2 | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:44:16 PM | Pepsi-Live for Now | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:43:46 PM | Pur | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:43:16 PM | Dove | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:42:46 PM | Amino | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:42:17 PM | Nestle Breakfast Cereals | ITV | High | None |
| <input type="checkbox"/> | 10/29/2015 6:41:52 PM | Head_Shoulders | ITV | High | None |

ITV 11/2/2015 4:01:19 PM PANTENE 00:00:00

4:01:14 PM 4:01:32 PM

Marker: PANTENE Marker Duration: 00:00:18
 Start Time: 4:01:14 PM Detection Duration: 00:00:18
 End Time: 4:01:32 PM Set end-time to match marker duration
 Comments:

Approve Reject

ver: 5.6.4.5740

Image #3: Reports' generator

For Non-Broadcasters: How to Monitor Local or Remote Media Campaigns

Obviously, the system must be able to receive all the channels that you need to monitor. This is done by connecting a number of feeds into an Actus server. The Actus server can be either owned by you and placed in your premises, or it can be an existing Actus server in your country (if one exists in your country, or if Actus can cooperate with a local service provider) in which case the service is provided to you as SaaS, via the Internet.

If you wish to have an Actus server in your site, you will need to arrange for all TV channels. This is done by registering to a TV provider (either a cable or a satellite distributor in your area. Alternatively, you can capture TV or radio feeds directly from an aerial (Antenna) through a TV or Radio receiver (Tuner).

Specifications

| | |
|---|--|
| Supported file formats (external fingerprints upload) | <ul style="list-style-type: none"> • WMV • MP4 • MP3 |
| | Additional formats can be easily integrated by Actus' Professional Services Team. |
| Minimum length of fingerprinted material | <ul style="list-style-type: none"> • 3 seconds (Video based detections) • 7 seconds (Audio based detections) |
| N° of Ingested Channels / Feeds (Total all Servers) | <ul style="list-style-type: none"> • Unlimited (depends on allocated hardware) |
| N° of Markers archived in the Database (Total all Servers) | <ul style="list-style-type: none"> • Unlimited (depends on allocated hardware) |
| N° of Servers per site | <ul style="list-style-type: none"> • Unlimited |
| N° of Active Markers per server | <ul style="list-style-type: none"> • 300-2000 (Depending on CPU and Number of Channels per Server) |
| N° of Channels per server | <ul style="list-style-type: none"> • 1-16 (Depending on number of Active Markers) |