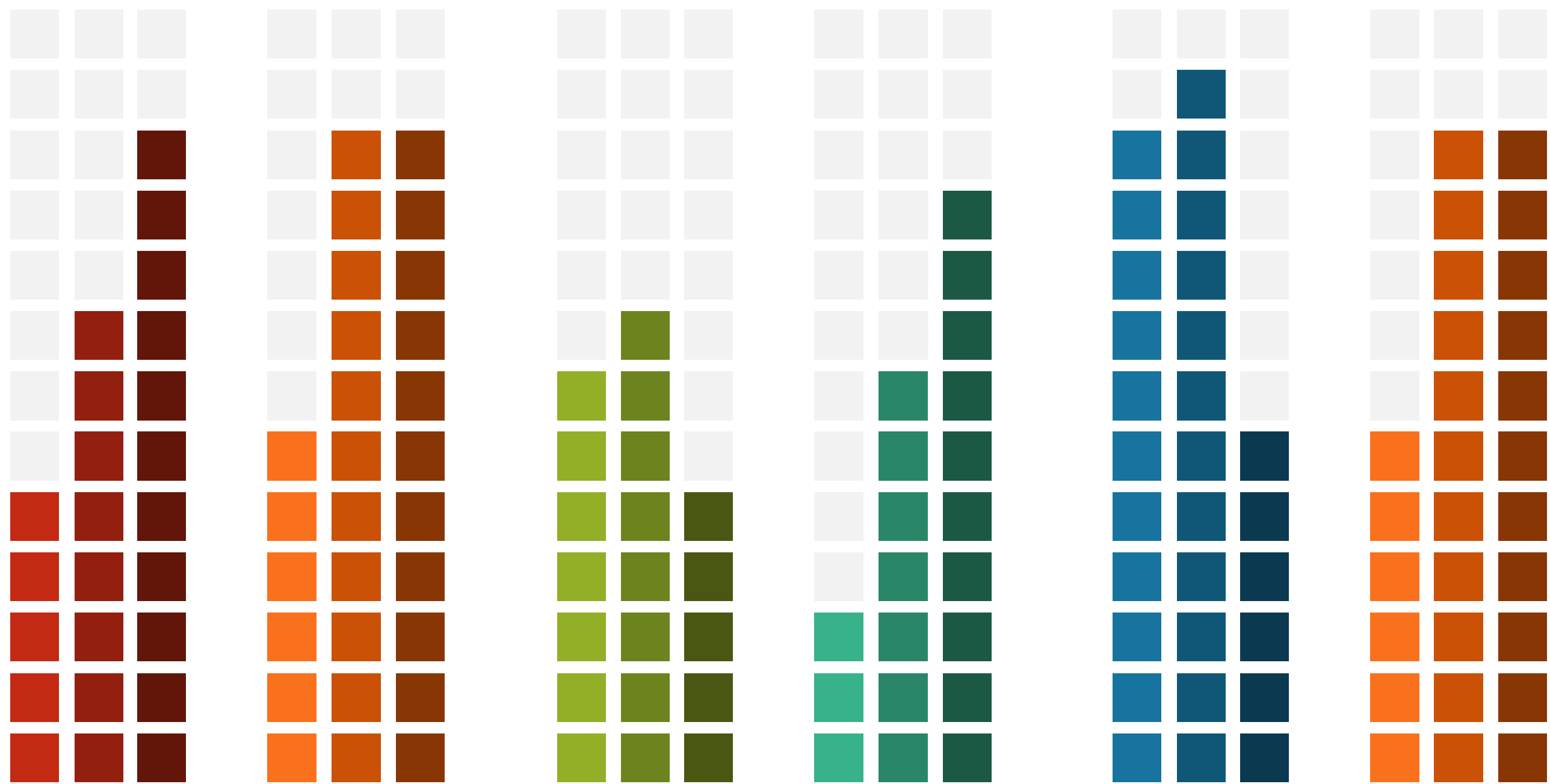




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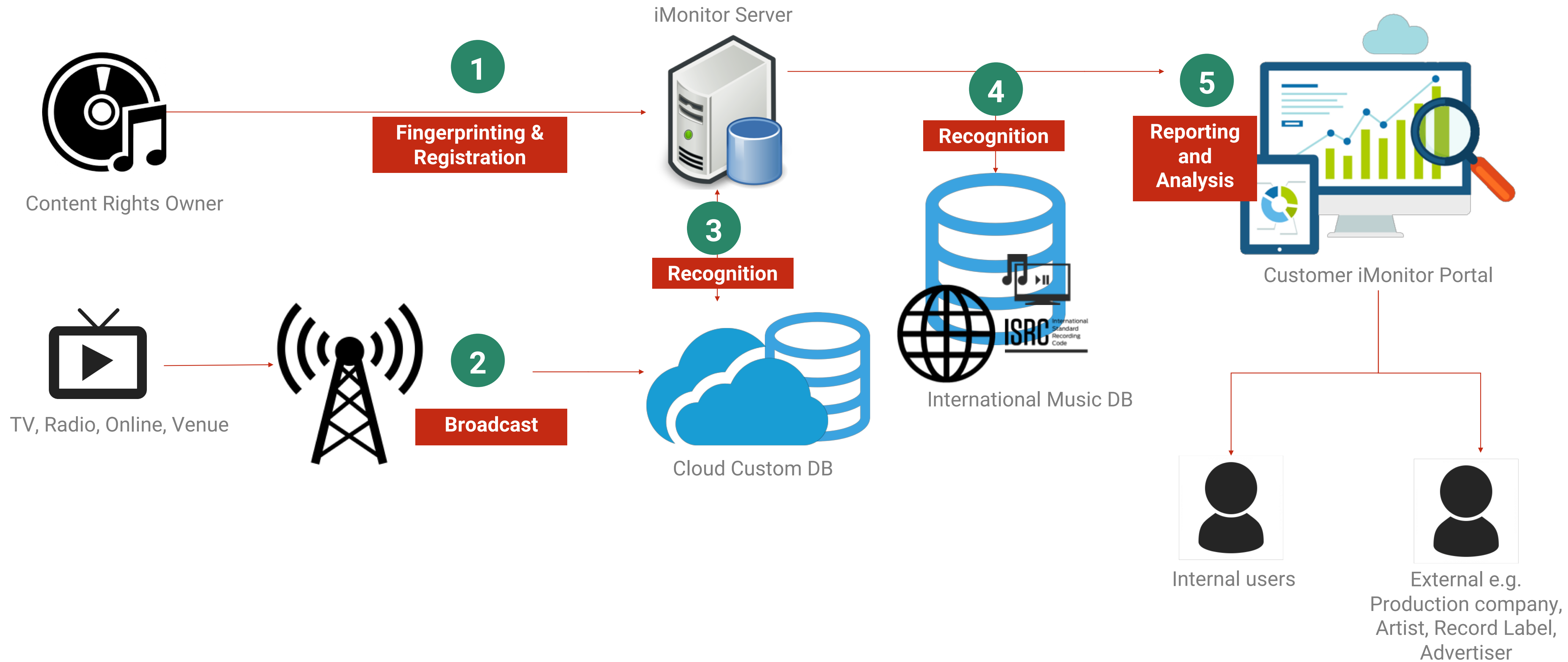


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iMONITOR INTRODUCTION

- iMonitor was developed to help industry bodies, creative and production entities, broadcasters and advertisers to identify, monitor, track and report on content usage.
- The iMonitor is integrated with an online db that currently hosts over 68 million global music fingerprints.
- iMonitor tracks any SA radio and TV channel based on the customer requirement which can include online streams and venues.
- Clients can also upload and fingerprint their own custom content and ingest additional live streams for identification and monitoring.
- The platform provides the metadata that enables reporting for rights distribution, market intelligence or performance and usage tracking.

SOLUTION OVERVIEW



CORE FEATURES



iMonitor provides the following key features:

1. **Content Fingerprinting:** creating a unique identifier for any piece of audio content which can be tracked across multiple platforms
2. **Broadcast Monitoring:** tracking precisely when, where and how the content is being used on broadcast and streaming services for rights reporting and distribution
3. **Venue Monitoring:** identifying and tracking content played in venues such as clubs, restaurants, retailers, or any other venue where music is played
4. **Statistics & Measurement:** Track and measure placement performance across broadcast and streaming channels

CONTENT FINGERPRINTING

CORE FEATURES

iMonitor provides a very reliable solution for content fingerprinting

Our fingerprinting algorithm is both robust and efficient as it allows for a recording to be identified even after it has gone through compression (e.g. AAC, MP3, WMA)

Upload a piece of content and it is fingerprinted and available for identification and tracking in a matter of seconds

All the necessary metadata including custom fields can be defined as part of the capture process to make it easier for reporting and analysis purposes



BROADCAST **MONITORING**

CORE FEATURES



iMonitor provides a content management system (CMS) for production companies, labels, publishers, advertisers to upload, fingerprint and monitor content such as production music, advertisements, TV shows, series, and movies.

iMonitor is able to recognize short music durations within broadcast programs within 3 ~ 5 seconds with an accuracy of >98% in normal environments.

iMonitor tracks music & commercials on radio or TV in realtime comparing against a database of over 68 million tracks.

VENUE **MONITORING**

CORE FEATURES



iMonitor utilises a smart device to monitor music played in the venue and help determine how license fees should be distributed based on the music played.

The device records the audio in the venue and streams it to our central server to process the recognition, analysis and reporting.

Playlists are automatically generated and compiled based on the reporting requirements of the Collection Music Organisation (CMO).

STATISTICS & REPORTING

CORE FEATURES



Real time tracking of any fingerprinted content across radio, television, digital services and venues.

The iMonitor dashboard has several views and data display options to allows you to understand content usage by platform, location or other various criteria.

Download the raw, detailed data in .csv format for multi-dimensional analysis.

Design rich comparative airplay charts and graphs can be generated as per customer requirement.

TV, RADIO, ONLINE **BROADCASTERS**

CUSTOMERS

- iMonitor enables broadcasters to automate the time consuming task of tracking and reporting music usage to CMOs
- Radio and Television producers generate and submit the cue sheets / playlists online of their audiovisual works
- Generate as played logs with associated metadata to fulfill all necessary reporting requirements, and deliver them to the CMOs
- Generate the appropriate reports to align Producers, Publishers, Broadcasters and CMOs with a single source of information



MUSICIANS / RECORD LABELS

CUSTOMERS



- iMonitor gives transparency to individual musicians and record labels
- By using iMonitor, independent musicians, songwriters and producers can monitor any song in real-time on radio, television and online streaming services nationally
- Musicians can also upload their own songs, our audio fingerprint technology provides a 100% match via the actual mp3 file
- Our database of over 68 million songs allows you to navigate and find the exact song you want to monitor

ADVERTISERS / AGENCIES

CUSTOMERS



- iMonitor provides a cost effective platform for automatic Radio and TV ad tracking and ads detection for commercials verification
- It offers an advanced audio and/or video ads detection solution combined with a robust feature-set allowing detection of recurring spots in linear broadcasts
- Does not require any watermarking of the feeds in advance
- Provides a report generator, allowing you to create any report, by any criteria and filter

COLLECTING MUSIC ORGANISATIONS

CUSTOMERS



- iMonitor provides music usage reports 24/7 across broadcast services and venues.
- Reduce manual work duties significantly with more efficient and accurate reporting
- Bring transparency to the distribution process enabling accounts for members to verify their plays and forecast their revenues



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CONTACT DETAILS

HEAD OFFICE ADDRESS

22 SLOANE STREET
BYANSTON
JOHANNESBURG, GAUTENG, 2191
SOUTH AFRICA

Email: info@broadsmart.co.za

Web: www.broadsmart.co.za