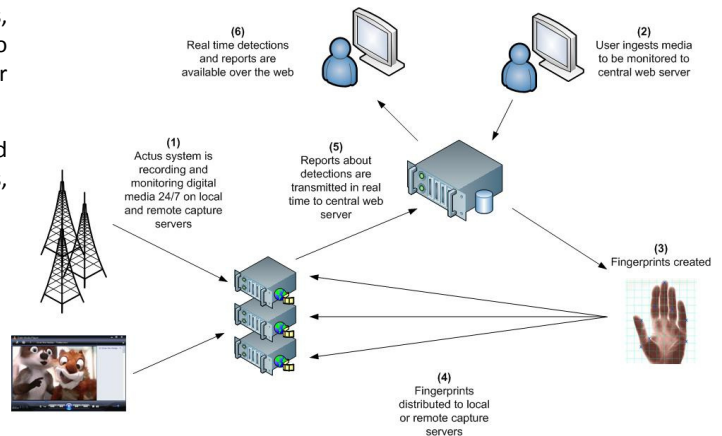


# AdWatch

## Automatic Tracking of Advertisements

**AdWatch** is a flexible platform that enables advertisers, agencies, content producers, distributors and regulators to verify that their content was aired according to plan - either on local channels or by affiliates at remote locations.

**AdWatch** is the first system to automatically monitor and detect recurring media items such as commercials, promos, and election campaign ads on TV/Radio broadcast channels.



### Key Features

- ✓ Automatically detect revenue generating advertisements and other content, such as sports ads and promos
- ✓ Automatically detect ad breaks and repeating content to identify unauthorized or unreported ads
- ✓ Compare scheduled and actual listings
- ✓ Local or distributed system - no geographic monitoring limitations
- ✓ Real-time monitor signal status, even in remote locations
- ✓ Easily insert, review, edit and share programming and planning for all your broadcast channels
- ✓ View local and remote broadcast timeline and content, even over public Internet

### Main Applications

- ✓ Track advertising expenditure and campaign ROI
- ✓ Monitor secondary broadcasts, affiliate or licensee advertising
- ✓ Broadcasting contract fulfillment and quality assurance
- ✓ Election monitoring by government and political activists and analysts
- ✓ Commercial and educational analysis and research

### Ordering Information

#### Recording Engine (Must be selected)

LGT-A4-ANGSD	LogIt recording engine SD, for analog input signals
LGT-A4-ANGHD	LogIt recording engine HD, for analog input signals
LGT-A4-DGTSD(/IP)	LogIt recording engine HD, for digital input signals (SDI) – for IP Encoding, please specify (/IP)
LGT-A4-DGTHD(/IP)	LogIt recording engine HD, for digital input signals (SDI) – for IP Encoding, please specify (/IP)

#### Detection Engine

ADW-AUD	Detection based on audio monitoring (Default)
ADW-VID	Detection based on video monitoring (Optional)

#### AdWatch Actus 4 Web Application Modules

ADW-A4-BSC	Basic module
ADW-A4-RPT	Customized report generator (Multiple modules can be ordered)

