



## What is Media Analytics?

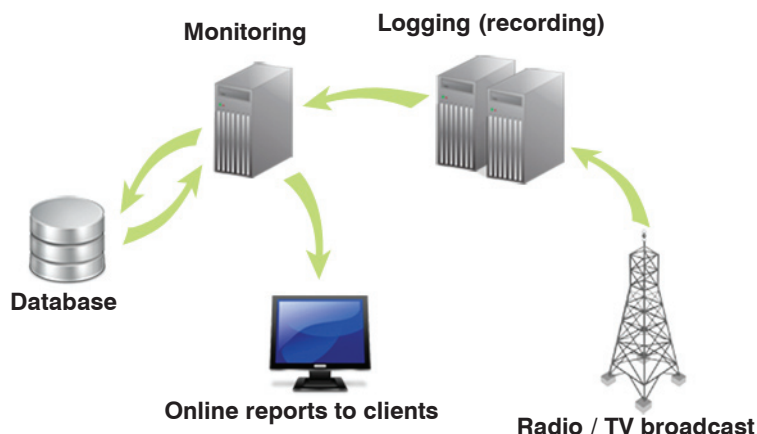
Media Analytics is a professional radio and TV broadcast monitoring service provided by New Media Lab to copyright, advertising and PR agencies, radio stations and other organisations interested in the monitoring of songs and advertisements played on air. Media Analytics is an effective solution to track song and advertisement usage, prevent piracy, and ensure proper payment of royalties, without any costly or time-consuming manual monitoring or logging. New Media Lab produces detailed and accurate reports, in multiple languages, which can be accessed online or downloaded in the most popular digital formats. The reports can be customised according to the client's needs and can be integrated with accounting systems for automated calculation of royalties and other uses.

Using advanced audio fingerprinting technology we can monitor and analyse multiple (virtually thousands) TV and radio stations at the same time. We can analyse analog and digital, terrestrial and satellite radio, TV and even web streams. This, coupled with our comprehensive database of audio tracks, which is updated regularly, places us at the forefront of the industry and makes our offering unique and very advantageous to our customers.

## How it works?

Media Analytics consists of four separate components:

- Database of fingerprinted audio tracks
- Logging (broadcast recording) module
- Monitoring module
- Report delivery system.



The logging (recording) module constantly records the desired broadcast(s) on our servers. The monitoring module, using advanced audio fingerprinting technology, searches the incoming or recorded broadcast(s) for audio fingerprints, which are instantly recognised when compared with the existing fingerprints in the database. If successfully recognised, every occurrence of the song, together with the song title is sent to the report delivery system, which processes the results and generates the reports for clients to view online or to download.

If a song is not recognised (doesn't exist in the fingerprint database), it is flagged as "unknown" and our administrators will be prompted to add it to the database with all its relevant information e.g. song title, author etc. From that moment on, the monitoring software will identify every future and past occurrence of that song.

**Please note:** our system is capable of recognising fingerprints for many types of audio, such as advertisements, jingles, and many others.

## Features and Benefits

### Database with millions of songs

We have a comprehensive existing audio fingerprint database, which is updated regularly. It contains millions of entries and is growing daily. It is our job and commitment to keep the database constantly updated and growing. Also, we make sure that all unrecognised tracks during the monitoring sessions for our clients are promptly added and tagged in the database.

### Multilingual support

The reports can be delivered to clients in various languages. There is support for most alphabets, including cyrillic. The metadata for the audio tracks, when entered into the database, can also be in different languages and alphabets.

### Monitor 1000s of channels

We can monitor from just a few, to thousands of analog, digital, satellite, terrestrial and webstream radio and TV channels.

### Maximum reporting accuracy

Media Analytics has a very high recognition percentage with a minimal level of false hits thanks to its great tolerance for audio disturbances such as noise, crackling etc. This ensures maximum reporting accuracy.

### Support 7 days a week

Our friendly staff provide full support to our clients 7 days a week over the phone or via email. Also if your location allows we can drop in and help if needed. Premium 24/7 support can be arranged at extra cost if required.

### System maintenance and upgrades

We make sure the system is maintained and upgraded regularly by our staff which prevents any possible blackouts and loss of data. This ensures optimal reporting accuracy and reliability.

## Our Reports

The reports we provide to customers are available in various forms. From simple history logs, listing when songs were played, through to detailed reports listing which stations the song was aired on, how often, at what time and which tracks received the highest rotation in selected times and at selected stations and whether the airplay is growing or diminishing.



Clients can export the reports to external applications (from the web interface) such as Microsoft Excel and others. Additional customised reports and data analysis functions or integration with other systems can be created on demand. Our reports also support multilingual options and can be customised to our client's language requirements.

## Accessing the reports

To access our reports online clients don't need any special equipment or software. A PC or MAC with regular internet connection (broadband is recommended) and a newer version web browser (Internet Explorer, Firefox, Opera, Safari etc.) is sufficient.



## Our Servers

We have servers in most world regions, which ensures the speed and efficiency of our service.

If for some reason we currently don't cover a location, new servers can be installed on demand. This would depend on the amount of channels the client wants to monitor.

## Countries in which the system is used



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## Enquiries

If you want to find out more please don't hesitate to contact our regional offices. Our friendly staff will be happy to provide any further information you might require.

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