

TVPOS introduces the “Media AdAuditor”

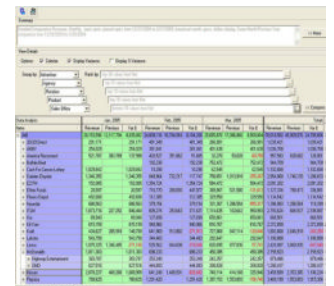
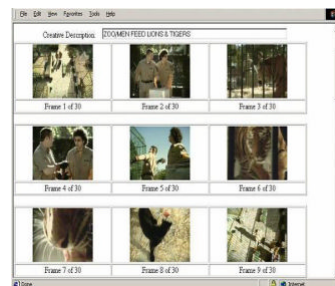


The Media AdAuditor offers more...

- TV ad buyers want to track how many viewers are actually watching TV ads in the new world of TiVos and DVRs. Now, using the internet, the Media AdAuditor lets you know how many people are watching and paying attention to your advertisements
- The Media AdAuditor, currently in advanced development, can do the work...create a request once by selecting the advertisers, brands, or categories you want the system to watch. The Media AdAuditor keeps a lookout and quickly notifies you of new creative activity via e-mail.
- The Media AdAuditor provides you with detailed occurrence information: number of spots, markets, media, stations, duration, and audio title.
- How It Works
- TVPOS uses its own proprietary recognition technology, based on video samples, to derive a signature for an ad.
- Using the internet, a client can search for an ad of interest by certain key words or other search criteria
- Through a database library the user can search a group of new creatives, as thumbnails taken from the ads, from any desktop, anywhere.
- Click on any of those thumbnails and it will play, in low resolution, a portion of the video
- The user can then select any ad and begin tracking the information from that ad
- Media AdAuditor produces a record of identity, time of play, network, channel, and integrity of ads as they play in real time, with reports and summaries tailored to client requirements.

This tool is especially helpful for those Media Buyers who desire better accountability of when, where, how well, and how often their ads play. The ability to have independent verification of TV spots airing throughout the country as the campaign unfolds is an unmatched stewardship tool. No longer will the impact of the fully-integrated marketing campaign you've developed fall short because of media execution problems. With our unique approach to ad identification technology, Media AdAuditor can ensure that you pay only for the actual airtime you use.

If your goal is to keep tabs on your competition, the Media AdAuditor is exactly what you need! Media AdAuditor can track the performance of a brand's new campaign. By selecting the advertisers, brands, categories, or keywords you want the system to watch, the system keeps a lookout and quickly notifies you of new creative activity via email. Media AdAuditor uses cutting-edge web technology to enable you to view new creatives from any desktop,



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