

## Teletrax - TV Analytics

### Corporate PR

Corporations are widely expanding their usage of corporate videos, which often serve to announce new campaigns or promote new market initiatives. The success of such videos and ROI of the marketing campaign rest on the size of the audience and therefore on the number of channels that aired the footage. Actua PR, in cooperation with Civolution, using its Teletrax - TV Analytics solution, provides its clients with immediate feedback regarding their campaigns by logging and reporting every second of video that is broadcasted on a global scale.

Track which stories are being aired and by whom

Know what specific portion of each story aired

Determine promotional value of programming used by broadcasters

Adjust editorial output based on usage



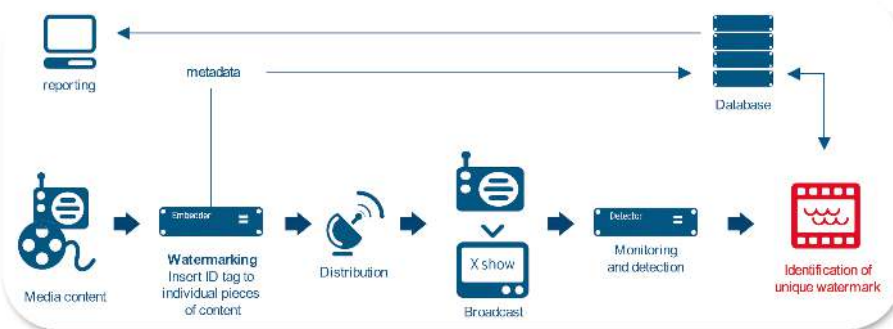
FEATURES	BENEFITS
<b>Verification</b>	Teletrax - TV Analytics monitors the use of corporate videos on a global scale. It allows companies to harness the on-going value of their video-based assets, understanding not only usage, but also the reach and performance throughout the entire content lifecycle.
<b>Proof-of-performance</b>	Identify precisely how many seconds of content was used, by whom, at what time, and on which date. It can even determine if a video has been re-edited, cut or transmitted in its entirety as well as identifying which segments were aired in specific markets or by specific broadcasters.
<b>Return On Investment</b>	Calculate the client's return on investment by understanding the number of airings, the duration of airings and the duration of the content's use.
<b>Customer Service</b>	Outstanding customer support team on hand round-the-clock to help you get the best from our service.
<b>Cost Effective Solution</b>	No matter how large or small your creative output, Teletrax offers a range of simple and flexible pricing options to meet your needs and help better manage your corporate videos.

## Teletrax - TV Analytics

### The most accurate and technologically advanced global TV Analytics service.

Video content owners face new challenges adapting to the reality of today's digital media landscape. In such a dynamic, yet challenging environment, it is critical for media and rights holders to find resilient content identification management and monetization systems.

By providing near real-time data on what, when, where and how footage is aired, Teletrax - TV Analytics enables content owners to make informed decisions and respond quickly to the intelligence provided. Teletrax is robust, secure and extremely accurate. Significantly, Teletrax - TV Analytics is the most tried and trusted system of its kind, driven by industry-leading watermarking and fingerprinting technologies.

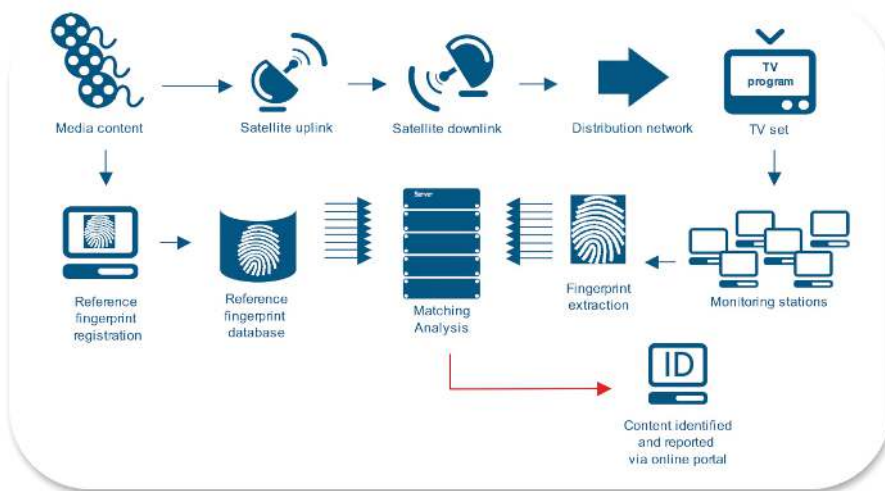


### Watermarking

Is the process of inserting a hidden code into video content giving each piece of content a unique identity.

Upon detection, the unique code conveys client ownership information, it allows granular detection, and can be used to differentiate two identical copies of content.

The watermark must be applied to the original content and a watermarked sub-master is distributed for broadcast.



### Fingerprinting

Is the process of extracting unique characteristics of the content to generate a "Reference Fingerprint" and comparing that to fingerprints of broadcast content. When a Reference Fingerprint matches a Broadcast Fingerprint a detection is registered and reported to the client.

Fingerprints are capable of detecting legacy content, are extremely robust to compression, allow granular detection and can be re-used for internet monitoring; but cannot uniquely identify content or convey ownership.

The fingerprint can be captured before or after distribution and generation of a sub-master is not required.