



Do you know where and when your assets are airing?

With 4C's proprietary monitoring system, Teletrax™, you can gain global insight into where, when, and for how long your content was broadcast to measure the impact of key initiatives. For content owners and distributors, 4C TV Analytics also enables monitoring for contractual compliance, sponsorship ROI, copyright protection, reach and performance analysis, management decision making, client renewals, competitive analysis, and more.

GAIN HOLISTIC INSIGHT

Monitor the global reach of your video content with comprehensive reporting via secure portal or automated data exchange.

QUANTIFY YOUR EXPOSURE

Track the occurrence of video content in total minutes of exposure and estimated impressions by market, country, channel, and program.

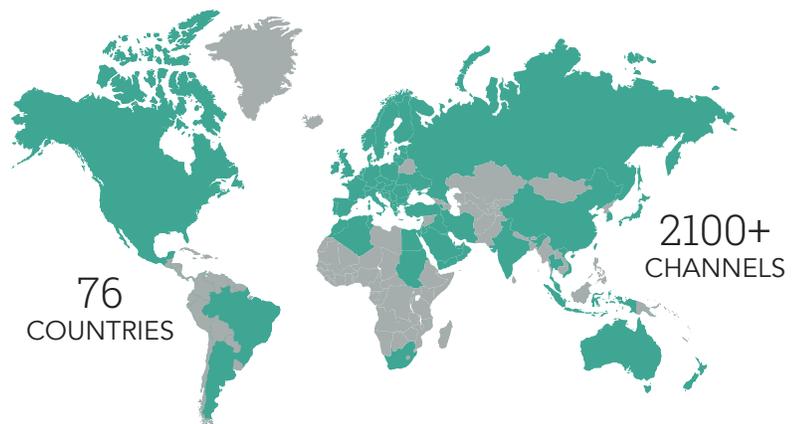
OPTIMIZE YOUR PROGRAMS

Employ data-driven analysis to identify the content that drives the most earned impressions for your brand.

“An invaluable cornerstone of our business, and has set a high standard for media measurement and intelligence gathering.”

SCOTT CHASTAIN, SVP AFFILIATE MARKETING & DEVELOPMENT, NBC UNIVERSAL

GLOBAL TV MONITORING NETWORK



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How it works.

WATERMARKING

Watermarking is the process of inserting a hidden code into video giving each piece of content a unique identity. Upon detection, the unique code conveys client ownership information. 4C's Teletrax™ technology has superior detection granularity, 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

Fingerprinting is the process of extracting unique characteristics of the content to generate a reference fingerprint to compare to fingerprints of broadcast content. When a reference fingerprint matches a broadcast fingerprint, a detection is registered and logged. Fingerprints are capable of detecting legacy content, are extremely robust to compression, have a detection granularity of 5-10 seconds. The fingerprint can be captured before or after distribution and generation of a sub-master is not required.

