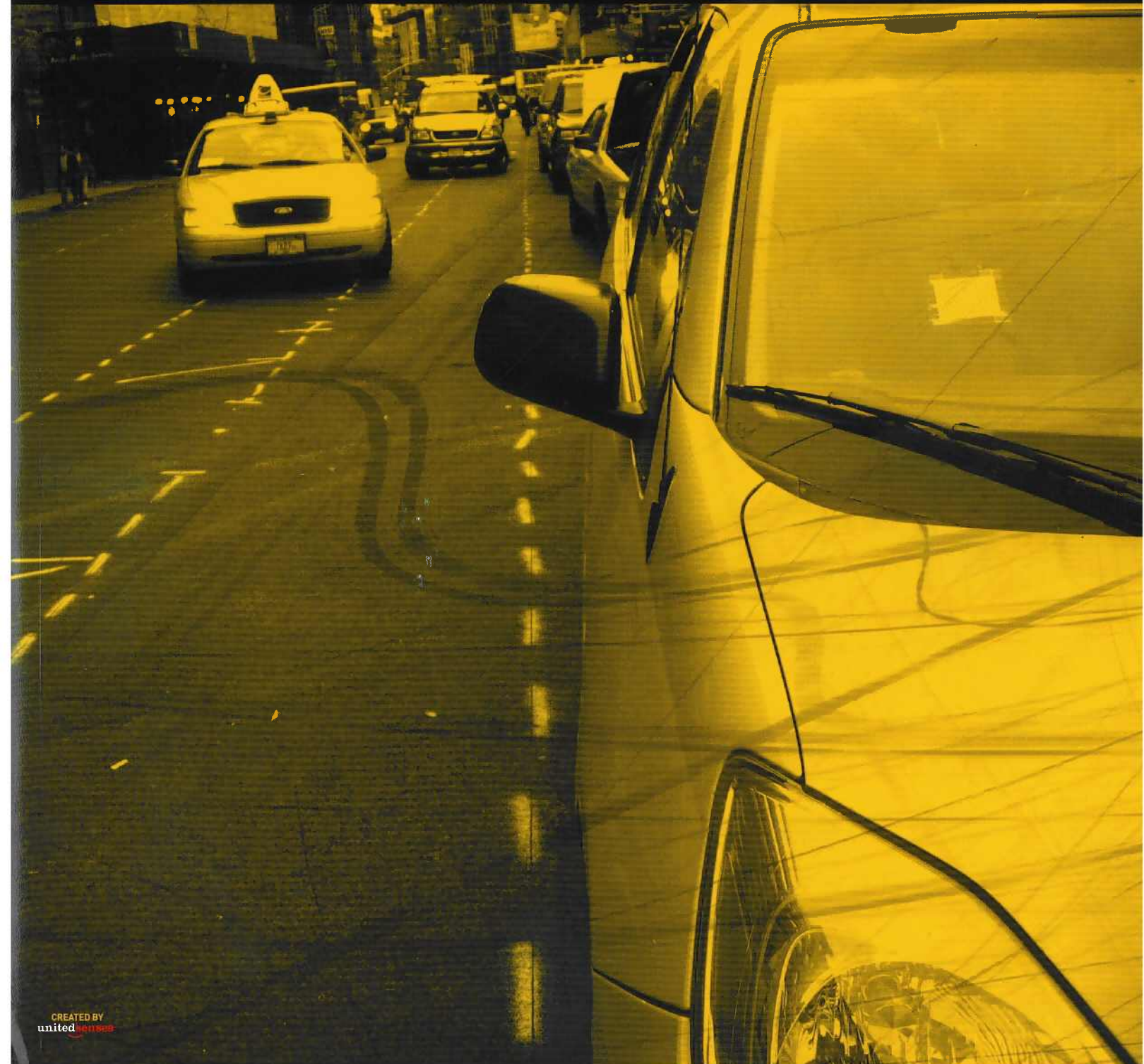


# DNA

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## INTERSECTIONS



# MEASURING SUCCESS

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These are exciting and challenging times for both content providers and media marketers. The increasing availability of new technologies and distribution channels – digital video recorders, video-on-demand, broadband and mobile content – is offering consumers choices like never before.

Knowing your customers, offering them the best experience possible and reacting quickly to address their ever-changing expectations is imperative, and will become even more so as technologies and consumers' expectations continue to evolve. In today's ever-fragmenting media marketplace, getting your bearings can be a daunting proposition.

How do you keep track of your video content? How can you be sure your content isn't being misused or attributed to someone else? How can advertisers determine if their ads are aired when they're supposed to? How can programming marketers ensure their promos are run according to contract? While all of

these issues existed in the past, they are now taking on far more importance.

The full impact of such still-developing technologies as HDTV, video content distributed to mobile phones, and dynamic advertising placement within video games has yet to be assessed. Nevertheless, a recent PricewaterhouseCoopers study estimated global spending in five key digital media content segments (film, music, video games, books and casino gaming) to be a collective \$19 billion in 2005 – with that total expected to increase to \$67 billion by 2010 – to understand that the need to get a handle on how video content is being used (as well as by whom, how often, etc.) is of vital importance.

That same PwC report found that the broadband subscriber universe is expected to total 433 million by 2010, and that there will be an estimated 2.8 billion wireless telephone subscribers by 2010. These represent a tremendous opportunity for content

providers and marketers to impress an ever-more-sophisticated consumer with how they approach their task of offering their product on a multi-platform basis.

Meanwhile, the days of being satisfied with just a Nielsen overnight rating or weekly movie box-office tally are over. Measuring video content usage at a transactional level and providing information on an immediate basis to allow clients to see how many people saw their content during a given time period, profiling how people who watch one particular program may be drawn to certain other programs – or networks – and tracking the number of “plays” a downloaded piece of content receives, rather than just the fact that it was downloaded are among the challenges marketers face today.

It is increasingly important for companies to ensure their resources are wisely allocated and their money is resourcefully spent.

TV and other video content marketers face significant questions about successfully differentiating their brand and content offerings, with an eye toward engaging consumers on a regular basis. The issue itself is nothing new, but the environment quite obviously is: with so many competitors and marketplaces, how can a marketer make sure their content is reaching the right audience – or any audience at all?

The recent emergence of new media tracking and measurement technologies, including digital watermarking, has proved invaluable for the industry. Video watermarking is quickly proving a highly useful and accurate technology, providing media executives with precise business intelligence enabling them to make informed decisions that will directly impact their bottom line.

When used in a broadcast monitoring and verification application, digital watermarking technology can be employed as a strategic planning tool, enabling organizations to determine the

performance of their marketing campaigns and make “in-flight” adjustments if needed. By tracking specific placements, content owners receive detailed information on how content is broadcast and used, ultimately enabling them to optimize the value and reach of their video. Digital watermarking technology can be used as a means of determining the impact of promotional activities and overall return-on-investment.

Marketers at the major television networks need a solution to verify that their marketing dollars are being well spent on program promotions. By embedding a digital watermark into video whenever it is edited, transmitted, broadcast or duplicated, marketers can track and measure when, where and what promotional content is airing across all major TV markets nationally.

The applications of digital watermarking can be virtually limitless: evaluating video news reach and performance; tracking copyright and brand management; providing proof-of-performance in advertising; evaluating sponsorship performance; verifying airings for network and syndicated programming; and substantiating intellectual property rights management. Broadcast verification solutions like digital watermarking can be instrumental in maximizing marketing performance. In an ever-expanding universe of consumer choices, maintaining order is essential – and digital watermarking can be a crucial component of sustaining that order.