

CORPORATE COMMUNICATION CONTENT TRACKING



Large and small corporations often use videos in their marketing communication and public relations campaigns to turn the tide of public opinion or increase their brand exposure and impact on their customers. Marketers and communicators face significant questions about successfully differentiating the brand, engaging consumers and measuring that success. In the current climate of economic uncertainties and crowded marketplace, how can a marketer make sure that the content is reaching the right audience – or any at all? After all the success of a project rest on the number of eyeballs that see the brand: the more a video is broadcast, the wider the audience and therefore the higher the Return-on-investment for the campaign. So, how can you precisely measure where your video project has been aired, how many times and for how long?

For the first time, Teletrax can provide corporate communication, PR agencies and advertisers with an automated solution to scientifically measure the ongoing distribution of their clients' video projects on a global scale.

The benefits:

- Determine the **reach** and **performance** of video projects
- Obtain **down-to-the-second** results in **minutes**
- Evaluate and report on **Return-On-Investment**
- Analyse **usage** over time

About Teletrax

Teletrax (www.teletrax.tv) offers the first and only digital video monitoring and content tracking service that provides vital broadcast intelligence on a global scale.

The company's digital watermarking technology is an innovative and market-leading measurement service which tracks video content in real-time.

Teletrax currently monitors the television broadcasts of over 1,500 channels from more than 50 nations, including all 210 markets in the U.S.

Teletrax provides critical intelligence to media executives at some of the world's largest and most trusted brands including: Volvo, Nike, Diageo, Louis Vuiton, Nokia, Orange, E-On, Lamborghini, Tag Heuer, Mattel, Unilever and more.

Why Teletrax?

Teletrax allows video content to be tracked throughout its **entire life cycle**.

Tried and Tested in some of the most demanding broadcast environments

Details of airing are delivered **direct to the desktop** via a secure, client-specific web portal.

Reports of content airplay are available **within minutes** after video is broadcast.

Award winning and unrivalled 24/7 client service.

Largest **Global Monitoring Network**

Teletrax provides vital benefits that help deliver increased revenue and maximum return-on-investment.