

TODAY'S COMMENTARY Thursday, September 21st 2006

## ITN & Teletrax Partner for Video Verification;

By [Jack Myers](#)

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ITN Networks national ad sales group announced this week it will begin using the Teletrax broadcast verification solution to track TV commercials across ITN's local broadcast affiliate line-up. Teletrax is primarily known for its work with direct response advertisers and video news releases sent to local TV stations. The ITN agreement represents Teletrax's entrance into the mainstream ad space. ITN recently announced a capital infusion from Veronis Suhler Stevenson, ZelnickMedia Corporation, and Sony Pictures Television.

Andy Nobbs, London-based president of Teletrax, points out in an exclusive interview with *Jack Myers Media Business Report* the key value of the Teletrax service is to provide intelligence in near real time. "In the digital age, we need to deliver actionable data to clients for informed decisions. Getting information about when and where commercials air weeks after the fact is silly. ITN is about targeting unique audiences and reaching precise markets. They are embracing our new technologies to give greater precision to their management information systems. Media sellers, marketers and agencies need precise and fast new tools that make sense in a digital environment," he says.

Teletrax, a subsidiary of Medialink Worldwide, was founded four years ago as a joint venture between Medialink and Royal Phillips Electronics with global growth ambitions to provide digital video monitoring and content tracking to video providers such as studios, producers, news organizations, television syndicators and advertisers.

The Teletrax watermark is applied throughout a host video (both programming and commercials), and precise granular data on actual distribution is made available down to the second, reported in near real time. A global network of decoders, or "detectors," captures all occurrences of the embedded video being transmitted via satellite, cable or terrestrially and generates tracking reports for the content owners. Reports of individual broadcast airings are delivered online in near real-time to each client's custom-designed portal or in data file transfers. Each client's broadcast activity is updated dynamically, 24 hours a day, enabling clients to respond immediately to reported results such as changes in end-user preferences or detections of unauthorized use.

Nobbs acknowledges the company's focus is "plainly about making sure inventory is deployed in the way [the client] thought it would be. But the value can be strategic as well. We're about providing tools to understand the reach of a

video, whether it's news, sports or advertising. It's important to understanding the performance of video in an increasingly complex and fragmented world."

Entertainment, news and media organizations both within and outside of the United States that have contracted to use Teletrax for the tracking of news video, advertising or promotional content include BBC, Buena Vista Television, ABC Television Network, Tribune Entertainment, NBC News Channel, The NBC Agency, NBC Universal Domestic Television, Reuters Television, Advanced Results Marketing, Direct Impact Group, Mercury Media and Euro RSCG.

While broadband video distribution would appear to be an obvious expansion opportunity for Teletrax, Nobbs says the company is focusing its expansion efforts on linear TV.

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