

Multi-PID - Broadcast Media Monitoring System

Applications: B2B/B2C



"Content owners and advertisers are desperate for a cost effective way of monitoring when and where their products are aired on the proliferation of broadcast channels. Mutli-PID uses digital audio watermarking and an all-digital monitoring architecture to provide reliable and cost-effective monitoring of all the major European TV and radio stations."

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PROJECT PARTNERS:

V2 Music Group (UK)
Ishce Limited (UK)
Novra Technologies Inc (Canada)

PROFILE:

In the world of broadcasting, media organisations such as music companies, production companies and advertisers generate huge revenues from their valuable content. These companies are desperate to have an independent and easy to use method of knowing when and where their products are being played on the broadcast channels. The advent of digital audio watermarking now allows media companies to insert inaudible watermarks into their products. The only remaining hurdle is to develop a cost-effective monitoring system to cover the main European broadcast channels.

The objective of the "Multi-PID" project was to develop and demonstrate a state-of-the-art system to allow multiple DVB channels to be filtered and routed over a local area network for subsequent processing, monitoring and reporting of digital watermarks. The Multi-PID project implemented this key hub technology and supporting infrastructure to create an extremely cost-effective way of monitoring the numerous broadcast satellite channels. The project provided a generic and modular architecture that may be used in a number of commercial applications.

The ARTES-3 pilot trial gave an ideal opportunity to test the technology in an operational broadcast environment. Content from V2 Music Group was watermarked and subsequently monitored across a wide range of European broadcast stations, including both music tracks on major radio stations and videos on the many music TV stations. The watermarking proved to be highly reliable and "lessons learnt" were fed back into further improving the system and processes.

Following the success of the ARTES-3 trial in monitoring music tracks and videos, the Multi-PID service is now running as a commercial service. The service has been expanded and enhanced and is now supporting customers from both the content and advertising market segments.