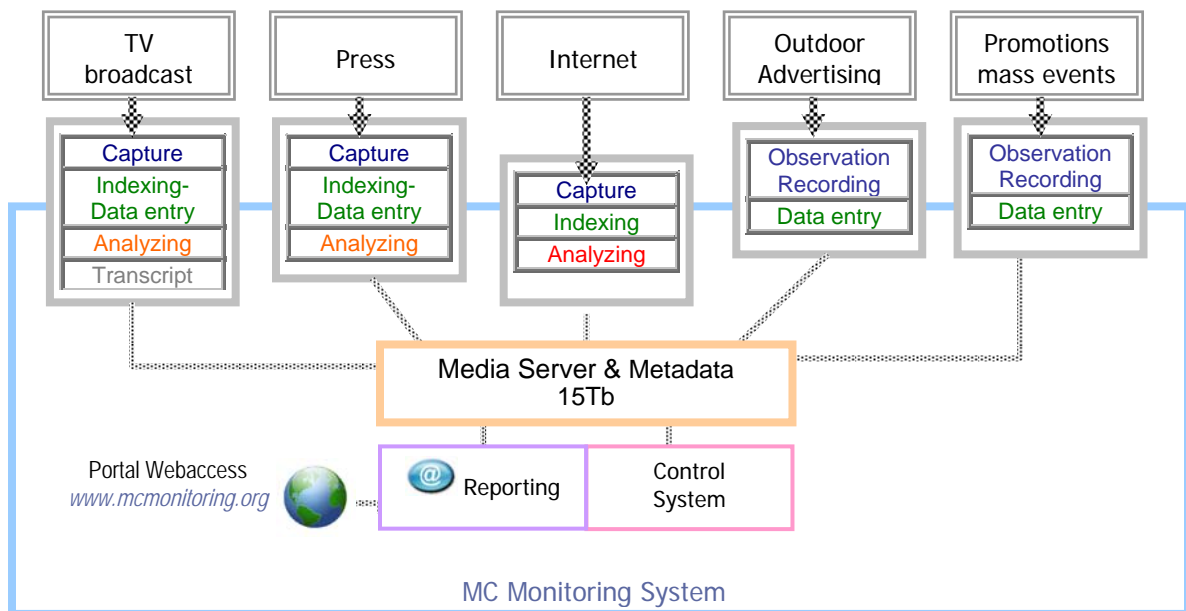




MCMonitoring: Methodology, Infrastructure and Facilities

Our media monitoring system is able to record, analyze and report data from TV & radio broadcasts, press, internet, outdoor & out of home outlets and promotional activities. This allows the tracking and dissemination of news and marketing activities from 5 defined sources. For the purpose of this offer only TV broadcast and print sources will be developed.

The metadata is archived in the appropriate database allowing for queries to generate reports with values from different sources. The proprietary software system offers a user-friendly interface based on multimedia content exploitation. The system is built on a scalable base structure with three main blocks: a Capture block, responsible for the capture and storage of each of the sources defined to be monitored, a Processing block, responsible for the generation of all the relevant mark-up information associated to multimedia data and retrieval of text information, and a Service block, responsible for the user queries and the database management interface.



Press monitoring data

MC Monitoring “PressProduction” system covers regular clipping and analysis of up to 26 Newspapers (780 pages A3/daily) and 9 Magazines (4 weeklies and 5 monthlies, for an average of 360 pages A4/weekly). Each publication is professionally searched for stories, ads or keywords requested. The



media monitoring system uses Newbase software that allows the capture, classification, analysis and dissemination of the monitored information from different sources. From the user point of view, the software is composed of 3 user-friendly interface sections: Capture; Enhance/Evaluation and the WebPortal interface.

- Collecting and Storing Print Data - Printed media data gathering is implemented through scanning or digital document formats. All resulting data is classified in two categories as text and photos.

-OCR, Tracking, Indexing, and Classification of Printed Content - Image data passes through an OCR filter. Based upon a category and thorough keyword search, "hits" are identified, indexed, and stored in the MC Monitoring database. The process takes place by 8:00 a.m. daily.

-Transcript, Summary and Analysis of printed content - Additional information are added to each entry in the MC Monitoring database regularly from media analysts. This includes the English summary of the printed content and its analysis, in the same day of the publication. The analysis is made based on the agreed-upon scale for the classification of "hits". The technical report is generated automatically from the MC Monitoring database. For the press monitoring the data base can be accessed on line from web at www.mcmonitoring.org or from <http://79.106.1.131/portal> using user name: all articles and password: mcm. The report is supplemented as requested by the media analysis and formatted properly.

A Statistical Quality control takes place throughout the raw data processing stage in order to verify that printed media coverage is comprehensive and the number of identified hits is accurate. The quality control assures the integrity of the entries into the MC Monitoring database, and enables the commencement of the qualitative analysis of the data when specified, and the production of the client report to meet the agreed-upon specifications.

Broadcast monitoring data



Our Broadcast "MediaWatch" process entails already the recording of 12 TV Channels programming 24 / 7. This includes processing of news and public interest programming, i.e. talk shows, business and economic broadcasts, topical round-table discussions and all advertising. Below follows a description of the current process at MCMonitoring that enables the monitoring of TV channels.

-Capture and Storage of Audio-Video - Data Broadcast signal received via live feeds is recorded on the digital media recording units.

Feeds are handled on a continuous FIFO basis. These are processed in a first segmentation stage to define the recording time and media, and are stored usually for a period of min. 90, days except special arrangements.

-Tracking, Indexing, and Classification of Audio-Video Content - In the 7 operator stations, the video data goes through a manual filter of tracking, indexing, segmentation and classification of relevant hits that allows the determination of



database allocation on the basis of the reference to the subject matter, notional categories and keywords. Each reference/hit is carefully identified, indexed through the use of customizable indexing fields and finally classified in the MC Monitoring database where selected broadcasts and the attached metadata in searchable and retrievable format are stored.



-Transcript, Summary and Analysis of Video-Audio Content - At this stage additional information are added to each entry in the MC Monitoring database. This includes the summary of the video content and its analysis and is done regularly not later than two day after the broadcast. The analysis is made based on the agreed-upon scale for the classification of “hits”.

A Statistical Quality control takes place throughout the raw data processing stage in order to verify that media coverage is comprehensive and the number of identified hits is accurate. The benchmark for quality control is very high. For commercial activity tracking, i.e. identification of ads as well as brand and product placement, one of the most difficult tasks in broadcast media monitoring, the monitoring system operating standard is 98% of tracking accuracy. The quality control assures the integrity of the entries and enables the commencement of the qualitative analysis of the data when specified, and the production of the client report to meet the agreed-upon specifications.

