



VIDIERRE
Media Analysis



1. The world is our media source

We develop holistic media monitoring technologies and solutions that can examine the broadest spectrum of open, web, TV, press, and radio sources.

We apply semantic technology and intelligence systems to carry out accurate and effective analyses to meet every requirement.

Results are displayed in reports and insights, with a strategic interpretation focused on your specific research objectives.





1. The world is our media source

OVER 15 MILLION WEB SOURCES
26 SOCIAL NETWORKS
1,414 TELEVISION BROADCASTERS
AROUND THE WORLD
OVER 85,000 PRESS PUBLICATIONS
233 RADIO STATIONS

We can expand or reduce the sample group of monitored sources according to the client's requirements e.g. by country/market or by relevant sector.



2. Experience

We are a leading media monitoring and analysis company. Since 1993, we have recorded, analysed, and catalogued appearances of brands, claims, products and personalities on the web, TV, radio and in the press for over 650 clients worldwide.

- We use only proprietary software to detect and archive television appearances.
- We have the world's most advanced holistic open source data reading system, which is based on OSINT method (Open Source Intelligence).
- We provide Italian and international businesses, institutions, media outlets and public figures with comprehensive, objective data on media visibility of the monitored subjects.
- Vidierre Lab researches and develops innovative technologies and processes for media monitoring, big data and business intelligence management.



OUR OFFERING IN BRIEF

- Cross-discipline reading of various sources, with a **holistic approach**
- **Semantic analysis** of text
- **Over 15 million sources**, with the possibility of integrating and customising a company's internal sources
- **Single historical database among the largest on the market:** 21 years of monitoring data archived with over **100 TB online** and **300 TB offline** of **data, audio-video tracks, and web pages.**





3. Vidierre technologies

1/3



STT – SPEECH TO TEXT

A computerised system that automatically recognises spoken language and produces an accurate text transcription. This technology is applied to audio/video recordings of monitored broadcasts from around the world.



WSS – WEB & SOCIAL SCREENING

Computerised system that allows you to monitor Web 1.0 and 2.0 through a process of downloading, archiving and organising saved data in a proprietary database.



3. Vidierre technologies

2/3



AFS – AUDIO FREQUENCY SEARCH

Audio search technology that compares sound wavelength and frequency. This technology makes it possible to search for specific audio tracks within an audio file.



VSD – DIGITAL VIDEO SCANNER

Media analysis system that uses state of the art recognition technology based on a proprietary algorithm. This system allows you to recognise brands or monitored subjects automatically within a video track.



3. Vidierre technologies

3/3



ASR – AUTOMATIC SEMANTIC READER

Automatic system for the reading and comprehension of audio and text transcriptions, which uses digital semantic recognition that attributes a mood to each audio file or text processed and a sentiment to the subject dealt with.





4. WOSM



Holistic open source-based media monitoring

WOSM (World Open Source Monitoring) is a unique data capture, selection, processing, analysis and management system designed to allow effective big data monitoring in complex organisations, in respect to structured and unstructured sources, whether internal (contact centres, files, databases) or external (TV, press, radio, websites, social networks).

WOSM allows large companies and organisations to use a single monitoring tool that encompasses the various departments and can provide an overview of the enterprise's impact, through the reading of accessible, relevant, and functional data for communication. In other words, it extracts value from big data.

WOSM is business intelligence. The analysis of data collected from open sources makes it possible to outline accurate market scenarios and provide consulting services and strategic support relevant to business start-ups, company reorganisations, and definition of a business or organisation's product or service offering.



WOSM
world open source monitoring

THE ADVANTAGES OF WOSM, in short:

- **A unified analysis and monitoring system for all types of media**
- **A holistic approach to different media**
- **Advanced semantic analysis**
- **Intelligence applied to data analysis**
- **Artificial Intelligence algorithm: the system learns over time**



5. Flexible, scalable, and specific services according to requirements.

1/6

Vidierre monitors an integrable and customisable spectrum of international WEB, TV, PRESS, and RADIO sources with flexible platforms that adapt to your requirements.



Web Radar

This service seeks out and detects concepts and themes of interest in **over 15 million web sources**. It then calculates the buzz around them, associating a sentiment to each one and identifying the mood.



Social Listening

Searches and detects concepts and topics of interest across **26 social networks**. It then calculates the buzz around them, associating a sentiment to each one and identifying the mood.



Speech capture

Automatically transcribes spoken words into a digital text in order to identify key words and topics. **A near-real-time alert** (no more than 20 minutes) will let you know when the analysed subject is mentioned in media and will provide the link to the original content.



5. Flexible, scalable, and specific services according to requirements.

2/6



Logo/claim monitoring

Detects and **quantifies the media appearances** of monitored subjects. It is mainly used to calculate the outcome of a particular **sponsorship**.



People

Analyses the **visibility and reputation of personalities** and brand ambassadors in the media, quantifying their direct appearances and indirect mentions. It outlines the emotional tone of the identified conversations, analysing the mood and sentiment that are generated in respect to personalities, and the topics with which they are associated.



Product placement

Evaluates the quality and quantity of **planned product and brand placements** in films, television series sports programmes, and entertainment programmes, radio shows, etc.



Indirect Advertising

Detects subjects, such as brands, products and names within television programming that **do not allow the inclusion of any form of advertising including** simple references.



5. Flexible, scalable, and specific services according to requirements.

3/6



Competitor monitoring

Identifies and objectively quantifies the communication results of one or more **competitors** in the media, to provide a comparison with their media visibility and reputation.



Sponsorship certification

It certifies sponsorship investments through reports on visibility, which record all media references to the sponsorship itself. It **constitutes evidence of the congruity and pertinence of the investment** to be included in the budget.



Pre-emptive Analysis

When sponsoring an event, this system calculates the **future performance** of the investment in terms of brand exposure, extrapolating an **objective projection** of the media visibility that the sponsored subject will gain.



Original placements

When sponsoring an event, this service suggests **new spaces to ensure visibility** and calculates their effectiveness in advance, in order to optimise sponsorship packages and increase return on investments.



5. Flexible, scalable, and specific services according to requirements.

4/6



Targeted media

Analyses the audience and specific targets in respect to TV scheduling. It provides the necessary tools for planning communication strategies according to the target audience.



Digital Broadcast Recording

Provides technical, strategic and management support to the subjects involved in the recording, cataloguing and analysis of the content from the media flows of a particular country (web, TV, press, radio).



Eye-tracking

Analyses **natural behaviour** of users confronted with a visual stimulus (web page, TV advert, press campaign, etc.) to learn what they are actually looking at and identify how many and which parts of an image attract their attention the most. It allows the **optimisation of communication**.



Neuromarketing

Applies the techniques of neuroscience to assess and improve the **effectiveness of visual communication** by analysing its capacity to provoke an emotional response in the viewer, and the likelihood of it being remembered.



5. Flexible, scalable, and specific services according to requirements.

5/6



Audio control

Monitors **copyrighted audio tracks** within television and radio programmes, and alerts when they are broadcast. Technology used: AFS.



Advertising

Confirms the effective implementation of an **advertising strategy**, monitoring all the formats used in the campaign: adverts, promotional messages, mentions, billboards, classifieds, newspaper pull-outs, etc.



Footage

Calculates and certifies the number of a broadcaster's proprietary **images** (minutes of programming) broadcast by others.



Advertising expenditure monitoring

This service assesses the investments in local television, print, radio, cinema and **billboard advertising** of each dealer on behalf of companies with an extensive sales network.



Topic

This technology uses an advanced intelligence system to detect and quantify the media appearances in terms of concepts, topics or events of an **analysed subject** by country. It outlines the emotional attitude of the conversations identified, analysing the mood and the sentiment generated by the analysed sources.



5. Flexible, scalable, and specific services according to requirements.

6/6



Schedule sequencing

This service provides customised insights into the process of sequencing and finalising television programmes using innovative detection and monitoring software. This allows broadcasters and TV producers to analyse both their own, and their competitors' **content on a minute-by-minute basis.**



Mobile Monitoring

Monitors the mobile world with a daily scan of a carefully chosen selection of mobile apps. This service allows you to ensure that apps offering video simulcasts are complying with video **broadcasting rights.**



Sport Observatory

Analyses **visibility trends** of the 10 most popular sports – football, Formula 1, motorcycle racing, basketball, volleyball, rugby, sailing, cycling, skiing, and tennis. It provides the tools to plan **advertising and sponsorship expenditure** to maximum effect.



Specialised Analysis and Consultancy Services

Provides value-added **analyses and specialised consultancy** in regard to the efficacy of marketing strategies, the market and competitors, sport and sponsorships, media and the audio-visual market. This service guides client through strategy, business, and communication decisions.

CONTACTS

www.vidierre.com

Londra

2nd Floor, Victory House,
99-101 Regent Street

Roma

Via Ovidio, 17

Reggio Emilia

via Honoré de Balzac, 3