

Mexican Elections Authority Watches 2,300 Stations With Volicon

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To help ensure politicians' compliance with advertising laws, Mexico's *Instituto Federal Electoral* has tapped some 219 Volicon Observer content monitoring and logging systems to see and hear 2,376 radio and television stations throughout the country.

The Observer systems are equipped with Volicon's Content Matching Module, which detects a segment's unique audio stamp to enable operators to flag and access a specific advertisement when it appears in a broadcast.



Volicon Observer

Whenever the commercial appears, the Observer automatically issues a "content matched" alert with a link that gives the operator immediate access to the video clip in which the segment occurred. Custom software developed by Excelencia en Comunicaciones generates reports that detail when each commercial runs, how often, and on which stations. Operators are able to view the reports, as well as the flagged video clips, from any computer in the network via the Observer's browser interface.

"The Observer is well-known in the industry for its reliability and technical excellence, and its superior performance in field tests gave our clients at IFE the confidence they needed to proceed with such a large-scale project," said Jorge Castañeda, president at Excelencia en Comunicaciones, the Volicon dealer and systems integrator that supplied the solution.

"We're excited that the Observer will play such an important media monitoring role throughout Mexico," said Eli Warsawski, president and CEO of Volicon. "The fact that the Observer won out in an international bidding process, with bids from numerous global organizations, is a huge endorsement of Volicon's ability to meet very complex requirements."

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