

multiple platforms. never.no's software forms the basis for the late night *Chill* programme created by Rubicon TV.

any type of data contributed by viewers — images, text, audio, or video. It enables an editor to moderate, edit, and sort viewer

perfectly at home with Vizrt and Macromedia Flash.

Producer Akselvoll emphasises that the relationship with never.no

any changes we suggested.”

The flexibility of never.no products is key for Rubicon. “We employ a number of different

called TextMeTV. And we're using never.no's ID system again. It's been a big help using something we already know so well.”

Observing The Observer

Tracking & Archive

By Dorit Lenz, head of IT
Keshet TV, Jerusalem

As one of Israel's leading television channels, Keshet TV takes pride in offering original Israeli programming, including dramas such as *Mishmoret* (Custody) and *Mesudarim* (Got It Made) as well as reality series such as *Uri Geller Hayoresh* (Phenomen). While these programmes give us an important advantage in Israel's crowded and highly competitive market for TV viewers, Keshet TV is also committed to leveraging the latest technologies that will help us maintain our market leadership.



One such system is the Volicon Observer, a desktop video monitoring solution that utilises our existing IT infrastructure and

corporate network to help us track and analyse competitive and viewer ratings data and to keep us in regulatory compliance.

As mandated by the Second Authority for Radio and Television, Israeli broadcasters are required to maintain an archive of all aired content from the previous three months. Before, we were accomplishing this by manually recording and editing our broadcasts onto VHS tapes. Not only did the tape library consume a large area of physical space in our facility, but operators had to spend hours every day searching through the taped material to find the clips they needed. With the Observer, however, we have been able to move to a completely digital environment for recording and storage that runs on our existing IT network, saving time and helping our entire facility operate more efficiently.

The Observer provides around-the-clock recording and monitoring of our own video broadcasts, as well as those of our largest competitor,

Channel 10. From a single, unified interface on our desktop PCs, we are able to see viewer approval ratings in sync with the realtime video for both channels, which gives us a side-by-side comparison of our own audience behaviour and viewing patterns as well as those of Channel 10. The system gives our research department valuable data with which to develop scheduling and shape programming geared to increasing our viewer share.

With the Observer, we are able to demonstrate proof of performance by accessing previously aired video from any point in the schedule. The system monitors and records all closed captions and enables us to search for a video clip based on keywords stored in the closed caption database. Once we have found the clip we need, we can email it to anyone who requests it — for instance, an advertiser who wants to see proof that a certain commercial ran in full and on-schedule. In this manner, we can be more accountable to advertisers as well as viewers.

The Observer replaced an earlier recording system that had limited functionality and was lacking in support from the manufacturer; as such, it was seldom used. However, with just one demonstration of the Observer, we began to envision the