

# No Better Time for Digital Monitoring Solutions

By Russell Wise, vice president of worldwide sales, Volicon

Despite the global recession, the market for digital video logging and data mining solutions has never been hotter. As the developer of the Volicon Observer<sup>®</sup>, Volicon posted record sales last year and is on track for another successful year. Of course, we can attribute this growth to

our outstanding technology and the building momentum with our global customer base. But I believe there are even more fundamental reasons why digital monitoring and logging has become a “must have” in today’s broadcasting operations.

First is quality of service and quality of experience, which have become priority one for broadcasters of all sizes as they scramble to convert to fully digital operations and provide HD offerings to ever-more-discriminating viewers. The ability to proactively monitor and view what goes on the air, exactly as the audience sees it, is the only sure-fire way to determine whether a broadcast is meeting the station’s high quality standards – and to enable engineers to take quick corrective action if a video or audio fault does occur.

Engineers aren’t the only ones that care about quality in a broadcasting operation. It’s a vital concern for producers, general managers, and the sales and traffic man-



agers who are on the front lines with customers to make sure that ads run when and how they were contracted. Digital logging is a foolproof and comprehensive method of ad verification, providing a video record of all aired content that can be easily accessed and shared, via e-mail, with parties inside and outside the organization.

Another driver for file-based monitoring is the regulatory climate, which is only getting more stringent – especially in the United States. As the FCC steps up its requirements for closed captioning, archiving, and documentation of compliance, a reliable monitoring and logging system is becoming an absolute necessity. For too many years, broadcasters have tried to provide proof of compliance using videotape, with all of its attendant costs, inefficiencies, and potential for error. With a digital monitoring system such as the Observer, these drawbacks vanish and compliance verification is as easy as locating a specific video segment through a closed-caption search, downloading the clip, and e-mailing it to the interested parties.

Finally: there’s never been a better time for broadcasters to identify assets that can be monetized and develop new revenue streams — a sure hedge against a challenging economic climate. A digital logging and monitoring system offers a cost-effective means of capturing and

repurposing content in a variety of different industry-standard formats, which can then be made available for sale to third parties such as other news organizations, Web sites, or the viewing public. And, by repurposing and streaming content to their own Web sites, broadcasters can take advantage of another powerful revenue source: online advertising.

Taken on their own, any one of these drivers is a strong motivator for broadcasters to bring digital content monitoring and logging into their operations – but taken together, they add up to a truly compelling solution for cost savings, enhanced efficiencies and profitability, and new revenue streams.

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