



Advertising Verification: FOX Speed Channel

With the Volicon Observer, broadcaster can reduce the proof-of-advertising process to a brief series of mouseclicks. With support for many popular automation systems, the Observer makes it easy to find and export aired ads with optional timecode and logo overlay. The Observer can automatically import as-run logs on a daily basis, providing users with a searchable, sortable list of content. Broadcasters can utilize the Observer's caption indexing tool to prove product mentions and sponsorships that are not broadcast as independent media segments.

FOX Speed Channel uses the Observer to solve a unique ad verification challenge. Due to the nature of its programming, sponsored elements and product mentions are preferred over traditional ads. FOX Speed Channel's old proof-of-performance workflow required staff to manually scan through taped broadcasts, listening for sponsored elements. After installing the Observer, staff members were able to quickly identify sponsored elements using the closed caption search tool and then export the mentions as standard, universally playable video clips, which are sent via e-mail to advertisers. "The Volicon Observer allows us to access sponsored program elements quickly, convert them into video clips, and transport them digitally anywhere in the world," said Kevin Annison, vice president of business development and operations at FOX Speed Channel. "Overall, it's an extremely useful tool for helping us maintain the high level of quality and performance we require at FOX Speed Channel."