



# Observer™ Product Use Cases



## Media Monitoring



The **Federal Electoral Institute (IFE)** uses Volicon Observer to monitor more than 2,300 TV and Radio Stations in 150 Mexican cities. The IFE used Observer and the Content Matching Module to track and monitor advertising campaigns to enforce compliance with new political advertising laws to ensure fair and ethical elections. "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.



## Content Repurposing

**FOX News Channel** adopted Volicon Observer for logging and monitoring purposes, however, the FOXNews.com staff quickly discovered many additional benefits of Observer. Instead of requesting content from the broadcast group, FOXNews.com can now quickly search, retrieve, clip and publish media directly from Observer at the lowest possible cost. Using Observer, the company has tripled the number of clips they create and post on FOXNews.com on a daily basis.



## Compliance Logging

**Discovery Networks Latin America** uses Observer to perform quality assurance and signal monitoring for 32 channels of content broadcast in English, Spanish, and Portuguese. "In addition to replacing our traditional analog tape based system, the Observer system offers us powerful new capabilities helping to streamline our network operations and ensure signal quality," says Lisa Hyams, Senior Vice President of Operations with DNLA. "Now we have the ability to instantly retrieve and e-mail requested video clips as proof of advertising to our clients, as well as remotely monitor our broadcasts live over the Internet. Features such as multiple signal monitoring capability, bilingual audio program recording (in English/Spanish or English/Portuguese), and an e-mail alert system that indicates signal disruption are tremendous benefits for DNLA"



## Central, Loudness, and NAVE Monitoring

**Raycom** station group monitors 30 geographically dispersed stations with the centralized monitoring configuration to evaluate broadcast elements ranging from on-air talent to corporate image and use of graphics. "With our initial investment in Observer systems, we envisioned them monitoring what's going out to air and providing proof that we aired content properly," said Dave Folsom, vice president, chief technology officer at Raycom Media. "Since then, they have been in constant use, adding value on so many levels and in so many different ways. This system-wide upgrade gives us new Observer hardware with more robust capabilities, and the fact that we have been able to add in NAVE and CALM Act monitoring and view content from mobile devices feels like a bonus."



## Competitive News Analysis

**CBS News** in New York City uses Observer to monitor the broadcasts of its local and national news competitors. "The Observer enables CBS News to look at what our competitors are doing at any given moment, a major benefit for us," says Frank Governale, Vice President of Operations at CBS News. "As events go on the air, we can actually see who broke the story first, right down to the second. We needed a system that would allow us to quickly search on-air events for content and also provide for multiple-user access within the station. The Observer meets all of these needs."



### Verify Aired Advertising

**FOX Speed Channel** uses 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 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 to anywhere in the world," says Kevin Annison, Vice President of Business Development and Operations for 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."



### Compliance Monitoring

**KAB** a station serving Japan's Kumamoto region, selected Observer to help it deal with Japan's legal retention requirements. "The passage of new Japanese laws governing broadcasting required that we upgrade the monitoring capabilities so that we could record and save all of our on-air broadcast content for three months," explains Akihiro Shiraiishi, Technical Officer in charge of transmission at KAB. "We selected the Volicon Observer system over competing systems largely because it's a very cost effective solution. Unlike competing systems, the Observer provides simple functionality in an affordable and easy-to-manage system. We spend much less time and effort on our monitoring operations. The advantage we gained was well worth the investment."



### Media Monitoring

The City of Dallas uses Observer in its Office of Cultural Affairs and has replaced an old, labor intensive tape-based workflow. "It used to take our public information officers half their days to search, edit, and deliver important news stories to the City Manager," explains Bennie Wilcox, Cable TV Systems Manager for the City of Dallas. "Now the whole process takes about an hour. Each day the Observer eliminates four to six hours of searching videotape." The Observer's user-friendly interface and powerful feature set has been embraced by a whole new group of users within the City of Dallas. Wilcox adds that "the uncomplicated Volicon system makes it so easy to capture and organize video content that even our interns are experts!"



### Compliance Monitoring

**Uganda Communications Commission** regulates and promotes development within Uganda's rapidly growing and evolving communications industry. As part of its mission to facilitate growth of communications services for sustainable development, UCC has installed new Observer systems at its Kampala facility to enable monitoring for 40 radio stations and 10 television stations. "Volicon is the world leader in logging and monitoring, and its solutions come with superb local support from Visual Engineering Service, so the Observer was the logical choice for our operations," said Godfrey Mutabazi, executive director of Uganda Communications Commission. "The Observer makes it convenient for our staff to recall and review recorded content, whether from within our facilities or when on the road. As we extend our monitoring activities beyond Kampala, the simple expansion of our Volicon installation will facilitate monitoring of more radio and television channels across a broader geographic area."



### Website Monitoring

**Communications Corporation of America** operates 25 stations — including FOX, NBC, CBS, CW, MyNetwork, and EstrellaTV — in 10 markets throughout Louisiana, Texas, and Indiana. The company provides its clients with a complete media solution including television, mobile, Web, print, and event marketing. The Observer has become a significant part of these operations, as the company's largest stations put more than 60 stories on their websites each day, and nearly all of that content has been captured and processed by the Volicon system. "As we built out the KETK NBC website, we realized we needed a way to put on-air content online, and not one company we approached was able to provide a solution — until we talked to Volicon," said Andrew Newland, Web development manager for Communications Corporation of America. "The Observer system gives station staff the ability to access and review all of their on-air content, as well as tools that make it easy to create content for their websites. The system as a whole is just amazing."



### Central Monitoring

**Scripps Media** standardized on the Observer® TS (transport stream) digital video monitoring and logging system across all 13 of its stations. Each Scripps Media station will use an Observer system for CALM Act compliance, ad verification, quality of experience (QoE), NAVE monitoring, and ratings analysis. E.W. Scripps headquarters in Cincinnati, Ohio, will leverage the Volicon systems for centralized monitoring, giving company executives the ability to monitor news, programming, graphics, and general performance of all stations from multiple large-screen displays. "After looking at all the major players in the digital video monitoring field, we found that the Volicon Observer TS best met the requirements of our station engineers," said Mike Doback, Vice President of Engineering at Scripps Media. "In addition to supporting quality control, legal compliance, and executive oversight of all our stations, the Volicon system gives us the opportunity to address all of these tasks from within a single solution."



### Media Monitoring

**Texas Scottish Rite Hospital** uses Observer and the Content Matching Module to track and monitor local media coverage "We really depend on private groups and benefit events for support, and we try to get as much positive exposure as possible to encourage continued generosity from fellow Texans," said Roger Bell, Director of media services at Texas Scottish Rite Hospital for Children (TSRHC). "Local media often cover stories about our patients and their families and how they've received care through the hospital. We have celebrities coming out to visit the kids as well, and the Observer gives us a very efficient means of finding those stories, whether they consist of a lengthy profile or a quick mention of just a few seconds."



Volicon, Inc. • 111 South Bedford St. • Burlington, MA 01803 USA  
Tel: +1 781 221 7400 • Fax: +1 781 221 7407  
Web: www.volicon.com • E-mail: info@volicon.com