PASSIVE MEDIA RECOGNITION
DONE RIGHT

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NEW APPROACH TO AUDIO CONTENT RECOGNITION
For Passive Media Measurement
BLURRED TV INSIGHTS

2015 GLOBAL TV ADVERTISING MARKET $173 BN

Source: Statista
TODAY’S AD AND AUDIENCE MEASUREMENT CHALLENGES

FOR BRANDS
- Actual Ad exposure across platforms?
- TV Ad effectiveness (brand awareness, traffic, or sales)?

FOR MEDIA OWNERS
- Performance per channel, incl. delayed viewing?
- Define best cross media package?
CLEAR VIEW ON CROSS AD EXPOSURE & EFFECT
HOW IT WORKS

MEDIA
REWARDS

Let us track Radio and TV you use and get rewarded for making media better.

CONTINUE
MALE  
36  
MASTERS DEGREE  
PLANS TO BUY A CAR  
EXPOSED TO FORD TV SPOT: 3X TIMES  
RECALL TV AD? YES  
BRAND LIFT: 24%
TRIGGER QUESTIONS
FROM SOUND AROUND US

We noticed you were exposed to the Coca Cola TV spot on NBC. Do you recall seeing this Ad?

YES

NO
✓ Actual Exposure across platforms
✓ Effect on Brand Awareness, Buying Behavior and Traffic
✓ Effect Branded Content combined with Airtime campaign
✓ Ad Exposure VS Competitors
✓ Real-time TV and Radio ratings
✓ A/B Content testing
WHY IT’S NEXT GEN

Real Accuracy

No Privacy Impact

‘ZERO’ Battery Impact

Scalable

Vertical Integration

Ease of Implementation

MEDIA REWARDS
BE HEARD. GET REWARDS.
Let us track Radio and TV you use and get rewarded for making media better.

CONTINUE
REAL ACCURACY
PRIVACY & DATA

AUDIO IS NEVER STORED

100 TV ADS = 180Kb
BATTERY USE

1 % per HOUR
SIMPLE IMPLEMENTATION

INTO EXISTING

PANELS AND SURVEY SOFTWARE
HARMONIOUS VERTICAL INTEGRATION

PRODUCT & TECHNOLOGY
DONE RIGHT.