



TV Ad Tracking & Analysis System

Gaining market intelligence in broadcast advertising requires intelligent technology that provides brands with insight into their ad spend. Vobile's TV Ad Tracking & Analysis System identifies and tracks TV commercials and brand elements across broadcast/cable networks to help brands interpret ad data, as well as validate content runs as planned.



Knowing when and where TV ads and brand logos are placed is a crucial step in ensuring ad effectiveness. All brands need an effective solution to track campaign visibility to help validate advertising spend.

Vobile provides accurate TV ad tracking & analysis using the award winning VDNA content identification technology.

Product Advantages



Comprehensive coverage

Monitors TV channels worldwide, 24 hours every day, ensuring the most current data is always available.



Validation assurance

Identifies ads, logos and graphics accurately, helping marketers validate content runs, campaign data and scheduling compliance.



Scalable platform

Integrates into an existing infrastructure and adapts as brands grow and expand their business needs.



Competitive intelligence

Provides insights within seconds to help brands make better data-driven business decisions and respond quickly to competitors' activities.

Key Features

- Uses Vobile's award winning patented VDNA technology with best-in-class video, audio and image recognition technology.
- Cloud recording enables users to record shows airing advertising content without the need for extra hardware.
- Easy API simplifies integration into any custom UI.
- Provides near real-time TV advertisement data based on industry, brand, network, programming and airing logs.
- Powerful identification tool ensures ad runs are captured and members are compensated.
- A global operations team is available to support your new initiatives.



Visit www.vobileinc.com or contact us at info@vobileinc.com for more information.

Vobile is the worldwide leader in video and audio content protection, measurement and monetization services. Its patented core VDNA technologies enable fully automated identification, tracking and management of any video and audio content with high accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, Ca., with additional offices in the United States, Japan and Hong Kong.

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