Automatic Content Recognition for the Second Screen
Revolutionizing the Television Experience

The increasing use of second screen devices - such as mobile phones and tablets - is disrupting television viewing habits as we know it.

With mobile smart devices and social media taking center stage in the constant flow of external stimuli competing for attention, it is increasingly necessary for content providers to control this extra layer of interaction by directly providing users with experiences that will complement, rather than compete, with their content. Without such measures, it becomes impossible to stay competitive and retain the full attention of viewers, and opens up opportunities for other businesses to dilute the value of their content by concurrently interacting with viewers.

By extending television into an immersive experience on the second screen, content providers can unlock the full potential of their content with:

- Interactive Content that lets you extend your interaction with viewers beyond the broadcast for deeper engagement
- Seamless Playback that enables instant cross-device playback for a true "TV everywhere" experience
- Targeted Advertising that complements the content on TV
- Social Media which allows real-time online conversations and sharing
- Check-ins for loyalty incentives such as badges, exclusive content, and participation in live campaigns
- Data & Analytics for insights into viewing behaviors that were not possible to track in the past
- Gamification of content to trigger real-time interactivity and additional entertainment

Automatic Content Recognition for Broadcast Monitoring
Reliable tracking in real time with robust solution

Ensuring Accuracy and Quality of Broadcasts

With video content distributed across regions, languages, and formats, it is very difficult for content owners and global advertisers to accurately track whether their video assets are being aired correctly.

In order to confirm the accuracy and quality of broadcasts, it is currently required to have someone take on the daunting task of personally watching and manually keeping records of broadcasts, or risk inaccuracy of data by employing faulty automation systems.

Current difficulties in monitoring content results in problematic ROI, as failure or neglect in delivering brand exposure and content play as agreed upon may go unnoticed.

Enswers has developed industry-leading fingerprinting technology, which combines digital fingerprinting and large-scale clustering technology to address these difficulties and ensure the most scalable, efficient, and reliable broadcast monitoring solutions available today. With our technology, Enswers serves to:

- Ensure that TV broadcasts are aired on the right channel(s) at the right time;
- Check for broadcast errors and glitches including but not limited to graphic elements and aspect ratios;
- Authenticate and synchronize audio feeds and subtitles; and
- Track on which channels and at what time advertisements are placed.

Enswers Broadcast Monitoring System

Digital fingerprints of visual content subject to monitoring are matched constantly and continuously so you know each and every time contents are aired and erroneous broadcasts occur in real time. You won't lose a single second of monitoring, ensuring that you get an accurate and reliable report.

With Enswers, your business no longer needs to rely on inaccurate or costly content monitoring systems. We provide an affordable and robust solution for identifying and tracking content that can:

- Be rapidly and easily deployed;
- Provide an easy management interface where you can meet all your monitoring needs in one place;
- Receive alerts via e-mail and SMS of errors and faulty broadcast quality for immediate rectification; and
- Readily scale to additional channels and media as needed.

Enswers ACR Technology

Enswers has developed the most comprehensive content recognition solution available today, which enables

- microphones and cameras on smart devices to recognize and interact with audio, image, and video content; and

- tracking advertisements and monitoring the audio and video quality of broadcasts in real-time.

By combining optimized fingerprinting and large-scale clustering technology, we ensure the most scalable, efficient, and reliable content recognition solution. Our set-up makes it very easy and painless for you to integrate advanced recognition technology into your platform, minimizing your development time and costs.

Global Partners & Clients

Enswers has developed products and solutions for, and earned the trust of, leading global partners and clients including Seoul Broadcasting System, Tokyo Broadcasting System, TV Asahi, Dentsu, Intel Japan, and Coca-Cola Japan. Enswers ACR technology has enabled its client base to draw customers into deeper engagement with their content marketing efforts by delivering novel interactive features alongside traditional media and entertainment and to guarantee delivery of accurate and high-quality broadcasts.

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About Enswers

Founded in 2007, Enswers Inc is the leading provider of ACR (Automatic Content Recognition) technologies and systems. Headquartered in Seoul, Korea with offices in Tokyo and San Francisco, Enswers is a pioneer in the industry and delivers ACR technology to top content providers, device manufacturers, advertising agencies, online portals, and network operators around the world.

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