

# DRMetrix Debuts New Airings Verification, Dubbed AVS

BY THOMAS HAIRE (THAIRE@QUESTEX.COM)

**TEMECULA, CALIF.** — DRMetrix, a media research company and research partner of *Response*, debuted its new AVS™ system this fall. AVS, which stands for airings verification service, is the company's first commercial product offering.

"Prior to starting DRMetrix, for the majority of my career I have been on the agency side of the business," says Joseph Gray, founder of DRMetrix. "Of the various costs associated with running an agency, the cost of airings verification service has ranked near the top."

Gray goes on to explain that traditional airings verification services require marketers and agencies to insert an "encoding" into each commercial. "Companies like Kantar, Nielsen, and Civolution have built monitoring systems

that report whenever a commercial airs containing one of their encodings. This solution provides agencies with a more immediate way to know when and where each commercial airs," Gray continues. "One of the downsides of this approach is that there can be mistakes made with the encodings themselves and these services also tend to be expensive."



According to DRMetrix, though, instead of encodings, AVS identifies commercials using pattern recognition, a technology that has been around for some time, and is perhaps best known through music (and now TV) recognition app Shazam. Other popular mobile apps also use pattern recognition technology and have demonstrated the ability to identify content with amazing speed and accuracy.

Gray says that AVS extends the idea further by utilizing both audio and video pattern recognition technologies to identify unique TV spots and infomercials.

"Early on, we wondered if detection

of toll-free numbers and Web addresses, using optical character recognition, could be combined with this technology to provide a more cost-effective approach to identify and report unique variations of DRTV spots and infomercials," Gray says. "After nearly three years of development the answer is a resounding yes!"

DRMetrix contends that AVS is able to identify unique spots or infomercials, as well as the associated toll-free number and/or URL that appears in each airing. "Equally exciting is the fact that AVS is able to record each unique airing for online

playback," Gray says. "So, if you've ever wondered if your commercial really ran, now there is a way to watch the spot as it aired. Seeing is believing — and AVS now makes this possible."

Since AVS is based on passive pattern and optical character recognition, the service is also able to provide airings detail for any spot or infomercial. "In the field of competitive media research, there is now a way to see on a real time basis when and where the competition is running," Gray adds. "AVS is also able to report historic airings for any DRTV campaign, among many other features."

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## OTT Services to Reach 306 Million by 2020

BY DOUG MCPHERSON

**DALLAS** — Over-the-top (OTT) video platforms will reach 306 million people in 200 countries by 2020, according to a report by Digital TV Research. It also projects Netflix's U.S. subscriber base will rise to 50.4 million in 2020.

Global revenues from subscriber-video-on-demand (SVOD) services are estimated to hit \$26.8 billion in 2020. Netflix will be the leader here as well — reaching annual revenue of \$12.2 billion by that time.

Another research firm, Parks Associates, adds that nearly 60 percent of U.S. broadband homes have used at least one OTT service in the past month, with more than 25 percent of homes using two or more in the past 30 days. The survey notes 25 percent of all OTT video business in the U.S. started up this year, with 40 percent of all OTT services launched within the past two years.

The biggest remains Netflix. Amazon Prime Video is next, followed by Hulu.