

## RESPONSE Q&A

### Gray Touts New AVS Breakthrough

BY THOMAS HAIRE (THAIRE@QUESTEX.COM)

**J**oseph Gray is the founder of DRMetrrix, a Temecula, Calif.-based media research company and research partner of *Response*. In a December issue news story, we reported on the launch of DRMetrrix's new AVS™ system. The airings verification service (hence, AVS) is the company's first commercial product offering. Recently, *Response* caught up with Gray to chat about AVS and more.

**Q: During the development of DRMetrrix's core services, why did you choose AVS as the company's first commercial offering?**

**A:** The technology that powers AVS was actually developed for a competitive media research system that we have been working on for several years. We realized that the technology we had developed was so incredibly accurate at tracking DRTV airings that we could also use it for airings verification. From a technical stand-

point, it was easier for us to bring AVS to market first. The other product we've been developing, AdSphere™, will make its debut in early 2016.

**Q: How does the technology in AVS differ from traditional encoding systems used by other verification services providers?**

**A:** Instead of an encoding, AVS utilizes automated content recognition (ACR) technology, which recognizes commercials based on their video and audio fingerprint. DRMetrrix has been monitoring national cable networks since the end of 2014, collecting the digital fingerprints of every short- and long-form direct response creative. Today, our system detects more than 500,000 DRTV airings per month. We also use optical character recognition (OCR) to read the toll-free number and/or Web addresses that appear in each unique airing. Traditional airings verification services have been limited to



Joseph Gray

detecting an encoding, whereas AVS goes much deeper: detecting, analyzing, and recording every spot or infomercial airing.

**Q: What additional services can AVS provide that other verification services do not?**

**A:** Within minutes of an ad airing, AVS includes all of the details online—including the ability to click and watch the ad as it aired. Pretty much anything that could possibly go wrong with a spot or infomercial can be discovered. We've identified ads running with no audio, with the

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## NEWS CORNER



GINA POMPONI



ANTHONY BOOTH

**Bluewater Media** hires **Gina Pomponi** as president of the media division. Pomponi comes to the position with 25 years of experience in direct response media buying.

**Optimal Payments**, a global payment solution provider, announces its new brand identity and company name, **Paysafe**.

**Pro Media Group** booked \$24.4 million in revenue in 2014 through its offering of creative services to health, law, and insurance companies.

**BlueSnap**, a global payments technology company, hires three executives: **Scott Fitzgerald**, **Bob Botelle**, and **Scott Conti**.

**Concepts TV Productions** is prepping for a summer 2016 move into its new home: a 10,000-square-foot space complete with

studio, post-production editing suites, and production offices.

**MMSI Marketing & Media Services**, owned by **R2C Group**, celebrates its 30<sup>th</sup> anniversary.

**Dial800** is named one of the "Nation's Best and Brightest Companies to Work for®" in 2015 by the **National Association for Business Resources** (NABR).

**TheBlaze Inc.** and **Verizon FIOS** enter into a multi-year carriage agreement for TheBlaze TV.

In the wake of the Federal Communications Commission (FCC) clearing the way for texting in limited commercial uses, Tennessee-based **GetStiki.com** is gearing up to offer direct response marketers a fully compliant, performance-based texting response channel, dubbed "Text to TODAY."

wrong toll-free number, URL, or promotion code, and even instances where the toll-free number is half off the screen and unreadable.

AVS also provides a daily file output so you can import airings into your agency system or you can pull in airings on more of a real time basis through our API. DRMetrix is the first television research company to distinguish between the two different types of ad breaks that occur on national cable networks. In addition to buying spots in national ad breaks, DR advertisers also purchase highly discounted spots in what are called local breaks. These spots are typically seen by less than 10 percent of viewing households. AVS monitors the national cable network feeds directly, determining whether each spot is airing in a national or local ad break.

AVS is also able to provide agencies with a 360-degree view of all airings associated with any DRTV creative. Traditional airings verification can only report airings that have agencies' specific encoding. Wouldn't it be nice if an agency could track all of the airings rather than just their own? Because AVS was built for the

DR industry, it tracks the unique toll-free number in each airing, allowing agencies to segment their own airings from those of other agencies.

**Q: Who do you see as the biggest beneficiaries of utilizing AVS?**

**A:** We see agencies and marketers being the biggest beneficiaries. As our monitored universe

expands far beyond 100 national cable networks, we anticipate that AVS will become more attractive. Agencies will appreciate not having to deal with the logistics of encodings or having to deal with encoding mistakes. In time, as media buying systems integrate with AVS, the product will become more proactive in detecting and reporting anomalies.

**Thane Direct** appoints **Anthony Booth** as president and chief operating officer, effective January 2016.

**Listen Up Español** answered all donation calls (more than 47,000) during the December TeletonUSA charity event. The event raised more than \$15 million.

**DNA Response Inc.**, which manages brands on marketplaces like Amazon and eBay, announces an exclusive partnership with **Direct Holdings Global** to manage its Time Life brand of music and video product lines on five online marketplaces.

**AVC Corp.** celebrates its 25<sup>th</sup> anniversary. Moshe Begim and his wife Gali started AVC in 1990 in North Hollywood, Calif. Today, the company is a full-service 4PL provider that handles customers' products from inception to delivery.

**212 Degrees Fahrenheit**, a creative shop in Irvine, Calif., delivers new long- and short-form programs for Havas Edge, Cannella Response Television, and Cesari Direct. Spots and shows currently airing include Buy Belize, Doctor on Demand, Teeter, and On the Go Loans.

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**DRMETRIX** MONTHLY SPEND INDEX RANKINGS

**TOP 10 TRADITIONAL SHORT-FORM DR PRODUCTS**

RANK	BRAND	COMPANY	PRICE	AIRINGS	SPEND INDEX	% OF NATIONAL	ASD*
1	Proactiv Plus	Guthy-Renker LLC	\$19.95	3,621	28.93	85	94 sec.
2	MicroTouch Tough Blade	Ideavillage Products Inc.	\$19.99	1,506	12.02	72	88 sec.
3	Roto Clipper	Lenfest Media	\$19.99	1,188	9.67	63	91 sec.
4	Wonder Wallet	Allstar Products	\$19.95	1,199	9.19	73	99 sec.
5	Copper Fit Back Pro	Ideavillage Products Inc.	\$19.99	1,112	9.14	60	83 sec.
6	Lipozene	Obesity Research Institute	\$29.95	1,562	8.65	76	113 sec.
7	Dragon Naturally Speaking	Nuance Communications	\$74.99	760	6.24	86	60 sec.
8	Dutch Glow	SAS Group Inc.	\$14.99	441	5.35	86	120 sec.
9	Ab-Carver Pro	Perfect Fitness	(2-pay of) \$19.95	505	4.67	35	60 sec.
10	Knot Out	Allstar Products	\$14.99	498	4.5	59	87 sec.

**TOP 10 LONG-FORM PRODUCTS**

RANK	BRAND	COMPANY	PRICE	AIRINGS	SPEND INDEX	NETWORKS AIRED
1	Shark Rocket Powerhead	SharkNinja	(5-pay of) \$39.95	265	100	36
2	Total Gym	Total Gym Fitness	\$14.95 (trial)	331	89.38	28
3	Bye Bye Foundation	Guthy-Renker LLC	\$39.95	230	88.77	26
4	Meaningful Beauty Ultra	Guthy-Renker LLC	\$39.95	168	67.60	23
5	Cize	Beachbody	(3-pay of) \$19.95	202	62	25
6	Luminess Air	Luminess Direct	\$19.95	153	61.06	16
7	Ninja Coffee Bar	SharkNinja	(4-pay of) \$44.95	201	53.37	35
8	NuWave Oven Pro	NuWave LLC	(3-pay of) \$39.95	173	46.38	28
9	PiYo	Beachbody	(3-pay of) \$19.95	124	43.08	19
10	T-Fal OptiGrill+	T-Fal USA	(6-pay of) \$29.95	163	41.30	19

**TOP 5 LEAD GENERATION & BRAND DR CAMPAIGNS**

	RANK	BRAND	COMPANY	AIRINGS	SPEND INDEX	% OF NATIONAL	ASD*
LEAD GENERATION	1	My Pillow	My Pillow Inc.	1,463	34.15	96	101 sec.
	2	St. Jude Children's Hospital	St. Jude Children's Hospital	1,895	28.20	99	93 sec.
	3	ASPCA	ASPCA	959	26.12	89	99 sec.
	4	Shriners Hospitals for Children	Shriners Intl.	1,172	24.96	100	117 sec.
	5	Wounded Warrior Project	Wounded Warrior Project Inc.	1,163	22.49	100	111 sec.
BRAND	1	Liberty Mutual	Liberty Mutual Group	9,412	100	98	36 sec.
	2	Progressive	The Progressive Corp.	12,066	85.05	79	30 sec.
	3	Humira	AbbVie Inc.	4,449	83.19	100	60 sec.
	4	State Farm	State Farm Insurance Co.	6,994	70.26	99	24 sec.
	5	Tamiflu	Hoffman-LaRoche Inc.	2,539	68.08	100	60 sec.

©Copyright 2016, DRMETRIX LLC. All rights reserved. Rankings from Nov. 30-Dec. 27, 2015. Occurrence data is collected on a 24/7 basis from monitored national cable networks. Short-form includes spots two minutes or shorter. Long-form includes programs of 28:30 in length. Spend index is based on a projection of direct response media expenditures with top long-form and short-form campaigns earning a spend index score of 100 and all other advertisers calculated in comparison. The index also takes into account network and ROS daypart mix, and whether spots are airing in national or local ad breaks. Traditional short-form DR products are "call-to-order" campaigns with price disclosed in the spot. The lead-generation category ranks service offers, low-cost trial offers and spots without a price. The brand DR category is reserved for campaigns that do not utilize the traditional approach of tracking cost-per-call or per-lead by individual network. Rather, they commonly utilize the same vanity toll-free number or Web address across all media. \* — ASD represents "average short-form duration" and is calculated by taking the total duration of detected spots divided by total units. DRMetrix is a media monitoring and research company specializing in the direct response television marketplace. Phone (951) 234-3899. E-mail: [info@drmetrix.com](mailto:info@drmetrix.com)

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