



VSN and Kinetiq team up to integrate Teletrax® watermarking technology in VSNE Explorer MAM

Barcelona, SPAIN – 10/20/2020

Kinetiq and VSN have teamed up to integrate Kinetiq's Teletrax watermarking technology in the VSNE Explorer Media Asset Management (MAM) system as part of a common project requirement in order to monitor the usage of delivered content. This objective has been successfully completed thanks to the fruitful collaboration of both companies.

The companies have implemented watermarking in specific workflows, such as the one in VSNE Explorer MAM, designed to distribute files with a watermark and integrate metadata flows seamlessly between the VSN and Teletrax Systems. Additionally, VSN is also working on the implementation of an asset update workflow. This will mean that asset metadata archived in Teletrax can be edited from VSNE Explorer, with changes automatically reflected in the Teletrax system.

"Partnering with and integrating Kinetiq's Teletrax® technology has not only been a successful collaboration, but it has also allowed us to get acquainted with the technological vanguard of content watermarking and to further demonstrate the great integrability of VSN's systems.", said Aaron López, COO of VSN.

Kinetiq's Teletrax® technology recognizes marks in content on television (cable, satellite, terrestrial) and the internet (social networks, live-streaming) and generates instant reports for content owners who can use the information for several purposes such as contract compliance, competitive analysis and market intelligence. The technology enables edits (each second has its own watermark), compressions, scaling and rotation. Currently, Teletrax monitors the broadcasts of more than 2,100 television channels in over 85 countries and several social media platforms.

VSNE Explorer MAM is VSN's state-of-the-art Media Asset Management system, a web-based, scalable, open and flexible solution that offers all the necessary tools to manage and orchestrate the entire media lifecycle of any broadcast and media company, private corporation or public institution, from cataloging to advanced content search, preview and editing, quick retrieval and archiving.

"Partnership with leading broadcast management solutions such as VSNE Explorer is key to Kinetiq. It ensures that the integration of the watermarking technology into client's workflow is flawless and efficient", said Hélène Chabran, SVP Revenue at Kinetiq.

About Kinetiq

Kinetiq, headquartered in Philadelphia, PA, pushes the boundaries of TV intelligence with the first and only unified, global platform to measure the complete spectrum of paid, earned and owned TV media with the speed and precision of digital. The Kinetiq platform empowers marketers, technology partners and content owners with TV audience metrics and analytics in

real-time, providing the critical data and transparency needed to make informed decisions. Formed in 2019 with the merger of iQ Media and 4C's Teletrax, Kinetiq is trusted by leading brands, agencies, broadcasters and ISVs, including Mercedes-Benz, Uber, Fox Broadcasting Company and Google. Visit www.kinetiq.tv to learn more.

About VSN

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN has delivered innovation and media solutions to clients in more than 100 countries globally, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, please visit www.vsn-tv.com.

###

VSN's contact

Patricia Corral
Marketing Director
Tel: +34 93 734 99 70
Email: pcorral@vsn.es