

# OVERCOMING THE LIMITS OF TV MEDIA MONITORING

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How a Media Intelligence Platform Empowers Organizations  
to Leverage Broadcast TV Media



An iQ Media White Paper  
Part of the Mastering Media Leverage Series

## Why TV Media Must be Leveraged

Highly visible organizations are rightly concerned about protecting their brand image and controlling their message. Because broadcast TV is the first place the public turns to for breaking news and information, it is the most important media resource for:

- Political organizations
- PR firms representing major companies, celebrities, and brands
- Professional and collegiate sports organizations
- Non-profit charities
- Any high-visibility entity with image and messaging goals

Many of these organizations subscribe to a TV media monitoring service. Unfortunately, these services are an outgrowth of the media “clipping service” industry, which began in the 1800s and was designed primarily to accumulate mentions for later analysis and quarterly board presentations.

Today’s world is more interactive. When TV media is simply monitored, a lot of its potential value remains untapped. Today’s winners are those who move beyond monitoring to proactively leveraging TV media.

TV media hugely influences public opinion. While monitoring broadcast TV is a must-do activity, leading organizations use TV content as a potent communications vehicle to reinforce their messaging and strategies. They use it to make a positive impact on customers, colleagues, and constituents.

It is vitally important for these organizations to keep in step with the information delivery preferences of today’s public. The demand is for high quality, relevant, and timely information delivered to the platform of choice – such as smartphones, tablets, or PCs – prepackaged in a short, easy-to-digest sound bite format.

Traditional TV media monitoring services cannot meet such high expectations. This white paper explains why, and introduces the concept of a Media Intelligence Platform (MIP). It will also identify the key software capabilities that empower users of a MIP to move beyond monitoring to leveraging TV media.

## Limitations of Traditional TV Media Monitoring

Traditional TV monitoring services (TMS) are based on technology that was originally deployed back in the 1970s. Some TMS have added attractive web front-ends, but they are still built on top of this decades-old infrastructure, which is largely hardware-centric. TMS offer the basic capability to capture video, make clips and share them, but they were not designed to meet modern organizational needs in today's connected world. They have three major problems:

**1. Lost Media Syndrome.** TMS lose media in two ways. First, they delete it because the infrastructure can only store a limited amount of data. That is why content in virtually every TMS “expires” after 30, 60, or 90 days – it gets deleted and is gone forever. Second, TMS often do not provide effective search tools, and valuable media becomes lost like the proverbial needle in the haystack.

Today's organizations can leverage media in new ways only if it remains available to them and they can easily find it. The Lost Media Syndrome makes this impossible.

**2. Toolset Time Drain.** Most TMS place a large time burden on the user. Springing from the clipping service industry, in which entry-level staff were the primary users, little attention was paid to conserving user time – so the process of searching for relevant coverage, narrowing down the results, accessing the actual video, optionally making a clip, and processing the result is extremely laborious and time-consuming.

In today's organizations, staff members have many crucial responsibilities. Those

who work with TV media content also have other important things to do. When they must battle Toolset Time Drain, wrestling with a cumbersome process, two things happen. First, they simply miss great TV content because they don't have enough time to find it, and second, they do not have time to leverage TV media as a key element of proactive communications vehicles.

**3. Media Management Gap.** TMS are designed to temporarily capture TV media, enable users to find content while it is still available, and perhaps create clips of that content. There is no concept of providing a user repository for permanent storage and management of user-created clips and other content.

With most TMS, if a user wants to save a clip, an extra cost is charged. Once downloaded to the user's PC, it is outside of the TMS product, so the burden of storing, categorizing, and sharing the content with others in the organization is on the user, not the TMS. This forces organizations who need to archive TV content to construct their own system for doing so – another expensive use of staff time that detracts from the real mission of the enterprise. And most organizations simply choose – for cost and time reasons – not to save a lot of video content, thus losing its value forever.

As long as organizations rely on traditional TV monitoring services, they will also have to contend with Lost Media Syndrome, Toolset Time Drain, and the Media Management Gap. They will have to balance available staff time against other priorities, with the result that opportunities for leveraging the powerful medium of broadcast TV will be missed.

# The Next Generation: Media Intelligence Platforms

To truly leverage the power of TV media, organizations need extended capabilities that simply do not exist in a TMS. A Media Intelligence Platform (MIP) delivers those capabilities. Such a platform differs from traditional TV monitoring in the following ways:

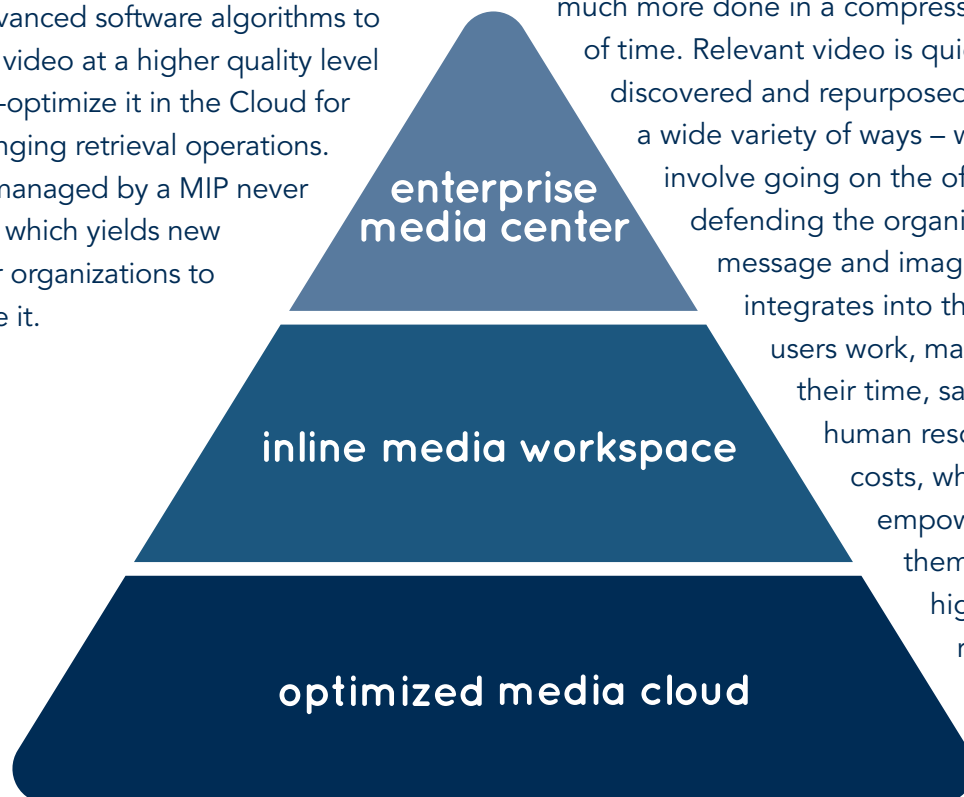
**1. Optimized Media Cloud.** Technology breakthroughs occur when a new paradigm is discovered and leveraged. Traditional media monitoring is limited because its approach is focused on temporary content capture, and media is housed in traditional databases. MIPs tackle this fundamental challenge of scalability.

Modern TV video involves massive media files that are only getting bigger with extended capabilities like HD. A MIP uses advanced software algorithms to capture video at a higher quality level and pre-optimize it in the Cloud for wide-ranging retrieval operations. Media managed by a MIP never expires, which yields new ways for organizations to leverage it.

An Optimized Media Cloud, when properly implemented, eliminates Lost Media Syndrome. Media in the Cloud can be mined to support diverse communications programs in ways that are not possible with traditional TV monitoring. Although the Optimized Media Cloud is “under the hood” of a MIP, it is critically important because it sets the boundaries on what users can actually do with the TV media available to them. A new web front end on a TMS may look nice but cannot overcome the limitations inherent to the old media-capture infrastructure.

**2. Inline Media Workspace.** It’s not enough to capture large media files and store them. Today’s users have a critical need for speed. This means fast searching, easy result refinement, intuitive clip creation, and immediate sharing capabilities.

An Inline Media Workspace solves the problem of Toolset Time Drain. Users get much more done in a compressed amount of time. Relevant video is quickly discovered and repurposed for use in a wide variety of ways – which can involve going on the offense or defending the organization’s message and image. A MIP integrates into the way users work, maximizing their time, saving human resource costs, while empowering them to deliver high quality results.



**3. Enterprise Media Center.** A major difference between a MIP and a TMS is the concept of organizational empowerment. A MIP is designed to enable leveraged use of media. It therefore provides power tools to share, manage, and analyze media.

Traditional TMS do not offer permanent storage, but a good MIP will provide Cloud-based services to house an organization's media clips, tools for categorizing them to facilitate reuse, and the ability to integrate an organization's own video with broadcast TV content. It will also provide capabilities to share media in a modern way, delivered to the end user's platform of choice.

The Enterprise Media Center bridges the Media Management Gap, and provides new capabilities to organizations that simply are not possible with a TMS. Users can build an arsenal of competitive media content, and analyze saved media to track the evolution of opinion and competitive issues. Because MIPs also have an Optimized Media Cloud, an organization can always find older video content that suddenly has become important, and easily add it to the arsenal. The Enterprise Media Center also provides video hosting and integrated playout services. All of this empowers the organization to leverage video content in support of strategic communications goals.

## Conclusion

Many organizations have a defensive and limited approach to TV media, primarily because they rely on traditional TV monitoring technology – or in some cases no monitoring at all.

At the same time, they operate in the unforgiving public marketplace of ideas, where rapid and accurate response is crucial to message control. They work with donors, customers, colleagues, and constituents who increasingly respond well to high quality video in accessible, pre-packaged sound bite form.

Tomorrow's winners will be organizations that move beyond media monitoring to media leverage. The new technology of a Media Intelligence Platform is the right choice for maximizing an organization's control and management of video content.

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