

AUDIBLE MAGIC'S CONTENT IDENTIFICATION

**Delivers accuracy, scalability & flexibility
for the most demanding customers**

HIGHLIGHTS

- Identifies clips as short as 5 seconds
- Provides a near-zero false positive rate
- Easily handles ambient noise
- Proven up time of 99.7%

WITH OUR TECHNOLOGY

- Match unknown media against known registered media
- Identify what is playing

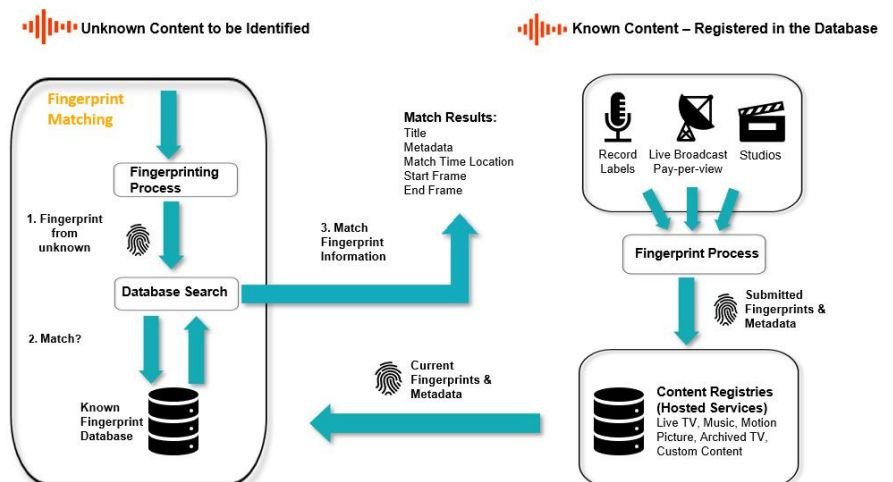
USE CASES

- Copyright compliance
- Content licensing & reporting
- Content monetization

Technology Overview

Our Emmy-winning patented technology identifies unknown media by matching the fingerprints of unknown content to known fingerprints registered in our databases.

- The process is flexible and works for any form of audio content and for video content with or without audio.
- It accurately identifies content despite manipulations in rate, pitch, and tempo.
- Audible Magic's infrastructure operates at over 8,000 search requests per second, and can easily scale much higher





LOCATIONS

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AUDIBLE MAGIC'S FULL SUITE OF HOSTED SERVICES

25 billion lookups a year and counting...

Authoritative Registry

Over 25 million media assets have been registered with Audible Magic, representing more than 140,000 record labels and 1,000 video supplies from over 125 territories across the globe. Our registry continues to grow by about 250,000 new title registrations per month.

Established Industry Relationships

Fingerprint and metadata submissions to AM are now integrated into standard release workflows across most recognized media companies, including major record labels, TV studios, and motion picture studios.

Coverage Across the Digital Media Landscape

We offer databases and hosted lookup services covering live television broadcasts, live streaming, archived TV content, motion pictures and music.

The Industry Standard

Audible Magic's hosted services are highly responsive and massively scalable. With greater than 25 billion lookups each year, our company boasts a proven uptime of 99.7% with the world's largest social media platforms.