

Audible Magic Content ID Services

Ideal for Internet connected consumer devices and applications

- Identify and synchronize TV/radio programs and advertising
- Second screen applications such as social TV, targeted advertising/offers.

Can be customized to the needs of the service or application

- Custom databases with automated reference content submission process
- Use of AM copyrighted music or TV/Film databases or LiveTV

Easy to integrate turnkey service consisting of

- Software API for device
- Hosted database service

API library is easy to integrate and portable to the popular operating platforms.

- iOS – Apple
- Android
- Windows
- Unix/Linux

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Overview - Audible Magic is the premier provider of content identification services. Leveraging technology in use with a marquee list of customers, Audible Magic has turnkey solutions that enable the identification and synchronization of TV/radio programming for applications such as social TV or targeted advertising. The technology and service is able to match audio from a connected CE device to a database of reference content such as TV programming or advertising.

Easy to Integrate Turnkey Service - Audible Magic's CopySense content identification service is easily integrated into your own smart phone or other consumer device application. The solution consists of a software API library, hosted database service, and a reference content submission process.

CopySense Content Identification Technology - Audible Magic CopySense technology uses sophisticated analysis to identify and match unknown content based on its perceptual characteristics. These measurements form the basis of a unique digital fingerprint and can be used to identify a piece of content in the same way a fingerprint or DNA can identify an individual. The system is capable of synchronizing content to a resolution of +/- 25 msec. The technology can identify content captured from microphones on CE devices with great accuracy.

Multi-Platform Software API - The content identification API library makes it easy for developers to incorporate content identification into any service, application, or device. The library is supported on the popular operating systems including iOS, Android, Windows, Linux/Unix.

Distributed or Hosted Databases – The technology can support a local database on the device or a hosted database managed by Audible Magic. The database can be customized for the application need. For example, it could contain reference advertising or TV programming. Audible Magic also can provide access to its database of copyrighted music or film/TV programming.

Live TViD – Live TViD recognizes live, as its aired content (both standard and HD) in approximately 3-10 seconds. Content identification is possible for both live broadcasts and time-shifted viewing. It also identifies content even when “talk over” or other ambient noise is present.

Stay Synchronized – Live TViD not only identifies what a viewer is watching but it pinpoints—to the exact second—where the viewer is during a show. With this information, applications can trigger events at different points in a broadcast.

Basic Identification System Pricing Structure - Audible Magic's primary model is priced based upon hours of viewer usage of the ACR enabled application in the range of cents per viewer hour.