

stirlitz

MEDIA SOFTWARE

New:

- Loudness monitoring
- Mobile SML Player
- Timeline Tagging

- log audio/video/metadata
- automate scripted exports
- stream your archive on demand
- monitor your competition
- verify commercials play-out



Stirlitz Media software is used worldwide by radio & TV broadcasters, distribution platforms, content and compliance monitoring companies, press agencies and media authorities. The rock-solid **Logger** records multiple audio, video and metadata sources and gives access through the Timeline based **Player**. **Inspector** detects and reports the play-out of spots and music. The **Podcaster** automates scripted iTunes-ready exports of audio and video, while the **Archive Streamer** streams on-demand parts of the logs to websites and mobile apps.

Stirlitz Media lets you:

- Log up to 256 stereo audio or 64 SD/HD video sources per server
- Monitor your competition by detecting their music and spots
- Automate iTunes ready audio/video exports from your logs
- Stream on-demand parts of your radio and TV archives
- Integrate as-run logs from all major play-out systems
- Register GPIO data from consoles and other hardware
- Register program ratings, loudness and signal levels
- Report silences and loudness regulation breaches
- Access your logs instantaneously through LAN & WAN
- Tag parts of the Timeline with pre-defined and free-text metadata



Key benefits for radio stations:

- see the history of your program
- monitor competition
- detect ads and music play-out
- automate news/traffic updates on website and mobile app

Key benefits for TV and Operators:

- native IP SPTS/MPTS capture
- 4K ready
- extensive metadata capture
- just software, running on any hardware
- Timeline based client

References excerpt:

TV/Operators: NC+ (CANAL+ Cyfrowy), Polish Television (TVP), TVN24; Radio: ABC Dhaka (Bangladesh), ABS-CBN (Philippines), Agerpres (Romania), Alpha Broadcasting (USA), ARN (Dubai), Awesome (Trinidad & Tobago), Best Rock FM (Portugal), BNR (Netherlands), CBS (Uganda), CBS Radio (USA), CCM (Nigeria), Cidade FM (Portugal), Cotonete (Portugal), CANAL+ Cyfrowy (Poland), Dagmar (Haiti), Dhaka FM (Bangladesh), Digital Linkage (Kenya), Entercom (USA), ERT (Greece), Europa Plus (Russia), European Hit Radio (Latvia), Guaranty Broadcasting Company (USA), Hello FM (India), Mediaworks (New Zealand), M80 (Portugal), Mix (Portugal), New Media Lab (Bulgaria), NPR (USA), NRJ (Belgium, Finland and Norway), NRK (Norway), Polskie Radio (Poland), Radio Centras (Lithuania), Rádio Clube (Portugal), Radio Dhaka (Bangladesh), Radio Eska (Poland), Radio France (France), Rádio Comercial (Portugal), Radio Lux (Ukraine), Radio Zet (Poland), Radio101 (Italy), RAI (Italy), RDS (Italy), Rediffusion (Malaysia), RMF FM (Poland), Romantica FM (Portugal), RTL102.5 (Italy), SBS (Finland and Norway), Stroka (Slovenia), SRR Romania Public Radio (Romania), Uniradio (Mexico), Yahoo Sports Radio (USA) and many more.

Stirlitz Media Logger – our roots are in radio

The most versatile and user-friendly logger - not only for radio

The first **Stirlitz Media Logger** (SML) was developed in the nineties to replace a radio stations failing video-tape logging system. Now SML is used in 30 countries by broadcasters, monitoring companies, conference centers and even the United Nations.

SML logs audio and video together with multiple layers of metadata from various sources. Using the Timeline based client application SML Player (dedicated Player for Windows, or web based Player for iPhone, iPad, Android, Windows, OS X and Linux), these logs can be accessed through the LAN and Internet by selected user/groups. One SML Player can access multiple SML Servers regardless of where they are, making SML fully scalable. A standard SML server can handle up to 24 simultaneous SML Player connections. This can be upgraded to hundreds!

Why does SML log metadata

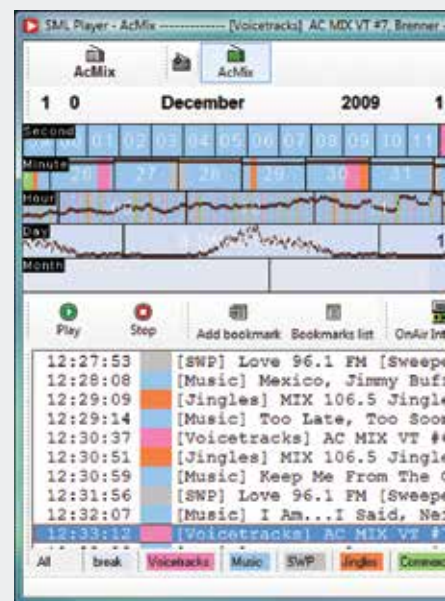
Displaying the metadata from the station automation system in the SML Player as text-lines and as color-codes in the Timeline gives you a direct one-view insight of what you have logged.

What we do with metadata

- see what has been played
- see the live-studio audio
- see the silences
- see recording gaps
- scroll through RDS texts
- search for advertisements
- use as start/end markers for Podcasts (see SMP below)
- automated reporting to 3rd party applications
- monitor the competition (see SMI page 4)
- find past news-items fast
- report EBU R128, BS-1770-2 loudness breaches

Metadata examples

- artist, title, category information from the station playout system
- RDS text (from selected capture cards)
- audio volume/loudness signal level (from selected capture cards)
- DMB/DAB/DAB+ metadata (from selected cards)
- manually inserted bookmarks
- PPM data (if available)
- newsroom cue-sheets
- webstream metadata



Stirlitz Media Podcaster

The Podcaster can select, export, code and upload any repetitive item in your radio or TV broadcast, based scripts using metadata the SML server registered from your play-out system and console. You can have your latest news, weather, traffic, celebrity column or sports report on your website and mobile app, just minutes after the broadcast ended. Fully automated, together with the appropriate html/xml files, iTunes-ready if you want. SMP takes away the boring work, leaving more time for creative Podcasts!

Use Stirlitz Media Podcaster to podcast your:

- news
- weather
- business news
- traffic info
- morning show
- celebrity interviews

Archive streamer

With the SML Archive Streamer, parts of your radio or TV archive can be called up by a simple URL.

The Archive Streamer makes your archive available through your site and mobile app. The audience select the media through a simple calendar function or past-program guide. A second after they click Play, the web-player will start, regardless of whether the selected media is from yesterday or three months back.

When adding media to website news-articles, instead of finding the media, exporting, coding, uploading and linking it to the text, just enter start date, time and duration... and that's it! No unused media files cluttering your server. Just one SML Archive Streamer.

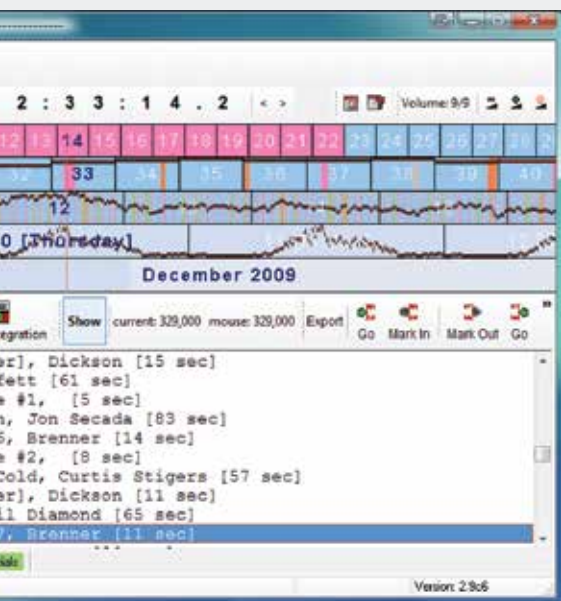
Stirlitz Media Logger: audio, video and metadata

The best logger for broadcasters, operators and monitoring companies

The Stirlitz Media Logger records up to 64 video channels, together with accompanying metadata, on one server. The same Timeline based SML Player is used to access the video logs through the LAN or WAN. You can instantaneously watch channels of all SML servers your SML Player has access to, regardless of where these servers are located. You can add as many servers to the SML Player as needed. All the user will see in his SML Player is a list of available audio and video-channels, alphabetically or grouped per server.

As always with Stirlitz Media, there are no folders, no filenames... just the Timeline with screenshots of the channel history. The video is shown in a separate resizable screen. You can combine the logs with (searchable) metadata from any source, add and share bookmarks, move through the whole depth of the archive and export the video with a simple click of the mouse.

Log and monitor entire DVB muxes, capture MPEG transport streams over network (UDP, RTSP, HTTP) and ASI. Record and store all video, audio and data streams, as broadcast. SML supports SPTS and MPTS (Single/Multi Program Transport Stream) sources.



Why SML is better

The **SML Player** sets SML apart from the competition:

- It is **Timeline based**, so there are no folders, no filenames, just a clock and a Timeline you can drag to the month, day, hour, minute you are looking for.
- You actually can see the length of the archive and you can see it grow with the recording. You can **access the audio and video just seconds after recording** and jump back to the beginning of the archive with one click. The SML Player will start playing the audio (& video) immediately.
- The **registered metadata** is displayed in text-lines and color codes under the Timeline and in color-codes in the Timeline. If you have access to your minute-by-minute PPM ratings you can even display them (the red line in the Timeline)!
- You can add **bookmarks** allowing sharing and one-click retrieval of marked audio/video and you can export a day, an hour minute or second with one click only. It is so simple that the telephone operator at the front desk can do it.
- The **SML Player** comes in two versions: a dedicated one for Windows and a web based Player for iPhone, iPad, Android, Windows, OS X and Linux.

System requirements SML audio server

- up to 4 (stereo) channels:
2GHz single-core CPU
+ 2GB RAM
- up to 8 (stereo) channels:
dual-core CPU + 4GB RAM
- up to 32 (stereo) channels:
Intel Six- Core CPU + 4GB
RAM
- Server: Windows 7 or
Windows 2008 Server, 32bit
or 64bit
- Windows compatible sound
card(s) / multiple station
tuner cards / virtual card
- Storage: NTFS: local disks
(RAID 1/5/6), remote NAS
(over iSCSI) or SAN (over
Fiber Channel)

System requirements SML video server

- For broadcast:
IP sources: MPEG TS
over IP - DVB compatible
broadcast and IP cameras
- For monitoring:
capture cards: up to 16
channels with hardware
compression using Euresys
cards, Blackmagic with
software compression
- 0.6 TB storage per station
per month - with h.264, full
resolution, 2000kbps stream
- Storage: NTFS: local disks
(RAID 1/5/6), remote NAS
(over iSCSI) or SAN (over
Fiber Channel)
- visit StirlitzMedia.com ->
Logger -> Requirements
for more information

SML – key features:

- Video compression: H.264, MPEG-4 SP/ASP, WMV, MPEG2
- Audio compression: AAC, AC3, E-AC3, MP3, WMA, MPEG1/2
- Player runs on Microsoft Windows; and in any modern web browser, on PC, Mac, iOS and Android phones and tablets (limited formats support)
- Records up to 64 video stations per server, and up to 128 for audio
- Every recorded station may have different archiving and quality settings (resolution, bitrate, audio compression, number of days to store...)
- The client/server operations are based on TCP/IP protocol, using single socket and are easy to encrypt & tunnel
- Internet/Intranet access is supported, over LAN, WAN, VPN
- Access restrictions, including AD, guarantee secure access
- Dozens of users can access the SML server simultaneously through their Players
- Recorded audio/video is available in few seconds
- Recorded video and audio can be streamed via the company network and Internet to client applications (SML Players)
- The system automatically sends out alarms on pre-defined errors such as signal loss, or extended periods of silence via e-mail or SNMP
- Multiple server setups are possible
- Loudness monitoring

Stirlitz Media – media monitoring, market intelligence

Stirlitz Media Inspector is already used in Europe, Africa and Latin America (not available in the USA). Inspector uses **advanced media fingerprinting** to detect and report the play-out of pre-recorded media (such as advertising and music) on radio and TV stations. Inspector is fully scalable and can be used to monitor one radio or tv station, a group of radio and tv stations in one market, or all radio and tv stations in a country.

Inspector will detect the each and every play-out of fingerprinted advertisements/songs, it can even be configured to detect short bits of music used under spoken word. Using “auto-search” you can detect new advertisements and songs even before they have been fingerprinted!

Broadcasters monitor their competition – and verify their own advertisement play-out

Using Inspector stations monitor their competitors advertising and music rotations. New adverts and songs are detected automatically. Compare ad-spending, which advertisers do not advertise with us? Key questions answered by Stirlitz Media Inspector! In markets without an established advertisement monitoring system, broadcasters use Inspector to create verified play-out lists, linking every entry to the actual off-air audio/video.

What our clients say:

” Mediaworks Radio chose SML because of the excellent features the software offers especially in a network set-up, rock solid reliability and a program interface that all our staff love. Add on a great support team at Stirlitz Media and it was a no brainer!

Leon Wratt, PD The Edge & GM of Mai FM, New Zealand

Reputable Nigerian advertisers, agencies and media owners rely on CCM for reporting media compliance and post campaign analyses. Thanks to Stirlitz Media Loggers and Inspectors. We monitor and detect advertisement play-out on more than 160 Radio and TV stations all over Nigeria and plan to add more stations and locations shortly.

Tunde Onadele, MD CCM Ltd.



Content & compliance monitoring

Stirlitz Media offers a tested and proven solution to monitor the play-out of ads and music, and soon also the usage of **flagged words**, **product endorsements** and **product placements** on air.

Radio and TV stations are logged off-air by Stirlitz Media Loggers in remote towns, or from satellite/cable. The audio and video remains on the remote sites (can be accessed anytime through SML Players), only small data-files are sent to the Inspector servers in the HQ. These servers compare the data-files with the fingerprinted media and look for “unknown repeating audio”. The results are available in a web-interface and in an open database for integration into 3rd party reporting software.

Inspector in points

- monitor competing stations
- monitor complete countries
- detect through fingerprinting
- accurate & flexible
- auto-search new ads & songs
- report advertisements & songs
- re-create playlists & rotations
- compare ad-spending

Next steps

- video-fingerprinting
- auto-search new repeating video
- detect product placements in video
- detect endorsements in audio
- detect faces in video
- detect key-words in audio



Contact Stirlitz Media:

Stirlitz Media sp. z o.o.
President: Greg Podsiadlo
International: Cesco van Gool
Tel: +48 22 389 7642
Email: info@StirlitzMedia.com
Web: www.StirlitzMedia.com