

shadowtv[®] monitoring system

broadcast monitoring system

Keeping pace with televised information

The proliferation of television channels has made it much more difficult to monitor televised information for business purposes. Whether it's a breaking news story regarding your industry, or a new television advertising campaign from a competitor, whom can you rely on to immediately notify you of television that is important to your business?

The ShadowTV solution: real-time monitoring via the internet

ShadowTV[®] Monitoring service enables advertising agencies, PR agencies and corporations to keep pace by employing proprietary, patent-pending technology to provide a complete service solution for television monitoring

ShadowTV is the only monitoring service that delivers televised content directly to you in real-time, so you can quickly monitor news for competitive intelligence, shareholder relations and media crisis management.

ShadowTV watches TV for you, and sends all relevant video directly to your desktop computer.

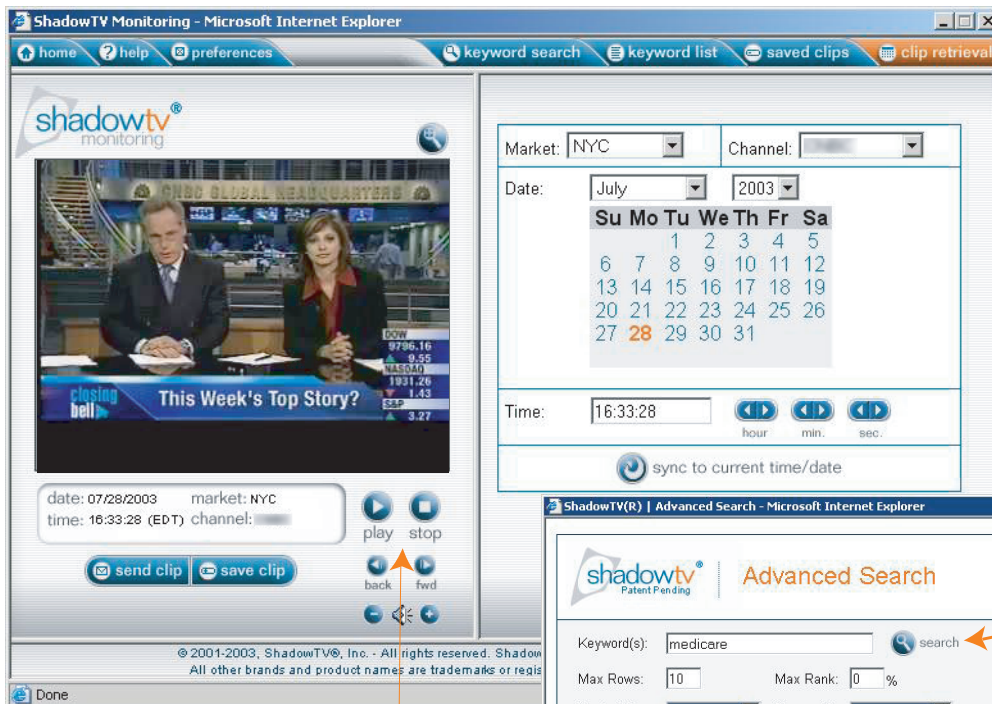
Search TV by keyword on your computer

ShadowTV offers advanced features such as the ability to search and record television by key words, or by time/ date of broadcast. You can monitor, access and email video materials instantly over the Internet without leaving your office. ShadowTV searches live and archived broadcasts for important stories and advertisements based on key words provided by you.

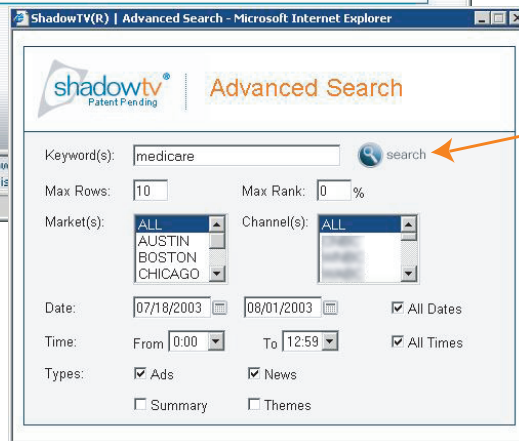
Whether you are monitoring commercials or news, all video segments containing your designated key words are automatically sent to you via email. When you open the clips the video is instantly streamed to your computer, along with a script of the text.

By monitoring and distilling relevant information from the

- key benefits:**
- Lessen your reaction time to competitor's ad campaigns
 - Audit the positioning and airing of your commercials
 - Track analyst reports that affect your stock price and industry
 - Perform industry research
 - Improve quality and time of response to press inquiries and late breaking news



You are in control. You can fast-forward or stop the video



Search live or archived TV by keyword



Channel:	CSPAN
Date:	10/20/2003
Time:	07 :20 :30
Keyword:	medicare
Client ID:	sdf

play clip

** Notification sent by . **

Program
Washington Journal (Talk / Tabloid)

Text
Ohio, you say no. Caller: yes. We live in a very rural area. Horse and buggies out here. We're 65 years old and we're still working. We don't want **medicare** and medicaid taken out of our paychecks for what is taken out of paychecks for **medicare**, we could buy the best of insurance. We haven't even signed up for **medicare** and we're 6 a years old. If the rich politicians want to test **medicare**, they shouldn't take **medicare** out of our paychecks. And the socialists are always figuring out how to get one segment of society to pay for those who won't work. And i believe it pays to be poor. You don't have to work so hard. Just go get on a government program.

In this article in the "washington post" about higher rural **medicare** payout, it says here that leaders of the groups and othered a vo cats say it is unfair that working americans nationwide contribute the same amount in **medicare** payroll tax, but that health care providers in urban areas tend to get higher government reimbursements

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television media, and making it immediately accessible, ShadowTV enables you to sort and keep pace with breaking news (either expected or unexpected).

Multiple streaming rates

ShadowTV supports a full spectrum of streaming ranging from dial-up 56K modem users to the highest quality broadband Internet connections. The high quality of the audio signal is maintained regardless of the connection speed.

ShadowTV uses its own extremely efficient patent pending streaming technology. This ensures that the video will be able to play on your corporate network, providing you with desktop access to fast-breaking televised news.

How to get ShadowTV® monitoring

Whether you are performing research for a new client pitch, auditing the placement of your commercials, or managing a media crisis, ShadowTV Monitoring provides you with an affordable and comprehensive turnkey solution that enables you to get the video you need, when you need it. So get ShadowTV Monitoring working for you today. Contact us to inquire about a risk-free trial at:

www.shadowtv.com
info@shadowtv.com
212-445-2540

Receive automatic notification by email when your keywords are mentioned, complete with the script.

	ShadowTV® Monitoring	Other services
Search live TV by keyword	Yes	n/a
Search archived TV by keyword	Yes	Yes/Manual
Immediate email notification of relevant ads/news	Yes	n/a
Typical time needed to receive new ads/news	Seconds	Days
Watch video with no downloads or plug-ins	Yes	n/a
Customized alerts delivered to wireless devices	Yes	n/a
Stream televised video to high speed connections (125kbps)	Yes	n/a