

Media Intelligence Services



Data-Core has niche expertise in the Media Intelligence (MI) space. MI companies scour the advertisement landscape in all media — Television, Online, Radio, Newspaper and Magazines. Then, depending on customer needs, they provide customized research reports: abstracts, themes, competitive advertisement details including markets and expenditure, etc. Data-Core has been outsourced a number of processes — most of it to our offshore locations — within this space by such MI clients.

TV Broadcast & Cable TV Monitoring

The advertisements are identified and segmented out manually, using a software proprietary to the clients or provided by Data-Core. These identified advertisements are then mapped against an archive for duplicates. Any new advertisements identified are placed in a manual queue for classification and attribution.

Data-Core has been outsourced the segmentation, mapping, classification, coding and attributing of broadcast advertisements placed in this manual queue. The process involves, in order of complexity:

Segmentation: identification of advertisements

Mapping: whether the advertisement is new or a repeat of an earlier advertisement

Classification/Coding: placing the advertisement in its relevant category

Quality assurance: verifying if the first two processes were executed correctly

Attributing: adding attributes to the advertisement in accordance with Client needs and requests



Online Ad Monitoring

Web-scraping software is used to identify advertisements appearing on the various web pages. Sometimes,



the automated process identifies an advertisement as new due to varying sizes or orientations. Data-Core MI practice's business process function is to isolate an advertisement material that has been identified by the web-scraping software, trigger a search against an archived database, map its attributes from an existing duplicate advertisement or mark it as new. If the advertisement is new, as most of them are, the operator goes to the next step — a creative attribution process — where the operator adds attributes such as Primary Advertiser, Co-op Partner, Competitor,

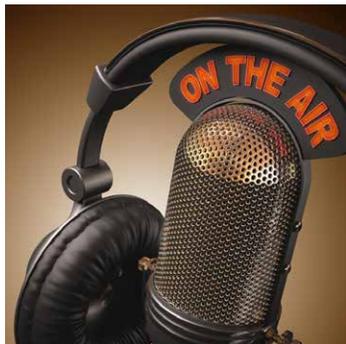
Headline, a brief Advertisement Description, Celebrities and a Tag Line. The attribution process requires experienced operators, familiar with the domain and possessing good articulation skills.



Print Media Segmentation

Scanned pages of Newspapers and Magazines are accessed from a secure database. The mapping process with data from an archived database is done to eliminate duplicate advertisements. Our operators identify advertisements based on specific guidelines, and from those pages add attributes similar to online advertisements. In this manner, the client is able to identify any new advertisement appearing in a publication throughout the U.S. within a few days of the availability of the publication.

Radio Broadcasting Monitoring



In this kind of processing, our operators listen to broadcast material and do the following:

- Provide fully transcribed (edited or unedited) material or summarized descriptions of the material.
- Determine whether an advertisement is new by the “mapping” process.
- Complete the creative attribution process as described above for all new advertisements.

Multilingual capability

Data-Core performs all of the above processes in all media in multiple languages: English, Spanish and French.

Our MI Services provide your company with the most up-to-date research required to shape your business strategies. Our team of experts analyze data and provide quick, accurate, and custom tailored results. Ultimately, Data-Core will be able to save you time, money and resources, all while improving your bottom line. Our unique service delivery model gives you a blend of domestic and global services that can keep you local while still reaping the cost benefits of an outsourced initiative.

Discover the *Data-Core* advantage and see how we can help you.

About Data-Core Systems

Data-Core Systems, Inc. is a provider of information technology, consulting and business process outsourcing services. A proven partner with passion for client satisfaction, Data-Core combines technology innovation, business process expertise and a global, collaborative workforce that exemplifies the future of work. We are a one-stop shop for clients needing breakthrough solutions, including those in mobility, big data and cloud computing.



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