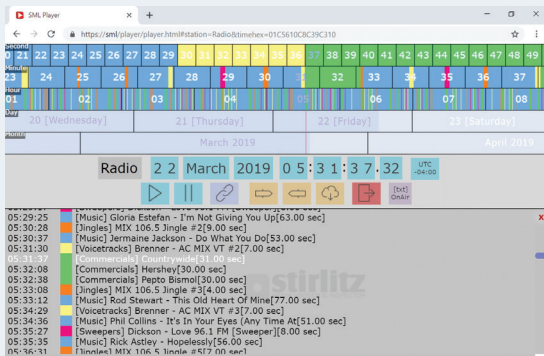# stirlitz radio
MEDIA SOFTWARE

○ Logger ○ Podcaster ○ Inspector

○ compliance recording, competition monitoring
○ automated scripted exports, based on time, ASR & GPIs
○ records up to 256 (stereo) channels per server
○ runs on Windows platform, local, virtualized, or in the cloud
○ up to 4000 days online storage, local & NAS/SAN

Stirlitz Media Logger

SML 6 is the most user-friendly radio broadcast logger on the market. Whether you're a single channel broadcaster or a network operating hundreds of channels in remote markets, SML 6 will adjust to your workflow and will exceed your expectations. SML software is native IP, captures and stores any number of audio and video sources and offers up to 4000 days of online storage per channel. Server side it runs on generic Windows platforms, local or in the cloud. Seconds after recording users can play back & export using Timeline based SML (web)Players on workstations (Windows/OS X) and mobile devices (Android & iOS). The Podcaster add-on allows for automated, scripted exports using time, captured GPIs and as-run metadata as anchor points.

Our roots are in radio!

The first generation of Stirlitz Media software was developed as early as 1999, as a project to replace a failing VCR based compliance recorder at a radio station in Warsaw, Poland. Since then it has matured into an advanced TV & radio monitoring system, trusted by TV and radio broadcasters around the world. Delivered systems range from single channel loggers to monitoring systems recording hundreds of stations in a single location, giving hundreds of concurrent operators access to the recordings.

Main features

○ 256 stereo audio channels per server
○ also records TV and webcam feeds (up to UHD H.256)
○ standard license allows for 24 concurrent Players
○ hundreds of concurrent Players with Enterprise license
○ HTML5 webPlayer with multi server station list
○ desktop SML Player for power users
○ Active Directory authentication in both Players
○ supports Windows compatible cards and AoIP drivers (WDM & ASIO)
○ CPU efficient capture of virtually all IP audio streams
○ ASR ingest from all major play-out systems
○ GPI capture from console allows for skimming
○ Podcaster: automated, scripted audio & video exports
○ IP Multiviewer: mosaic display of video feeds
○ Inspector: automated content detection (audio fingerprinting)

System requirements

○ CPU: Intel® Xeon or Core
○ up to 4 channels: one physical core, 4 GB RAM
○ up to 24 channels: four physical cores, 8 GB RAM
○ up to 80 channels: sixteen physical cores, 16 GB RAM
○ Primary storage - NTFS: local, NAS over iSCSI, SAN; Secondary storage: NAS over SMB

Specs are based on Xeon CPU 2.5GHz or faster, released in last 3 years

www.stirlitzmedia.com

Stirlitz Media – media monitoring, market intelligence

Stirlitz Media Inspector is already used in Africa, Asia, Europe 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 playout lists, linking every entry to the actual off-air audio/video.
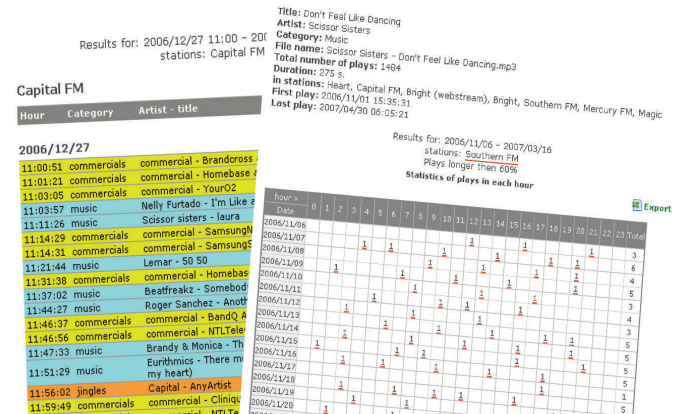
What our clients say:

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

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

" **Bauer Media** in Norway have been using Stirlitz for a number of years. Stirlitz was first used for media authority's log by the technical staff, but we quickly learned that this is so good that the whole organization must take part.
Today large parts of the organization have started using it, particularly the program department use this a lot for quality control and airchecks of hosts. Other departments like sales and traffic also make use of the system with great enthusiasm.
The system is running very stable, whenever we do have a problem or question, then Stirlitz support always acts fast on our requests.

Henning Lie
CTO – Bauer Media AS,
Norway

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 a 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 ads & 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

stirlitz
MEDIA SOFTWARE