Partnership - Videomenthe integrates Kantar Media's watermarking technologies into its Eolementhe© solution

Montpellier, France – 11/05/2023 – Videomenthe, distributor and publisher of software solutions for media processing, is the first partner to integrate Kantar Media's two watermarking technologies for audience measurement into its Eolementhe© solution.

Eolementhe© is a SaaS media workflow platform that allows the processing and delivery of media files through a very intuitive interface. It integrates several functions and tools: transcoding, quality control, analysis and correction of audio levels, technical and editorial metadata, transcription, translation, subtitle insertion, Artificial Intelligence, video editing, etc. The combination of automated tools and human actions makes Eolementhe© a simple, powerful and fast collaborative solution for the delivery of ready-to-broadcast (RTB) files.

In addition to these functionalities, Videomenthe has integrated Kantar Media's watermarking technologies, SNAP and INK, to allow media, advertisers and advertising agencies to easily watermark their content. Indeed, the multiplicity of content and means of distribution reinforces the need for media monitoring in order to measure the effectiveness of advertising and editorial channels.

> *"We are the first in the world to integrate INK, the latest generation of watermarking developed by Kantar Media. INK is a great tool that offers extremely accurate watermarking, by content, regardless of the type of screen and consumption mode used (live, replay, SVOD, etc). The objective of this integration with our Saas solution Eolementhe© is to facilitate the addition of this watermarking, to make it accessible to all," explains Videomenthe CEO Muriel Le Bellac.*

Indeed, the use of Eolementhe© allows the insertion of the tattoo in a few clicks, via a secure web interface that does not require technical skills. The platform also offers great financial flexibility, including commercial models in PAYG.
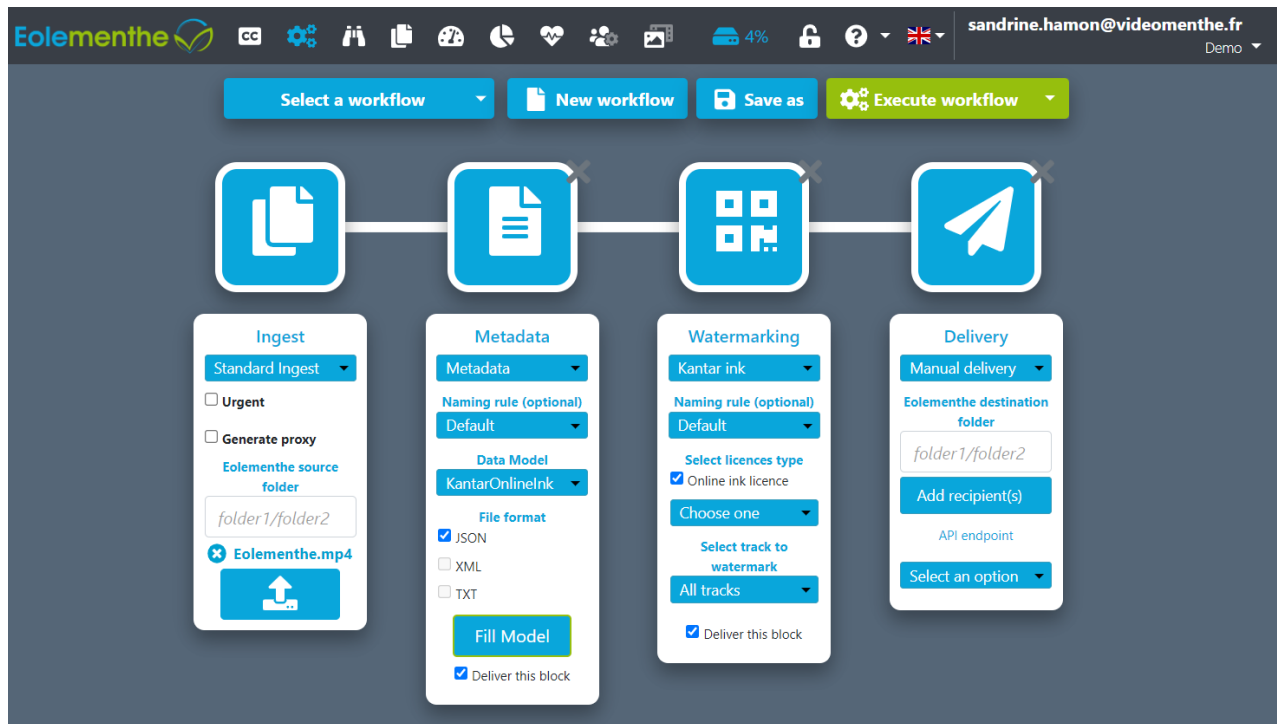
INK watermarking workflow in Eolementhe©

"Video consumption has been undergoing a profound change for several years. One of our priorities is to facilitate access to tools for cross-media audience measurement. We are therefore delighted with this technological partnership with Videomenthe, which will help accelerate the adoption of our latest generation of watermaking and respond to the challenges of the media and advertising sectors," concludes Laurence Chausson, International Business Development Director - Kantar Media.

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About Kantar Media
Kantar Media is a global leader in media research. This includes audience measurement, consumer profiling and targeting with TGI, and in-depth advertising intelligence. Our versatility, scale, technology and expertise enable our teams to understand the changing media landscape and drive growth for our clients.

About Videomenthe
Videomenthe is a French software publisher and distributor specializing in media file workflow solutions, including the transfer of IP-based files, transcoding farms, quality control and audio loudness, subtitling, watermarking, etc. Videomenthe offers professional services based on these solutions and now incorporates them within Eolementhe© and VideomentheCloud.

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