

# PRESS RELEASE

MONTPELLIER, FRANCE - FEBRUARY 20, 2024

## NRJ AUDIO CHOOSES EOLEMENTHE© TO OPTIMISE ITS AUDIENCE MEASUREMENT WITH KANTAR MEDIA TECHNOLOGY

**NRJ Audio uses Videomenthe's Eolementhe© solution to watermark its content with Kantar Media's audience measurement technologies.**

The NRJ\_group holds a leading position in radio with its four national networks: NRJ, Nostalgie, Chérie FM and Rire & Chansons. The radio division offers content broadcast on 6 websites, 230 digital radio stations, 7 mobile applications and a replay and VOD platform!

At the end of 2023, NRJ's radio division was looking for a high-performance solution to add audience measurement watermarking to its videos. Kantar Média's SNAP technology had already been selected, so all that remained was to find a solution that would enable the watermarking to be applied!



***We needed a simple, automated solution that could be integrated into our existing workflow, to watermark short 10-minute videos for the web. In addition to the functional requirements, we also needed to keep the budget under control. Eolementhe© meets these criteria perfectly, while **facilitating this watermarking operation**, which is all too often complex,** explains Christophe Lenoble, Deputy Technical Director & Head of the NRJ AUDIO Digital Division.*

Eolementhe©, the SaaS collaborative platform, offers several features to facilitate the processing and delivery of media files: transcoding, quality control, Kantar Media watermarking, loudness, insertion of metadata, multilingual subtitling, etc, all via the same very user-friendly interface. The service also offers considerable financial flexibility, including PAYG business models.

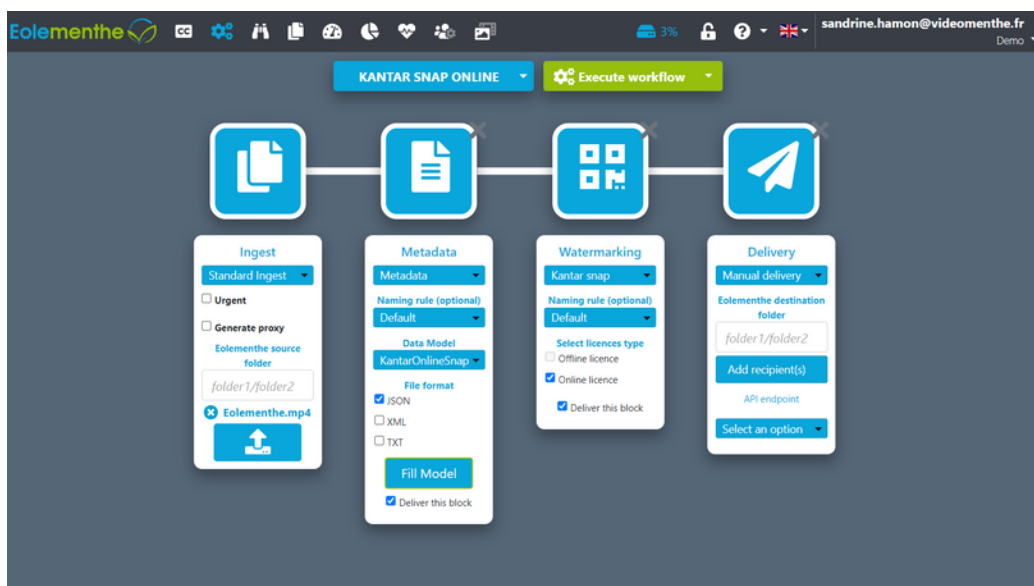
Videomenthe worked with the Digital Division team to create two types of workflows with automatic ingest and outgest via API:

- a detection workflow, to validate that a video already watermarked by Kantar Media technology is compliant,
- a watermarking workflow, which is as simple as a few clicks.

# PRESS RELEASE

MONTPELLIER, FRANCE - FEBRUARY 20, 2024

Thanks to Eolementhe©, NRJ has watermarked files for audience measurement that are compliant and ready to broadcast, in complete security.



Example of SNAP watermarking workflow in Eolementhe©

“ We're delighted to be working with NRJ on these topics! With the multiplication of screens and content distribution channels, **audience measurement is the sinews of war!** Our privileged partnership with Kantar Media makes it very easy for media, advertisers and advertising agencies to tattoo their media with Eolementhe©. Thanks to its simple, fluid workflows, **Eolementhe© is a real asset for monetising content more quickly and efficiently,**” concludes Muriel Le Bellac, President of Videomenthe.

## About NRJ Audio

NRJ Audio is the technical department of the NRJ group's radio division. It is made up of a team of experts who are constantly on the lookout for new solutions to meet the group's requirements or even to optimise or anticipate needs.

## 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 incorporates them within Eolementhe© and VideomentheCloud.

More info: [www.videomenthe.com](http://www.videomenthe.com) 

## Press contacts

Sandrine Hamon [sandrine.hamon@videomenthe.fr](mailto:sandrine.hamon@videomenthe.fr) | +33 6 42 18 55 27