



Focus on the "Kantar watermarking" feature

Are you looking to measure the effectiveness of your advertising channels, make informed programming decisions and optimize your return on investment?

Use the KANTAR audience measurement watermark via the Eolementhe web platform!

Kantar Media technology is used by market research institutes to measure audiences in France. Eolementhe integrates this technology to enable media, advertisers and advertising agencies to **easily watermark their content**, using an ultra-simple web interface.



Upload your media

All video and audio formats are supported.



Inserting the Kantar Media watermark

The watermark is applied to the audio, with a unique identifier.



Delivery of watermarked content

Your content is delivered directly to the right recipients.

Medias TV & radios

Measure the performance of your editorial and advertising media, **on all screens and consumption modes**: live, SVOD, replay, web, etc.

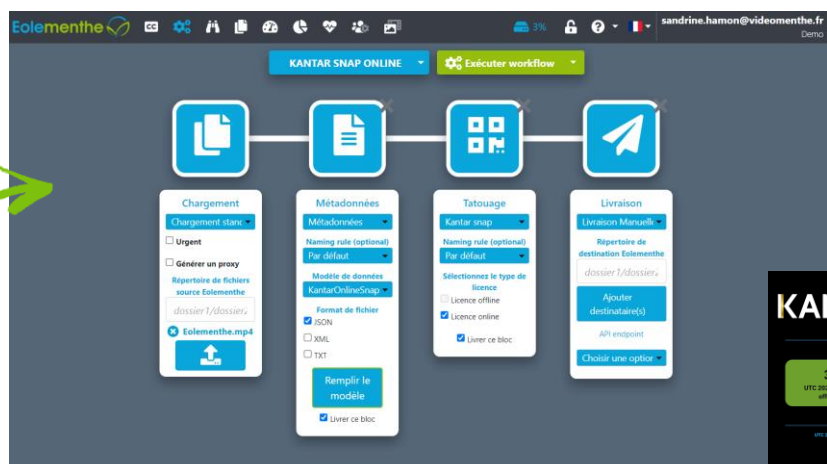
Brands & advertisers

Get accurate audience metrics to **identify relevant & profitable advertising channels**

Agencies

Promote advertising space to advertisers.

Watermark your content online in just a few clicks on Eolementhe!



Check for watermark with Kantar Media's Detect Now app



Contact us for a trial:
contact@videomenthe.fr

www.videomenthe.fr

