

*From "Jack Myers Media Business Report™"*

TODAY'S COMMENTARY by Jack Myers Thursday, October 13th 2005

## **Verance Offers Media Agencies Turn-Key No-Cost Verification System**

### ***Basic Accountability Still Mission-Critical for Agencies & Advertisers***

**By Jack Myers**

[Jack@Mediavillage.com](mailto:Jack@Mediavillage.com)

"Verance is the 'last man standing'" in the broadcast audit and verification space laughed CEO Steve Saslow in an exclusive interview with *Jack Myers Media Business Report*. After pulling its broadcast services product from the market two years ago and completely re-engineering its business model, Verance is about to re-emerge with a "fully vetted" network of participating television and radio stations and cable systems in the top one hundred markets. Verance is launching a series of presentations on its new ConfirMedia Online product to agencies and is asking them to begin embedding a watermark in all video and audio commercials to activate Verance's fully automated verification and reconciliation process.

Verance has a successful copy protection management system for the film industry with clients Universal Pictures, Sony Pictures and Microsoft, and Saslow has committed extensive resources to building the ConfirMedia Online service. "This is a 30 year old problem for the advertising business and we are offering up a solution I hope the industry will embrace. ConfirMedia Online will provide for the first time ever a fully automated system to track actual airplay on a next-day basis across all major electronic media including TV, radio and cable, allowing broadcasters and agencies to simultaneously track and report airplay in real-time with complete transparency and pinpoint accuracy."

"Rather than issuing reconciliation and audit data dumps on advertising schedules," says Saslow, "we have created custom software to automate all the elements. While there are existing legacy accounting, invoicing, traffic and ordering systems for broadcasters and agencies, no one had developed an interface tool that allows these systems to talk to each other, plus a watermark ID for third party verification. Most importantly," Saslow adds, "agencies are no longer being asked to underwrite a tool that exists for broadcasters to better serve their clients."

Verance and its competitors, Saslow points out, were asking agencies to absorb the costs and the extra work required to review and respond to exception reports. Broadcasters, he says, are now funding a completely automated process. Several radio broadcasters have signed with Verance, and Saslow says he is actively meeting with television broadcasters.

"This is the only industry that spends more time chasing after what it bought than thinking and planning what it's going to buy," Saslow observes. "When you better manage the issues of accountability and you automate what has been a paper process, the thinking and execution that goes behind media planning becomes more creative and efficient. We have received accolades from agencies and broadcasters and the cable industry for finally going about this business in the right way."

'The right way,' Saslow explains, is to allow agencies to set parameters for schedules and for discrepancies to be identified by a system of alerts to broadcasters and to the agency. "You want to define reporting standards so they have relevance, quickly