



## **SatLink Introduces World Wide Media Analysis Service**

### ***Collaborating with Actus Digital, Media Analysis Service Allows Global Media Monitoring to Enhance Broadcast Business Intelligence***

**Amsterdam, IBC** - Hall 5 Booth A.41: SatLink Communications Ltd., a leading teleport delivering your content to every corner of the world, today announced a media analysis service enabling media companies to capture, monitor, collate and analyze content from around the world. Together with Actus Digital, SatLink's business intelligence service enables world-wide media networks, national broadcast regulators, interactive media providers, media agencies and advertisers, among others, to simultaneously monitor and evaluate content to improve business decision making.

"Together we offer a significant step forward for broadcasters to improve their revenue generation capabilities. With improved intelligence and superior evaluation of how customers are viewing their content, as well as that of their competition, our full suite of media analysis tools fully integrated with viewer's rating data and with automatic content detection, enable a new level of decision making – and with truly global intelligence," commented Sima Levy, CEO of Actus Digital.

"Our media analysis service adds tremendous value to our client base. It provides a global, comprehensive research and analysis tool and enables the user to access and analyze information easily and with superb graphic capabilities," remarked SatLink CEO, David Hochner. "Our service is another innovation that ensures SatLink maintains its standards of being at the forefront of applying new technologies that improve our partners' bottom lines."

For broadcasters including national, regional or world-wide networks, Pay TV operators and other content providers, the service offers the capability to analyze their own content for internal monitoring or for regulatory needs and the ability to monitor their competitors' content from around the world. With SatLink delivering content from every corner of the world due to its strategic geographic location straddling Europe, Asia and Africa and its global satellite and fiber networks, the company is able to provide the service 24/7 around the globe. The collaboration also provides broadcasters with a full time, cost-effective analysis solution with Actus' servers located in SatLink's secure teleports facilities, meaning that broadcasters do not need to expend precious capital resources to purchase the analysis servers on their own.



Actus Digital upgrades a media's company's research capabilities to go beyond simple logging its own and the competition's content. Its platform concurrently monitors channels and content, automatically identifies for rule conformity for advertising and content, and provides graphical rating analysis tools, all with an easy to use graphical interface, thereby providing media companies will a full platform for more accurate analysis of the content. This allows research teams to efficiently provide highest quality and informative research for more accurate recommendations covering multiple media types leading to improved matching of viewers' preferences, better program planning, and ad placement to significantly broaden advertising and other revenues.

The global, concurrent multiple channels and content monitoring service can be viewed via live feeds or VOD and automatically digitally stores all channels in secure facilities, operating 24/7, enabling around the clock access.

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**About SatLink Communications Ltd.** - SatLink delivers your content to every corner of the world. Recognized as a pioneer in global satellite communications services, SatLink is among the world's 15 top independent teleports and a leading provider of transmission solutions for Global Content Distribution over Satellite Platforms, Fiber and IP. SatLink's services include Uplink, Downlink and Turn Around in SD, HD & 3D, Playout facilities, Production, SNG & Fly Away, Hub Hosting, iDirect VNO Hosting, Video Monitoring, IPTV and TT&C. Strategically located in the heart of the Middle East, SatLink provides access to a worldwide network covering five continents and has been providing its clients with flexible and cost-effective transmission solutions for close to two decades. SatLink operates a range of premier MCPC platforms including HotBird, AsiaSat 5, Galaxy 19, Astra 4A/ Sirius 4, Eurobird 9, AMOS-5, Atlantic Bird 4, and more.

[www.satlink.tv](http://www.satlink.tv)

**SatLink Communications Contact:**

Mrs. Adi Kayam  
VP Marketing  
Tel: +972 2 534 9086  
[adi@satlink.tv](mailto:adi@satlink.tv)

**SatLink PR Contact:**

Mr. Joshua Shuman  
S&A Communications  
Tel: +972 54 498 5833  
[josh@shumanpr.com](mailto:josh@shumanpr.com)