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press release

Ina and TDF: Audiovisual content tracking partners

Institut national de l'audiovisuel (Ina), the world's largest digitised image bank, and TDF, the European broadcasting leader, announce an alliance for the joint development of audiovisual content tracking.

The partnership is based on the complementary application of each company's state-of-the-art content recognition solutions: Signature technology for content recognition by video analysis and Wavessence technology for content recognition by audio analysis.

The services offered cover the supply of the two technologies' software development tools, together with the constitution of, and access to, signature bases obtained by processing catalogues of the audiovisual content and programme signals of national television channels and radio stations.

The combination of the two solutions will strengthen the effectiveness of search devices, providing solutions for all audiovisual content recognition requirements:

- Tracking of audiovisual content exchanged on the Internet
- Checking of content broadcast on TV and radio
- Audience rating.

Discussions are under way with other potential partners to complete the range of technical tracking solutions.

In business terms, the two parties intend through this partnership to pool their respective expertise: that of Ina in the fields of archives and audiovisual image bank documentation, and that of TDF in the digitisation and digital content exchange services offered by its Multimedia Division.

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About Ina

Ina is a unique research laboratory which develops new technologies such as "Signature", a technical process for the legal management and protection of content on the web.

The number one European centre for training in the image and sound professions, Ina is today one of the major European players in television and digital media vocational training. Since October 2007, Ina'Sup, the School of Television and Digital Media, has been offering two master's degree courses: Television & digital archive management and Television & digital media production.

Since February 2004, Ina has been offering a unique service to professionals on inamediapro.com, the world's number one online digitised television archive image bank. Since April 2006, the general public has had direct access to more than 100,000 television and radio programmes on ina.fr for viewing or downloading. 50,000 programmes are added each year, and the offering has been extended with Learn (Apprendre), an online audiovisual education tool.

About TDF - Multimedia Division

Partnering television channels, radio stations and telecom operators, TDF is a benchmark operator and service provider in the audiovisual, mobile telephony and broadband fields.

Its Multimedia division covers all the TDF group's operations upstream of broadcasting, and more specifically offers its customers complete solutions for transport, contribution, master control rooms and multimedia network head ends.

It develops new products and services for the audiovisual content market, using Wavessence content recognition technology, protected by a patent jointly owned by TDF.

Its Wavessence system is marketed by its subsidiary TV-Radio.com, the European leader in audiovisual broadcasting on the Internet, which operates on a 24/7 basis the coding and streaming platforms of more than 300 TV and radio customers. It is based on the supply of software development tools combined with access to a data base of timecode signatures for programmes broadcast by TV channels and radio stations.

The basis of this new technology is a digital signal processing technique capable of extracting a digital fingerprint of the change over time of any waveform, and then detecting similarities between signals by comparing their fingerprints.

Its use enables the design of products or services capable of identifying any programme content (jingle, item of music, report, film, etc.) from a simple audio excerpt of a few seconds. Using this technology, content is not recognised solely by analysing the start of the programme or identifying some of its characteristic portions (changes of shots, etc.), but instead by identifying and locating precisely the position of any excerpt used in the broadcasting or editing of another programme.



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About TDF

Partnering television channels, radio stations, telecom operators and local authorities, TDF is a benchmark operator and service provider in the audiovisual, mobile telephony and broadband fields. With recognised expertise and a radio relay network of over 7,500 sites, TDF services are present right along the value chain, from shooting to analogue and digital broadcasting, and from the deployment to the management of telecom networks. The group is widely recognised across Europe as a dynamic player in the convergence between broadcasting and telecommunications, and a major partner of digital development planning. The TDF group achieved sales of €945m in 2006, including €140m in international markets. It is present in France, Finland, Spain, Poland, Estonia, Monaco and the Netherlands, and has 3,750 employees.

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