

POSTMEDIA NETWORK

Broadcast Monitoring

FPinfomart Back to Basics Series

Episode #5

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<http://blog.fpinfomart.ca>



Broadcast Monitoring on
FPinfomart.ca

Broadcast Monitoring on FPinfomart.ca

- An add-on service (additional fees apply)
- Content online within approx 25 minutes of broadcast
- Content provided in 10-minute chunks (editable to smaller clips but NOT larger)
- Monitoring is 24/7 – ALL content broadcast on monitored channels is available

Broadcast Monitoring on FPinfomart.ca

- Easy self-service
 - Search by keyword (or browse by channel/date/time)
 - View a summary with keyword in context
 - Read transcript
 - Watch/hear clip
 - Customize clip start/end time
 - Download a copy
- No ordering, waiting, or mailing required.

Where is Broadcast Content Found?

- Integrated with all other “News” content:
 - Quick Search results
 - Personal Profiles
- Separate Search/Browse TV & Radio functions
- Visible ONLY to subscribers with specific access

Key differences from “News” monitoring

- All Broadcast content is “transactionally” charged, even for flat-fee “Special Edition” customers
- Content expires 10 days after broadcast
- Text content is “raw” and unedited
- Separate Download functionality for permanent copy of media
- Copyright surcharge fees apply (CBRA and CBC)



TV Monitoring

About TV Monitoring

- 82 Canadian channels monitored (both French and English language)
- Text “transcripts” are captured Closed Captions – therefore transcribed live and not edited after broadcast
 - Can contain typos, lack of punctuation, etc.
 - Can contain misspellings of names that sound different than they’re spelled (Smyth, etc.)
- Instant on-screen playback
- Download media in Quicktime or Windows Media format

The slide features a background with a dark blue gradient on the right and a light grey gradient on the left, separated by a diagonal line. The text "Radio Monitoring" is centered in white.

Radio Monitoring

About Radio Monitoring

- 50 Canadian channels monitored (English ONLY)
- Text “transcripts” are Speech to Text technology
 - Computer application records radio transcript and translates spoken word to written text
 - Raw, unedited computer-generated text
 - Can lack punctuation and capitalization, and contain spelling errors
- Instant on-screen playback of audio
- Download media in MP3 format

Advantages of Speech-to-Text

- Ability to monitor 24/7
- Provide transcripts and audio clips for all content
- Lower cost
- Extremely fast turnaround – content is online within 25 minutes of broadcast
- Self-service for text and audio files (no ordering, no waiting)
- Edit your own clip length

Mitigating factors which decrease the accuracy of auto-transcripts:

- Poor audio quality (e.g. an interview conducted over a static-prone phone connection)
- Heavily-accented speaker
- Use of words not in a dictionary (unusual names, less-common company names, slang, jargon, acronyms)
- Speaker using poor diction, or talking too quickly (making words run together)

The radio translation dictionary

find	replace
bob ray	Bob Rae
see yo	CEO
coffee shah	coffee shop
ed still mac	Ed Stelmach
leader tim who deck	leader Tim Hudak
michael a knack if	Michael Ignatieff
oil sends	oil sands
peter mckay	Peter MacKay
sin crude	Syncrude
sing crude	Syncrude
sink rude	Syncrude
federal buying election	Federal by-election



...picture yourself saying any of these words and phrases and you'll get an idea of how the computer might "misinterpret" the spoken words.



Broadcast Navigation

What can I do with Broadcast content?

1. Search/Browse

- a. Keyword (Quick Search or Personal Profiles)
- b. Browse by channel-date-time

2. View **Peeks**, decide on relevant clip

- Use Navigators to help you understand contents of clips

3. **Read** Transcript

4. **Play** streaming media (watch/listen)

5. Change **start- and end-time** of transcript & clip

6. **Save** to a **Folder** (extends “shelf life” to 30 days past broadcast)

7. **Share** (TV-bronze-only)

8. **Download** a permanent copy.



Broadcast FAQ

“I was expecting a clip but it is “missing” from my results.”

- We monitor 24/7 – therefore it is rare that we would be “missing” a clip
 - Use the Browse Channel function to ensure all content is present
 - If there is no gap in coverage, the clip is not missed... the problem is with the keywords
 - Search terms could be too narrow
 - Transcript could have misspelling
 - Name of person/company searched may not have been spoken
- Easiest resolution is if approx time & channel known – use the Browse function to locate the clip.



Not mentioned in text:

- Benjamin Tal
- CIBC

Start Length Note: Clips cannot cross hour boundaries

10:20pm ET



price is.

>> reporter: but pressure may be building in several ways.

>> interview: this consumer is being impacted by higher gasoline prices, higher food prices, and potentially by higher interest rates.

>> reporter: that's a blend of risks that starts at the pump, but still much depends on whether gasoline prices keep rising. havard gould, cbc news, toronto.

>> peter: tomorrow nasa is set to announce where the space shuttles will boldly go after the program is grounded this summer. but what will happen with canada's big contribution? paul hunter's been looking in to the fate of the canadarm.

>> reporter: it is the iconic achievement of the canadian space program, the canadarm, with its perfectly-placed logo bringing such pride to millions of earthbound canadians. now, with the shuttles themselves soon destined for museums, what about that arm? in fact, there are, of course, three arms, one for each shuttle.



Not mentioned in text:

- Frank Florian
- Telus World of Science

Start 10:22pm ET Length 2 minutes CHANGE Note: Clips cannot cross hour boundaries

10:22pm ET



space agency itself hints, it may simply keep it at its montreal headquarters, this idea from edmonton...

>> interview: i think it would be great if the c.s.a. could make this particular canadarm, if we can get one, to be something that could travel around the country just to showcase science and technology here in canada.

>> reporter: canadarm enthusiasts unite! it's not a done deal yet, but the arm is expected home somewhere soon. pa hunter, cbc news, washington.

>> peter: after the shuttles are decommissioned, one canadarm will remain in service. the canadarm 2 is attached to the international space station. two other canadarms were destroyed in the challenger and columbia disasters.

>>> with the royal wedding just around the corner, prince william and kate middleton made their last official appearance before the wedding. they took part in the opening of a school and visited a sports field in northern england, and kate served as starter for a 100 metre dash.

The transcript looks “messy” and is full of errors.”

- The purpose of the “transcripts” is to make audio & video files keyword searchable... because audio and video files are not searchable by keyword
- The text associated with a clip is intended to assist you in:
 - Ensuring you’re **aware** of relevant coverage
 - **Locating** a relevant clip
 - Determining **relevance** of a clip
 - Decide where to **start** and **end** a clip... so that you may **retrieve** and then **watch** or **listen** to the **relevant** part of a **desired** clip.