



# ADwatch

Real-time spot detection gives you early indicators so you can optimize media spend and enhance performance on a daily basis.



TVSquared's ACR technology automatically detects when a TV spot airs, enhancing accuracy and speed for TV measurement and optimization.

## ADwatch:

- **Faster Time-to-Insights:** Early indicators and analysis lead to in-flight adjustments and optimized performance
- **Precise Spot Airings:** Real-time spot detection enables greater accuracy of attribution results
- **Enhanced Productivity:** Less manual effort collating spot logs

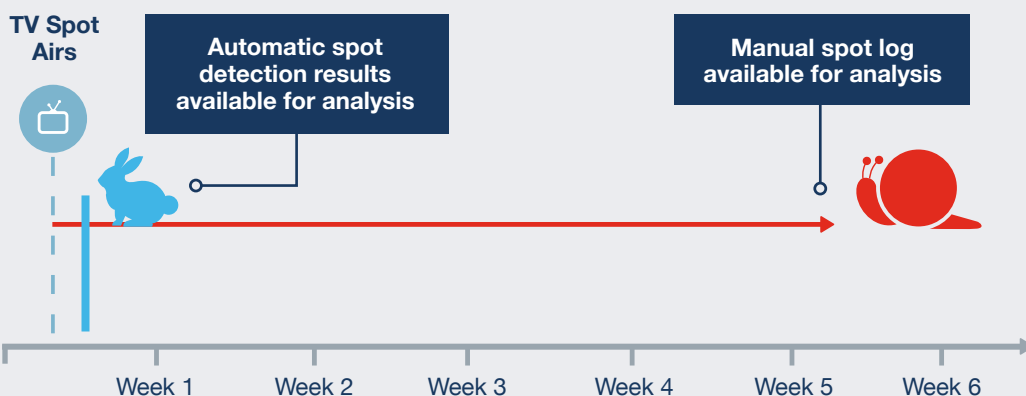
**1 in 10**

TV ads will not air in line with your media plan

**5 mins**

Actual vs. planned airing times are, on average, 5+ minutes out

## Don't Waste Weeks of Inefficient Ad Budget



Visit [www.tvSquared.com](http://www.tvSquared.com) to learn more