

# Teletrax by Kinetiq with TVU MediaMesh®

Cloud-Native Content Watermarking and Tracking for Broadcasters and Content Distributors — protect, track, and maximize the value of video content without additional hardware.

## PROTECTING & TRACKING CONTENT AT SCALE

Broadcasters and content distributors need a scalable way to track, verify, and protect their video content across global channels. Without persistent identification, content can be used without authorization, licensing agreements go unverified, and editorial teams lack visibility into how and where their content performs.

Teletrax by Kinetiq with TVU MediaMesh solves this by embedding secure, persistent watermarks directly into live streams and files within the cloud — without additional hardware. Combined with global monitoring across 3,400+ TV channels and 3,000+ social media pages, content owners gain real-time intelligence to protect, track, and maximize the value of every asset.

## SOLUTION OVERVIEW

### Teletrax by Kinetiq

AI-powered watermarking and content identification technology for news, sports, government, and entertainment. 25+ years of innovation with 17 patents, monitoring millions of assets worldwide.

### TVU MediaMesh®

Scalable, cloud-first IP video routing and orchestration platform with drag-and-drop simplicity. Teletrax watermarking integrates directly into MediaMesh workflows.

Together, Teletrax and TVU MediaMesh enable broadcasters and content distributors to embed invisible, persistent watermarks into live and file-based content during cloud distribution — then track that content globally in near real-time across broadcast and digital platforms.

Watermarking C2PA SRT SDI NDI MXL 2110 HLS

## HOW IT WORKS

### 1 Ingest via MediaMesh

Live streams or file-based content are ingested into TVU MediaMesh via MXL, SRT, SDI, or other supported protocols for cloud-based processing.

### 2 Watermark Embedding

Teletrax embeds an imperceptible, persistent watermark tied to metadata into every second of video — surviving compression, scaling, and format conversion.

### 3 Cloud Distribution

Watermarked content is routed to any destination via TVU MediaMesh's global IP transport — broadcast, OTT, streaming, or social platforms.

### 4 Global Monitoring & Detection

Teletrax monitors 3,400+ TV channels and 3,000+ social media pages in 120+ countries, detecting content usage in near real-time and delivering actionable insights.

## AT A GLANCE

- Persistent cloud watermarking
- Near real-time detection
- No additional hardware
- 3,400+ TV channels monitored
- 3,000+ social media pages
- 120+ countries covered
- C2PA soft binding support
- Seamless MediaMesh integration
- 25+ years proven technology
- Pay-as-you-go or subscription

## JOINT HIGHLIGHTS

### Invisible, Persistent Protection

Cloud-embedded watermarks that survive compression, scaling, and format conversion.

### Global Content Intelligence

Track content across 3,400+ TV channels and 3,000+ social pages in 120+ countries.

### Cloud-Native Integration

No hardware needed — watermarks applied directly within TVU MediaMesh workflows.

## CONTACT

### TVU Networks

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### Kinetiq / Teletrax

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## SOLUTION USE CASES

### Content Protection & Anti-Piracy

Detect unauthorized use or redistribution of premium content across global broadcast and digital platforms — with evidence-grade watermark detection for enforcement.

### Licensing & Distribution Verification

Verify volume usage and compliance with licensing and distribution agreements across channels and regions — maximizing revenue from content rights.

### Editorial Intelligence & Optimization

Understand which content, formats, and stories resonate most across markets — enabling faster, smarter editorial decisions and content strategy.

### C2PA Content Authentication

Use Teletrax watermarks for C2PA soft binding when the C2PA manifest is lost — maintaining reliable provenance across fragmented digital distribution.

## WHY IT MATTERS

### Proven at Global Scale

25+ years of expertise with 17 patents. Trusted by major news agencies, entertainment companies, sports federations, and government organizations worldwide.

### Unmatched Coverage

Monitoring 200,000+ hours of content annually across 6,400+ broadcast and digital platforms in 120+ countries — the most comprehensive global capture network.

### Speed & Actionable Insight

Near real-time detection delivered via data feeds, API, or platform. Unified paid, earned, and owned media intelligence in a single comprehensive view.

### No Workflow Disruption

Watermarks are applied directly within TVU MediaMesh — no additional hardware, no workflow changes. Content owners maintain full control with zero operational overhead.

## ARCHITECTURE OVERVIEW

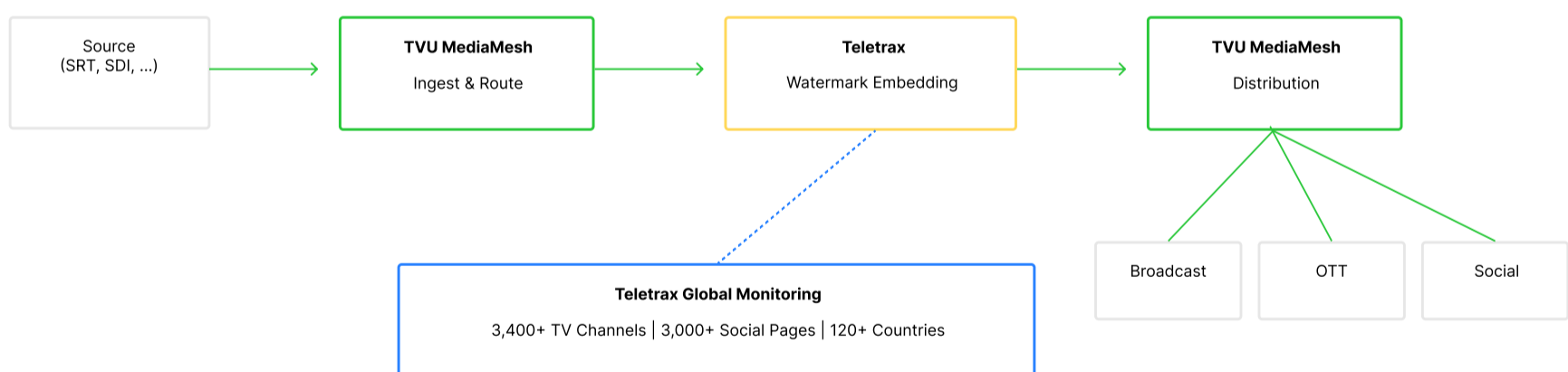


Fig. 1 — Teletrax by Kinetiq + TVU MediaMesh integration. Content is ingested, watermarked within the cloud pipeline, distributed globally, and monitored across broadcast and digital platforms in near real-time.