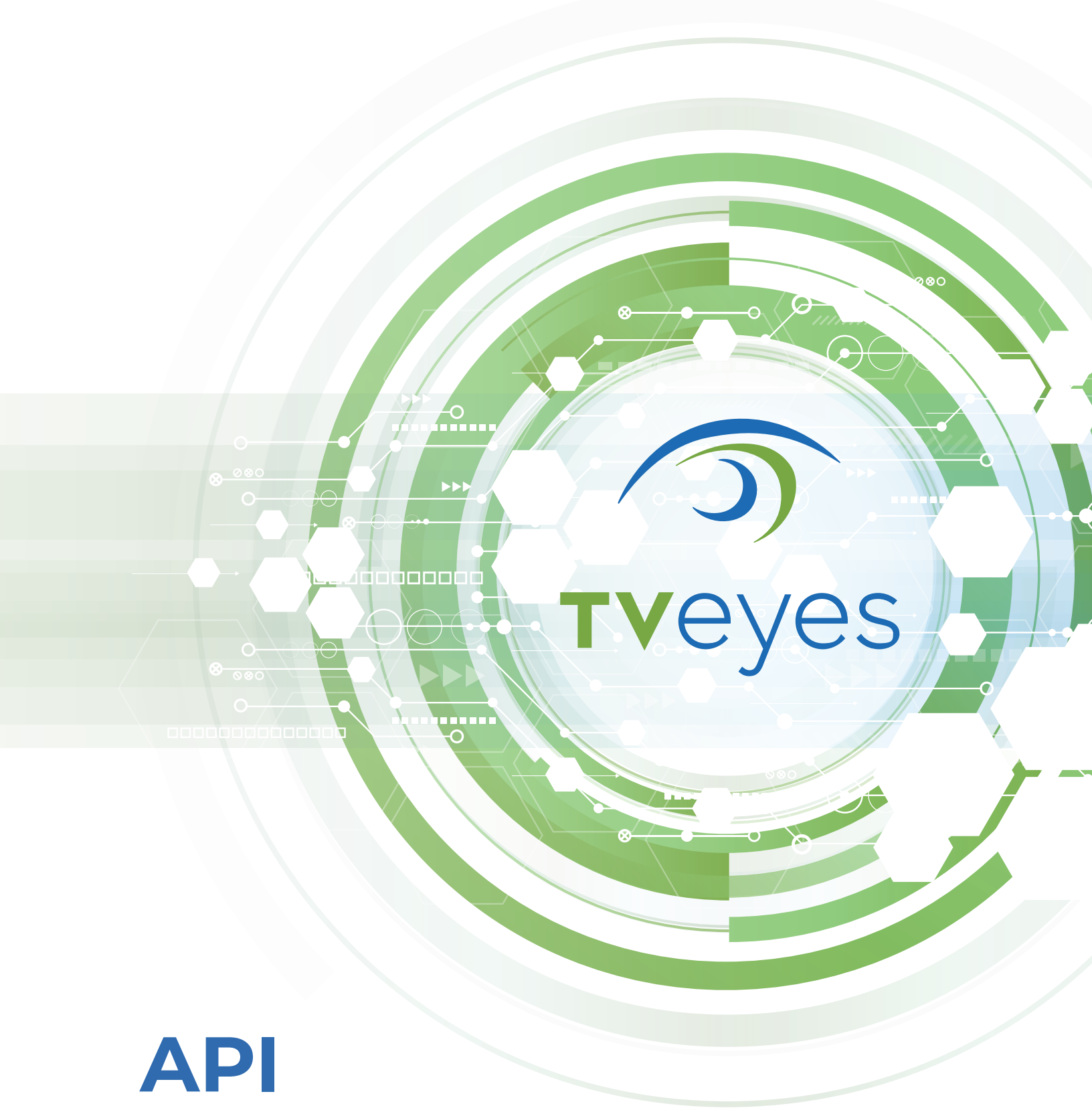


API Solutions Guide

TVEyes **API Solutions**

Around the world, communicators, marketers, researchers and analysts trust TVEyes for comprehensive TV, radio and podcast content. Our cutting-edge technology, data and solutions enable easy search and discovery within essential, market-moving video and audio content.

Global audio and video intelligence for data-driven decision makers.

TVEyes offers a robust suite of Application Programming Interfaces (APIs) that empower our customers and partners to leverage broadcast and podcast media content for various use cases including brand monitoring, media analysis, competitive intelligence, copyright enforcement and advertisement auditing.

Unlocking the Power of TVEyes APIs

Our comprehensive, global media coverage is transcribed and tagged with a rich set of metadata in near-real time, enabling our customers to do more with broadcast content, including search, analyze, review, filter, customize or integrate TVEyes into their own applications, unleashing unlimited possibilities.

TVEyes APIs

A Convenient, Flexible, and Easy to Integrate Into Your Platform

An API is a set of programming instructions and standards that provides software developers with an easy way to integrate a range of content, applications and services.

The API is a window into the code of an application, enabling software developers to design new products and services that take advantage of the application's content and functionality.

It also delivers a seamless experience – a key benefit for product and software developers who want to fully integrate the application's data and features into their websites, products, customer-facing services or internal applications. For example, many local restaurants and travel services use the Google Maps API to incorporate maps, location information and step-by-step directions into their websites and apps.

For anyone who wants to capitalize on broadcast and podcast content, an API can deliver powerful analytic capabilities and greater flexibility. Broadcast and podcast data APIs from TVEyes help customers and partners view, analyze and manipulate video, audio and data from thousands of sources within their own applications and platforms.

Our APIs leverage our rich set of metadata and the functionality of our cutting edge broadcast monitoring capabilities. Customers and partners can customize the viewing experience, surface broadcast and podcast content to their own clients or analyze transcripts and metadata along with other sources of data. These easy, affordable options enable our customers and partners to provide significant added value to their internal teams or customers. Our valued customers consistently express their satisfaction, attesting to their genuine appreciation for our services. Don't just take our word for it – explore our impressive collection of **G2 awards** that highlight our commitment to excellence.

When should an API be considered?

TVEyes has the broadcast and podcast API solutions you need. The following questions and scenarios can help you determine which API is best for you.

Do you need an easy way to incorporate your broadcast coverage into your media monitoring dashboard?

Media analysis and reporting. Public relations professionals typically use small databases to manage media mentions of their products and services. Our APIs effortlessly integrate broadcast data, ensuring the most comprehensive view of media coverage.

Are you developing a large-scale custom analytics program and need to incorporate broadcast data for better analysis?

Custom analytics platforms. Today's data-driven organizations demand powerful insights, and as a result, CMOs and CAOs are building robust analytic platforms that bring together and analyze disparate data sources. With our APIs, it's possible to see the impact of broadcast coverage on marketing campaigns, sales outcomes and other activities.

Do you need to stay on top of broadcast mentions when news breaks or keep clients informed in near real-time?

Crisis communications. Crisis teams can integrate search APIs into their monitoring dashboards and monitor relevant news on the fly.

Near real-time analysis and decision making. Breaking news can create a financial opportunity – or generate significant costs. Financial firms can give their traders an edge by using our APIs to integrate broadcast data into their financial management trading platforms. With broadcast news delivered directly into the trading model at low latencies, firms can improve the profitability of transactions.

Enhance client offerings with news clips. PR agencies use our APIs to enhance the client experience. Our metadata and filtering technologies deliver relevant clips right to your customer portal or dashboard.

Do you need broadcast monitoring data for a new data solution?

New data-driven products. Big data companies and entrepreneurs who are creating new products based on multiple streams of data can use our APIs to offer broadcast information as part of their solution.

The TVEyes Advantage

At its core, TVEyes is a data company. Our solutions collect and index more than 2 million hours of content per month. We then enable searches across essential, market-moving audio and video content. Our APIs power real-time decision making at some of the world's leading organizations. We provide the tools and technology to help decision makers leverage complex audio and video datasets. No other company has the level of broadcast expertise and experience that we do.

Working with media partners from around the world to capture and process broadcast and podcast content in near real-time, TVEyes delivers comprehensive, global broadcast media coverage. Video and audio is recorded 24/7, and we perform a variety of information extraction tasks on the content, capturing a wide range of metadata, including country, date/time, extensive viewership data and much more.

TVEyes sets itself apart in the way it collects and processes video and audio content. Using embedded Closed Caption information and a variety of AI and NLP to automate speech recognition technologies, TVEyes transcribes each clip to make it searchable.

The result is a robust, searchable feed of transcripts, which can be used to find relevant video, to determine topics and themes, or simply to enhance the accessibility of video content. Our transcripts contain not only the spoken words on the screen, but also detailed information about when those words appeared.

These metadata-rich feeds, accessible through our APIs, enable our customers and partners to view the video or audio for any transcript and analyze the data to understand the true impact of media coverage.

Our coverage and capture network are the broadest and deepest in the industry.

2,700+
stations

27
countries with **11 more** in development

30+
languages

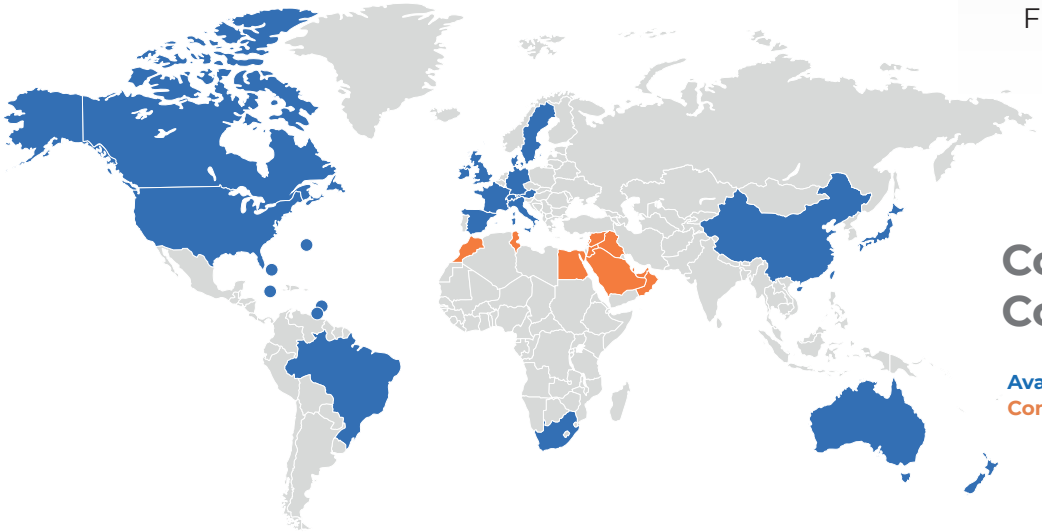
2 million
hours of content per month

150,000+
podcast content hours per month

Available via our **platform or APIs**

Speech-to-text tech **developed in-house**

First-of-its-kind **language technology lab**



Countries Covered

Available now
Coming soon

Available Now

TVEyes Saved Search API

The TVEyes Saved Search API takes advantage of transcripts and metadata to provide a near real-time feed of relevant broadcast and podcast news and information. With the ability to filter search results, software developers can deliver the stories that matter most to their internal teams and clients. Available for Broadcast and/or Podcast Datasets. Complements seamlessly with the MediaView or Online Player API for audio/video playback.

TVEyes Page Feed API

The TVEyes Page Feed API provides partners with the full firehose of broadcast and podcast media coverage. This option is an easy-to-search, near-real-time feed that packages content into searchable blocks of text augmented with metadata. Available for Broadcast and/or Podcast Datasets. Complements seamlessly with the MediaView or Online Player API for audio/video playback.

TVEyes Ad Hoc Search API

TVEyes Ad Hoc Search API allows customers to perform on-the-fly, customized searches and retrieve specific information from the TVEyes database. Researchers, analysts, and data scientists can conduct exploratory analysis by iteratively refining their queries, uncovering hidden insights, and adjusting their search parameters in real time. Available for Broadcast and/or Podcast Datasets. Complements seamlessly with the MediaView or Online Player API for audio/video playback.

TVEyes MediaView API

TVEyes MediaView API Is a video player that can be embedded, branded and integrated into partner platforms to offer more insight than a transcript alone. Review broadcast clips to understand things like tone, body language and voice inflections – which can speak volumes.

TVEyes Online Player API

TVEyes Online Player API is a podcast audio player that can be embedded and integrated into partner platforms. Empower customers to listen to podcast audio to immerse in the tone, inflections, and emotions conveyed by speakers, enhancing the overall understanding and impact.

TVEyes Historical Archives

TVEyes Historical Archives enables researchers to tap into 15+ years of historical data with full descriptive metadata and entity tagging as far back as 2013.

TVEyes Saved Search API

The TVEyes Saved Search API takes advantage of transcripts and metadata to provide a near real-time feed of relevant broadcast and podcast news and information. With the ability to filter search results, software developers can deliver the stories that matter most to their internal teams and clients.

For example, an online money management firm can provide added value to its clients by offering investors a text-based stream of the latest broadcast news customized to their personal portfolios. Because this valuable broadcast intelligence is delivered in near real-time to their investment dashboards, they have current investment news that allows them to buy or sell with confidence.

Brands also can integrate TVEyes Saved Search API into their internal applications and alert executives, product managers and other key personnel whenever their brand or products are mentioned in the news.

With the TVEyes Saved Search API, developers can specify a customizable list of search terms. Each search term can be configured to deliver results to different end-points, and searches may be filtered arbitrarily based on metadata fields. Search results contain a block of text, an excerpt and the metadata relating to the footage.

Advantages of TVEyes Saved Search API

- Widely share near-real-time delivery of broadcast media search results
- Benefit from volume-based pricing that grows with demand
- Using Web-based tools for easy configuration and set up
- Deliver results via HTTP/HTTPS/FTP or E-mail
- Easily add broadcast coverage to an existing platform

TVEyes Ad Hoc Search API

The TVEyes Ad Hoc Search API empowers users to create search queries tailored to their precise needs. This customization allows for the extraction of highly specific insights from the broadcast and podcast datasets. Whether you're seeking mentions of particular keywords, phrases, or even specific speakers, the Ad Hoc Search API ensures that your queries match your objectives accurately.

This dynamic API offers a more nuanced and efficient approach to accessing and processing media content by enabling users to iteratively refine their search queries. This iterative process helps uncover hidden patterns, correlations, and context that contribute to more comprehensive insights. With real-time access to broadcast and podcast data, organizations can make timely and informed decisions. Rapid responses to media coverage, whether for crisis management, marketing strategy adjustments, or competitive analysis, become more effective.

By leveraging the TVEyes Ad Hoc Search API within their broadcast and podcast datasets, users gain the advantage of tailored, real-time insights that inform strategic decisions, enhance media analysis, and foster a deeper understanding of their media landscape. This versatile tool amplifies the potential of media monitoring and analysis, equipping organizations with the tools they need to stay competitive in an ever-evolving media landscape.

Advantages of Ad Hoc Search API

- Cross-reference information from various broadcasts and podcasts to ensure a more comprehensive understanding of events, minimizing the risk of misinformation.
- Users can create tailored reports based on specific search queries, which can be useful for internal reporting, stakeholder communication, or performance tracking.
- Simplify data retrieval and analysis processes of media monitoring into regular operations, enhancing organizational responsiveness.
- Quickly adjust search queries allows for a more adaptive approach to strategy development. This is especially valuable in industries that experience rapid changes and evolving trends.

TVEyes Page Feed API

The TVEyes Page Feed API provides partners with the full firehose of broadcast and podcast media coverage. This option is an easy-to-search, near real-time feed that packages content into searchable blocks of text augmented with metadata. The TVEyes Page Feed is both comprehensive and flexible, thus opening up a wide range of possibilities for developers.

When this feed is combined with an organization's internal or external data, PR professionals can gain a better understanding of how their PR campaigns are performing. Advertisers can make a connection between when commercials air and an uptick in sales. Government officials can track regional events and take early action to adjust local resources.

The ability to combine broadcast and podcast transcripts and metadata with other data sets allows executives to analyze and correlate specific actions with results. They can prove the true impact of broadcast coverage and link it to their key performance indicators.

Advantages of TVEyes Page Feed API

- Easily integrate and index transcript "Pages" and combine with other related data
- Customize geographic coverage to suit your needs
- Receive near-real-time delivery of broadcast transcripts
- Benefit from a robust set of available metadata packages
- Apply sentiment analysis to extract enhanced contextual information

TVEyes MediaView API

TVEyes MediaView API Is a video player that can be embedded, branded and integrated into partner platforms to offer more insight than a transcript alone. Review broadcast clips to understand things like tone, body language and voice inflections – which can speak volumes.

Advantages of MediaView API

- TVEyes' MediaView Archive feature supplies an archival mechanism to API customers who need TVEyes to provide long-term storage of user-edited clips.

TVEyes Online Player API

The TVEyes Online Player API delivers the full transcript and metadata from more than 40,000 of the world's top-trending podcasts.

The Online Player provides a consistent content playback interface for podcast content indexed from the TVEyes Saved Search, Ad Hoc, or Page Feed APIs. In addition to solving the playback problem, the Online Player provides an easy mechanism for pinpointing customer keywords within a transcript, while also providing the best alignment of transcript and audio.

Advantages of TVEyes Podcast Data API

- Sharing capabilities of the player allows end-users to send a link to a moment from a podcast to other stakeholders
- Dynamic audio playback to guarantee transcript consistency
- Optional features include clip editing and archival

TVEyes Historical Archives

TVEyes Historical Archives enables researchers to tap into 15+ years of historical data with full descriptive metadata and entity tagging as far back as 2013.

Advantages of TVEyes Historical APIs

- Perform deep, historical research and analysis
- Discover performance trends and news coverage topics across wide ranges of geographies, timelines and languages
- Filter and extract data from the date and time you desire

Customized API Solutions

At TVEyes, we understand that every organization's needs are unique. That's why we're proud to offer fully customizable APIs that cater to your specific requirements. With TVEyes' APIs, you're in control, empowered to shape your media intelligence requirements according to your precise needs.

Contact us now at partnerships@tveyes.com. Let's start a conversation that could reshape the way you engage with media intelligence.