

# MEDIAINSPEKT

## Media auditing & buying solutions

FLOWINSPEKT  
RATESINSPEKT  
SPOTINSPEKT  
WEBINSPEKT

Economize  
Certify  
Dematerialize  
Best Buy  
Innovate  
Secure



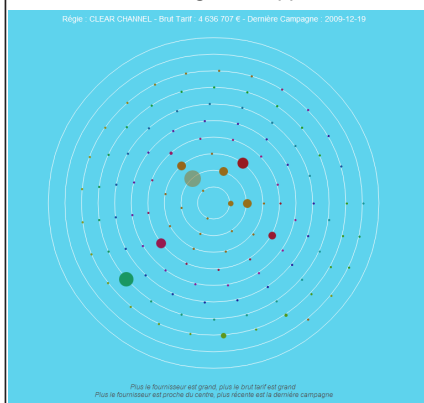
Real-time purchasing solutions provider for immediate savings

|| MEDIAINSPEKT ||

# MEDIAINSPEKT

## Automatic and real time control of invoicing of the suppliers

### 1. A scientific and rigorous approach



MEDIAINSPEKT, an inspection office, an independent third party. MEDIAINSPEKT provides detailed and indisputable reports to provide your company with a step forward.

#### IMPARTIALITY

MEDIAINSPEKT never meets media agencies, advertising sales agencies or advertising media. All the credit requests led by controls are written and established from your accountable receipts.

interests and your integrity.

We are focused on the simple but powerful notion of guaranteed business value. This guarantee is the keystone of an innovative business model - MEDIAINSPEKT is directly interested in the value added to its customers.

### 2. A powerful business intelligence

#### INTEGRITY

No cash flow from advertising space purchasing agencies, advertising sales agencies or advertising media passes through MEDIAINSPEKT's accounts.

#### WHAT WE DO

The four exclusive cost controlling software enable you to have full control over your invoices, line-by-line and slot-by-slot. They measure your purchasing efficiency on your targets.

#### INDEPENDANCE

Our unique proprietary programmes provide you with a step forward and an optimised selection of supplier without any bias.

Our software tools check the key points of advertising and e-advertising space purchasing :

- Control of execution,
- Checking of price rates and invoicing of General Sales Terms and discounts specific to each medium,
- Comparison of actual performances.

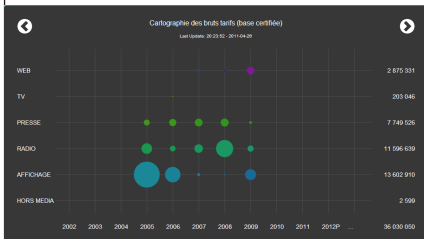
#### SPECIALIZATION

MEDIAINSPEKT's advertising expenses control offer is the only one in Europe. MEDIAINSPEKT bases its work on an exhaustive execution and invoicing control, processed by its exclusive softwares.

#### OUR TEAMS

MEDIAINSPEKT select people with intelligence, integrity, passion and the ambition to make a difference.

### 3. A real-time web reporting system



MEDIAINSPEKT, innovative services, comply with the Bribery act, the French Loi Sapin and more generally with the financial security rules.

MEDIAINSPEKT defends your financial

Most of our employees come from top tier schools and universities and have a

significant experience in complex and competitive environment. At MEDIAINSPEKT our teams enjoy the working environment, especially the collaborative spirit and respect for the value of innovative and good ideas.

Our teams pride themselves in their ability to implement innovative financial solutions that deliver a rapid return on investment and tangible, long-term benefits.

MEDIAINSPEKT SOFTWARE

The MEDIAINSPEKT software controls the actual cash flow from your treasury to the media with an exhaustive invoice processing and a complete traceability.

Your invoices are automatically processed line-by-line. Then the calculation of the discount rates by advertising sales agencies and by media is automatically carried out. The MEDIAINSPEKT software also controls the media agency fees.

The MEDIAINSPEKT software establishes the contractual 0 basis which is an exhaustive reproduction of your accounts when the control starts in order to measure the progress accomplished.

RATESINSPEKT SOFTWARE

The media are always changing their prices, which are becoming more and more complicated: multi-condition discounts, discounts linked to variables independent from the advertiser (day-part discounts, sectorial discount, end of the year discount...)

In any case, the advertising rates are getting more and more difficult to check with software like Excel and you rely on your media agency to do the checking.

The RATESINSPEKT software insures the advertising campaign execution and price checking with independent monitoring. RATESINSPEKT enables you to verify the good application of the General Selling Conditions and of the possible special agreements

concluded with the advertising sales agencies.

Your invoices are automatically processed line-by-line. Then the calculation of the discount rates by advertising sales agencies and by media is automatically carried out. The MEDIAINSPEKT software also examines the media agency fees.

SPOTINSPEKT SOFTWARE

TV channels change frequently their prices. Advertisers don't have the technical means to control the charged prices.

In some European countries TV channels do no longer guarantee the commercial screen time in their general selling agreement. The advertisers are subject to a criticizable invoicing system. The SPOTINSPEKT software indicates the discrepancies of price between the theoretical and the effective TV spot broadcasting.

WEBINSPEKT SOFTWARE

WEBINSPEKT is a new, unique, 100% automatic software that provides passive audience performance and measures target audience.

The display of the statistics is available in real time in a web browser. Our clients can view at any time and place the results of the web campaigns and use these results as powerful commercial database. WEBINSPEKT is a WEB 2.0 software that generates dynamic e-advertisings that depend on the:

- context (content of the web page that will integrate advertising)
- profile of the Internet user, social networks
- geographical specificities
- user's profile

WEBINSPEKT generates more than 25% of the targeted savings.

**MEDIAINSPEKT/BUYINSPEKT :**

- Establishment of the providers e-referential by country or region
- Market place implementation to perform the requests for proposal
- Providers selection with customised algorithms
- Issuance of orders and contracts
- Dematerialisation of invoicing flows
- Control of pricing
- Computation of overbilling
- Control of General Terms and Conditions and commercial agreements
- Control of pricing discrepancies due to misexecutions and leading to a change in the qualification of the quality of the services provided or the good delivered
- Issuance of a warning or production of a payment order
- Computation of optimised payment dates
- Automated generation of useful statistics

## **FLOWINSPEKT**

Flowinspekt, an exhaustive and automated worldwide control for all types of financial flows. With a high rate of added value, its exclusive services for the processing of dematerialized flows, allow for the removal of overcharging.

## **RATESINSPEKT**

Ratesinspekt, reconstruction of theoretical financial flows compared with accounting reality. Guarantees perfect respect of the rebate terms, whatever the purchasing sector.

## **SPOTINSPEKT**

Spotinspekt, detection of inexecutions in a vast and complex universe. The unique databases possess teraocets, fully grown, robust and secured automatons.

## **WEBINSPEKT**

Webinspekt, certification of actual Internet audience, thanks to new high-frequency technology. Control of actual cash flows between advertiser and the various media, including exhaustive invoicing processing. Cutting of Internet costs by controlling invoices and contracts according to the website's audience.

# **MEDIAINSPEKT : INNOVATIVE TECHNOLOGIES FOR IMMEDIATE SAVINGS**

**LEGAL  
EXPERTISE**

**EXCELLENCE  
IT**

**FINANCIAL  
EXPERTISE**

