

# Ornico's SpotCheque proves critical in tough times

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Ornico Media Information's SpotCheque, which provides independent verification of media schedules across all media, is becoming a key tool for advertisers who need to keep track of how effective their advertising budgets are being spend in the current economic downturn.

Over the last six months we have reported an 8.3% error rate of which 4% were non flightings, 1.5% were flighted at the Incorrect time and 2.8% Incorrect programme's, leading to considerable revenue losses and a drop in AR's for the advertiser.

SpotCheque verifies that an advertiser's commercial appeared in the correct slot as allocated by their media agency's media schedule and a detailed report is provided on the accuracy of the placement. Non-flightings of commercials, incorrect timeslots, languages, durations and even flightings during non-scheduled programmes are included in the SpotCheque reports.

Daily alerts are provided on SABC1, SABC2, SABC3, etv and MNET broadcasts while weekly reports are provided on DSTV stations like BBC Prime, Kyk-Net and SuperSport and several radio stations. This ensures that advertisers can effectively monitor campaigns while being implemented and correct broadcast errors if necessary.

Ornico Media Information has been South Africa's leading independent provider of media information for the last 24 years. World-class brand intelligence and a large comprehensive library of TV, radio, outdoor and print reference material are now easily available at [www.ornico.co.za](http://www.ornico.co.za).

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