



## IPLATEIA INC

### One line pitch:

Specialist in sound fingerprinting recognition, iPlateia created solutions for different industries based on patent owned technologies.

### Market Analysis:

? Direct response advertising market(Domestic) ? - TV broadcasting market: size 4.2 billion US dollar (by 2015) ? - Theater advertising market: 212 million (by 2015) ? Indirect Advertising Market (PPL, Domestic) ? - Indirect advertising / sponsorship advertising market: 350 million (by 2015) Currently, there is traditional type of audio measurement tool in the market and the Nielson and the TNS are monopolized. ? Domestic market size : 12~13million US dollar. (TNms) ? International market size : 1.4 billion US dollar

### Value proposition:

Strengths of Core technology 1. Unique contents ID and get watching point 2. Ready to be commercialized 3. Suitable for media ecosystem 4. Free from harmfulness argument 5. World class high level of recognition quality Having original technology, commercialization experience to enter global market 1. Develop original technology and have patent barrier Develop stand-alone core technology (recognition method, algorism, recognition quality, etc.) and 4 patents possessed. 2. Global case (only exists in music recognition fields) We are the first global company with a complete solution that is able to let customer launch their service. 3. Commercialization experience We have run service for 2 years in Korea.

### Business Model:

Interactive service for TV & Screen Advertisment - Charge to advertiser for the service  
Media-commerce for TV Contents - Consumer can buy products in TV contents through one's smartphone in real time. Smart TV Rating Business - Charge to broadcast company of real-time tv rating measurement data. more details : <https://vimeo.com/iplateia/review/168031761/32089486f5>

### IP and Regulatory situation:

Patets 1. 1 patent in Method and system for identifying broadcasting company 2. 3 patents in Method and system for providing additional information on broadcasting content Authorization 1. Credential Venture Company by Technology Guarantee Fund 2. Chosen as Global K-300 company by Korea Ministry of Science, ICT and future planning Award 1. Won gold prize in ASIA Mobile App Contest 2013 (Advertising and Marketing category) 2. Won the greatest app of June in Korean Mobile App Award 3. Won merit winner in ASIA Mobile App Contest 2015 (Creative Lifestyle category)

# iPlateia

### COMPANY PROFILE

- **Website:**  
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- **Field:**
- **Contact:**  
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Spain
- **Founded in:** //01/2011
- **Employees:** 12
- **Financial information (€):**
  - **Company stage:**  
Commercial availability
  - **Capital raised to date:**
  - **Monthly burn rate:**
  - **Capital seeking and date:**
- **Investors:**