

CASE STUDY

Signal AI + TVEyes Broadcast Ad Intelligence

How Signal AI Eliminated Broadcast Noise, and Got Their Editorial Signal Back

Signal AI, an AI-powered reputation management and enterprise risk intelligence platform, partners with TVEyes to offer broadcast and podcast monitoring to hundreds of its platform clients across the US, Canada, and the UK — making it one of TVEyes' premier global distribution partners. But for years, a stubborn problem undermined the quality of that intelligence: television ads. Keyword-based monitoring couldn't distinguish breaking news from a 30-second spot, flooding client inboxes with false positives and forcing analysts into endless manual tuning. Despite their best efforts, thousands of irrelevant results kept slipping through — until TVEyes developed and launched its Ad Filtering API, drawing a clean line between signal and noise once and for all.

The Challenge

Signal AI had long struggled with accurately identifying advertisements within broadcast content.

Persistent ad detection issues

Ads were difficult to isolate reliably, creating long-standing inefficiencies.

Noisy broadcast data

Broadcast ads cluttered monitoring outputs, making it harder to surface meaningful editorial content.

Manual workarounds

Teams relied on:

- Known string matching
- Custom filtering rules
- Ongoing tuning and maintenance
- These approaches were fragile and time-consuming.

Reputation risk & missed insights

Without clean separation of ads vs. editorial, it was harder to:

- Understand the external media landscape accurately
- Identify reputational risks
- Spot true opportunities

The Solution

TVEyes introduced Signal AI to the **Ad Aware API**, designed to automatically identify and flag advertising content in broadcast streams.



Seamless integration

The implementation required only ~3 days of development and Signal AI was able to switch over to the new solution without major workflow changes



High Impact

Cleaner and more accurate monitoring feeds for clients, and a competitive advantage to Signal AI's offering.



Automated Classification

Replaced brittle manual rules with a scalable, reliable system.

The Results: Broadcast monitoring clarity, at scale — without the manual grind.

~120,000

Ad Documents Filtered Daily

A significant volume of irrelevant content is now automatically removed.

**~3 Days
Integration Time**

Reduced Manual Overhead

Eliminated the need for ongoing string-matching workarounds.

Want results like this? TVEyes powers broadcast intelligence for the world's leading media monitoring platforms. From ad detection to real-time monitoring, we help you find signal in the noise.