

# Ornico provides digital media solutions to Khuza Awards

Issued by [Ornico](#)

24 Jan 2006

Ornico Media Information's DigitalStream systems has been selected by the Khuza Awards to provide digital copies of all the print and electronic ads submitted as entries for awards, plus facilitate the judging process.

The Khuza Awards two-day conference, will be held in May 2006, rewards great communication to the youth market and is a research-based award scheme. DigitalStream is a stable platform that has previously been used for media judging at the Loerie Awards. The system is able store all media types including television, radio, print and outdoor and enables agencies and clients to access their media information quickly and easily.

"We are thrilled to be involved with this wonderful award that recognises those who market to the youth. DigitalStream can handle all the media types required by the Awards. We provided the bulk of the digital media required and were able to digitise the print media that was submitted by the entrants," says Oresti Patricios, managing partner of Ornico Media Information.

Users are able to create playlists from the media they have stored in the system. These playlists are what the Loeries and Khuza Awards used to play the media in the correct order for judging. "We've customised the programme to run on laptops with minimal user intervention to ensure that the judging process ran smoothly," says Patricios.

Another advantage of the system is that it allows clients to search their data per campaign. This further enhances the search function to only show the media for a particular campaign. DigitalStream runs in a web browser and as such can be accessed over a LAN, WAN or even the internet, depending on the connection's speed.

Ornico Media Information is the only company that can provide monitoring services to clients across television, radio, print and outdoor media. The company supplies the majority of agencies and many of the top advertisers in the country with competitive media insights. "We monitor all media across all the categories including some of the smaller categories such as face wipes that aren't normally monitored," he says.

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