

Media Clippings Services

Service Definition

- Automated distribution of topic-specific news
- Continuous media, news and issue monitoring and analysis
- Latest published information in real time from 25 000 online sources
- Personalization of newsletters and shared content
- Flexibility of control for the subscribers

Benefits

For the End Users:

- Saves users' time by making it fast and easy to find structured information in newsfeeds
- Provides the latest new developments on a topic through real time news and announcements
- Delivery of high-value news and information
- Greater degree of control over the received news

For the Business Owners:

- Increases efficiency of newsfeed management
- Simplified management by universal news aggregating service
- Established collaboration workflow
- Provides value without missing on online opportunities and social media

For the Subscribed Company:

- Increases staff productivity and efficiency by reduction of email in-box congestion
- Improves the quality of received emails and maintains more control of information in-flow
- Distributes required internal news on time by set-up email alerts
- Significant cost reduction – eliminates largely overlapping monitoring services at high cost

Service Achievements

Experience:

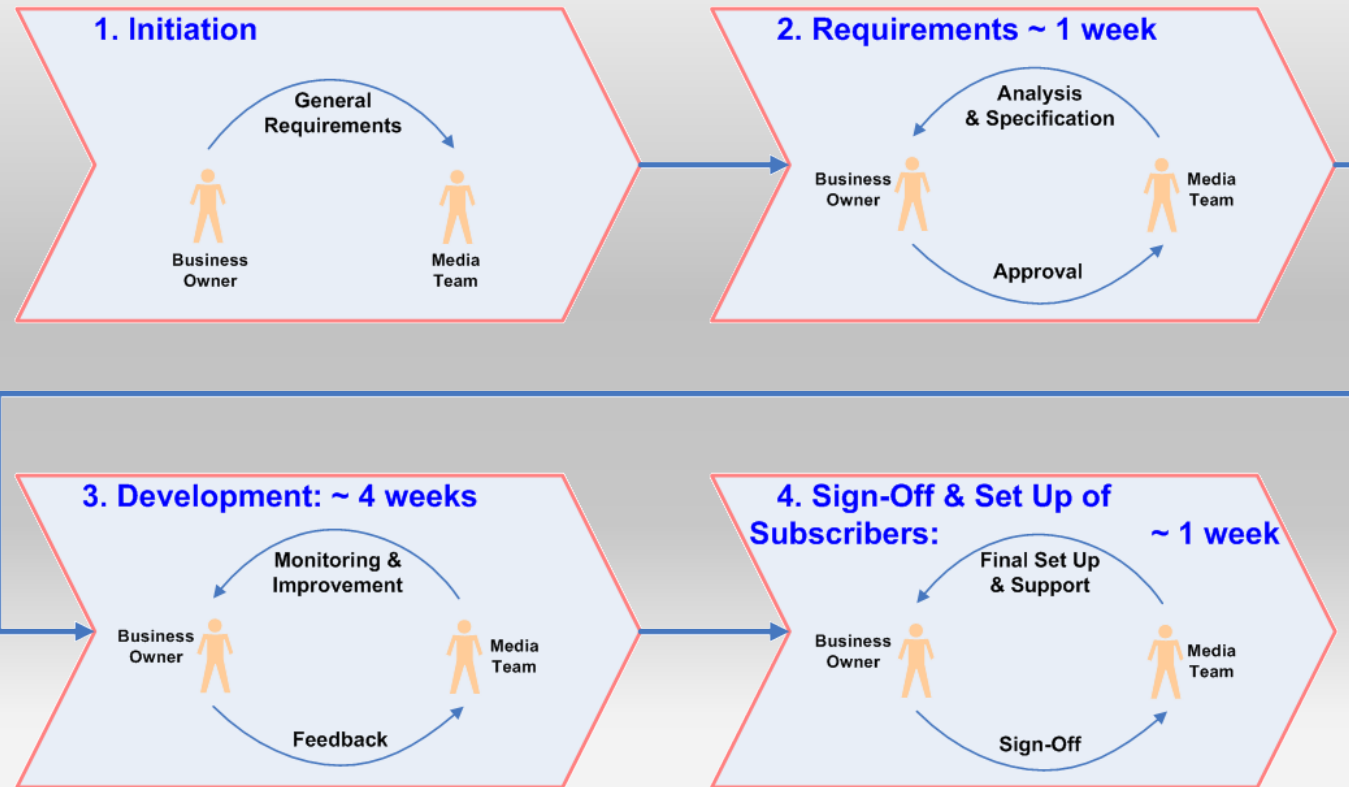
- 7 completed contracts
- Over 150 completed newsfeeds on different topics
- Over 25 000 utilized news sources including premium content
- Covering over 160 countries
- Reaching over 140 000 people

Example of Savings for a Particular Company:

- More than 6 million Euros in 18 months

Topic Optimization Process

- Analysis of context and requirements specification
- Definition and approval of the topic scope
- Creation, Monitoring and Improvement
- Content approval
- User subscription
- Feed Support



Media Monitoring Aggregation

- Strategic and centralized external intelligence capability providing global media, news and issue monitoring
- A world of news, fit into one single place
- Universal news aggregating service for all company users
- One-click access to a wealth of external news categories, across markets, geographies and issues, as well as company businesses and functions.

The Future of the Service

Currently news from:

- News Sources
- Blogs
- Clips
- Podcasts
- Video News

Upcoming:

- Broadcasts
- Radio News
- Analytics

The Future of the Service

Analytics:

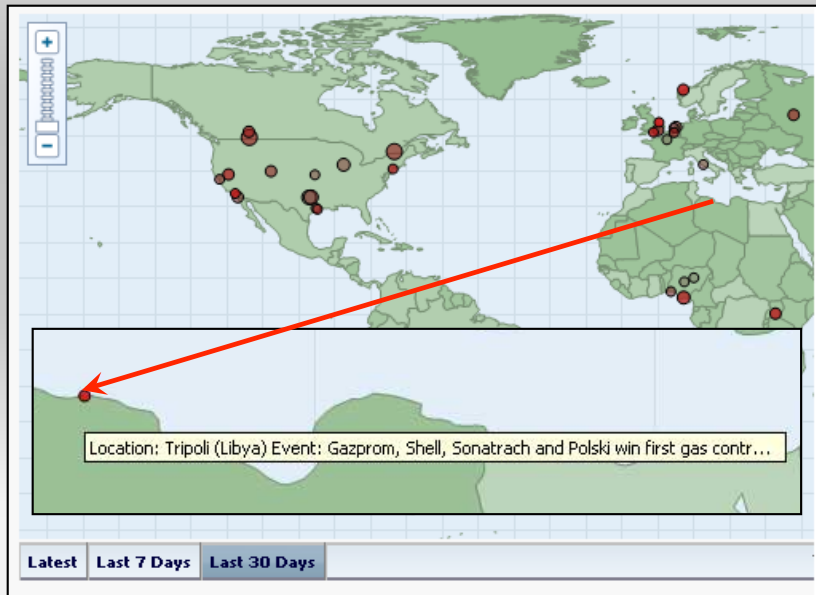
Analyze external intelligence, uncover trends and monitor the competition

- Excellent statistics give an insight of threats and opportunities on a daily basis
- Monitor and manage company's reputation and know how key audiences perceive the brand
- Meet reputational challenges, capitalize on commercial and business opportunities
- Maximize the delivery of business benefits and increase competitive edge

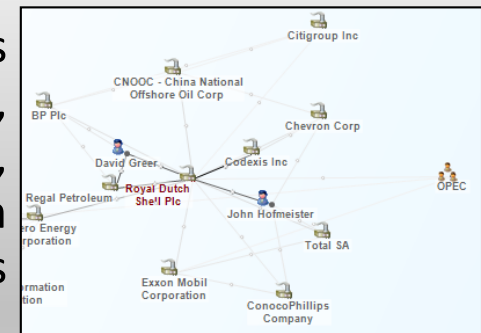
The Future of the Service

Analytics:

Track hotspots and their development



Identify relationships between companies, organizations, people, regions on key topics



Monitor media attention and trends

