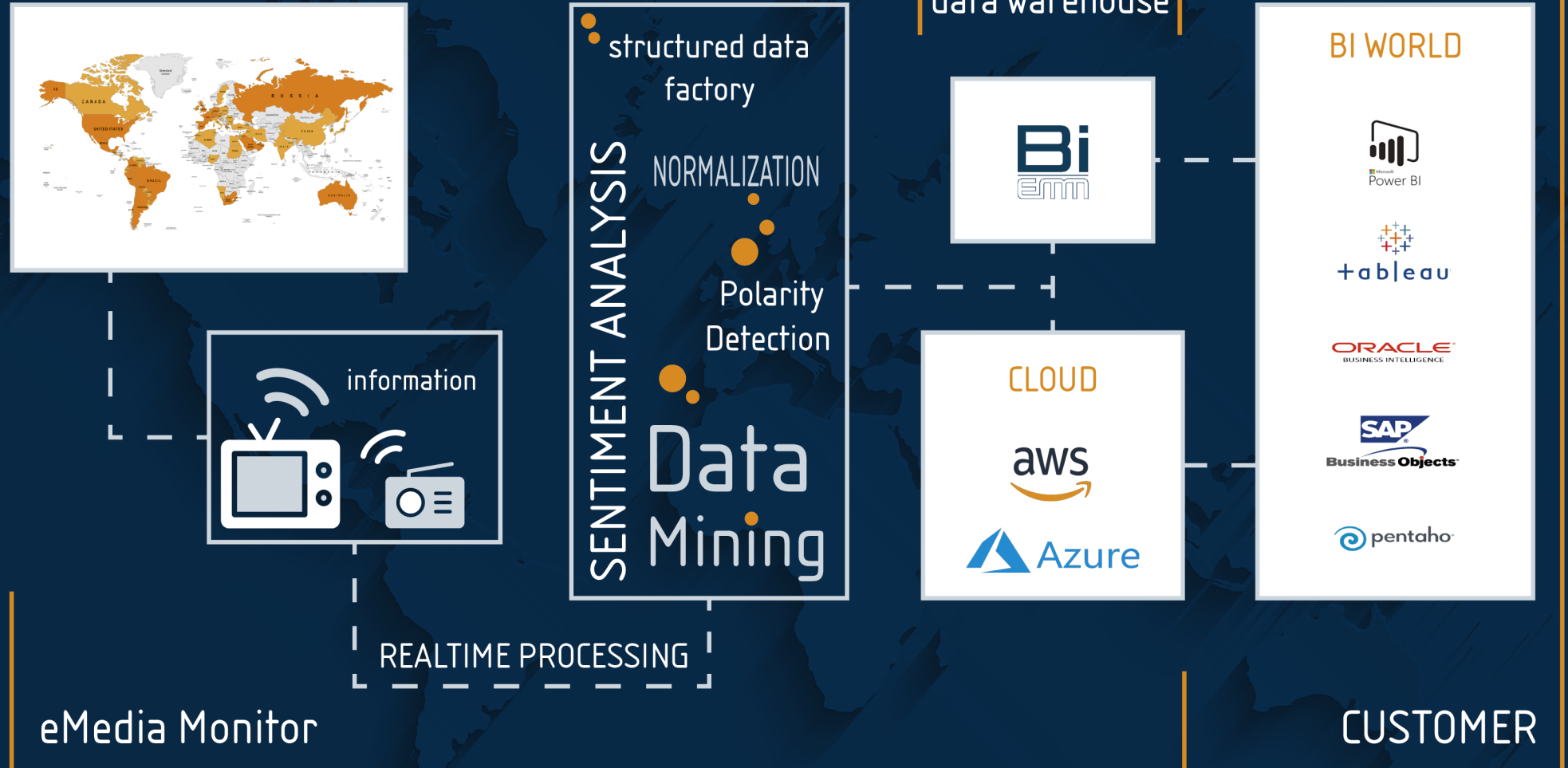


Transforming broadcast information into structured data for Business Intelligence Tools

3000 channels, 67 countries, 8 languages



Broadcast Data Cubes for Business Intelligence by eMM

Analyze the past - predict the future

The eMM Broadcast Data Cubes are really one of a kind. They are perfectly prepared for immediate and easy use with your existing BI tool. The information appears in real-time, which is a unique advantage when it comes to acknowledging correlations as well as trends and therefore helps to make well informed decisions.

Broadcast information linked to internal business data can also be used to help predict events or changes in the future. Most correlations between company's and external data are hard to identify - this is where Broadcast Data Cubes are able to make the difference and help detecting the correlations between incidents covered by the global content and internal effects. Timing is also an essential factor when it comes to reacting to news concerning your business. Our data is being processed in real-time, 24/7 which makes you receive the information as soon as it appears on TV or Radio.

How the eMM Broadcast Data Cubes work

Broadcast information from more than 2,000 channels - from 66 countries and in 8 languages - is being processed in real-time to extract the information needed. Techniques used to enhance the data are sentiment analysis, normalization, polarity detection, data mining and name- as well as topic-detection.

The data is being clustered into our Data Cubes which represent the nine industries defined by the World Economic Forum:

- Basic and Infrastructure
- Consumer
- Energy
- Financial Services and Investors

- Healthcare
- Information and Communication Technology
- Media, Entertainment and Information
- Mobility
- Professional Services

The chosen cube can be integrated into any standard Business Intelligence Tool on the market. This makes the usage really easy and convenient.

TV and Radio as a source of information

TV and Radio are among the most trusted and accessible information sources worldwide. That is due to the thorough research and relevance of the aired content. While online portals - especially social media platforms - often shoot out information, everything that is being aired on broadcast media needs to undergo a lot of review before being released.

By linking broadcast data to internal information, valuable insights are created and the possibilities to profit from the newfound knowledge are almost endless.

Business Model

The eMM Data Cubes can be purchased as subscription model with the possibility to buy the data month-wise. Customers can choose between archived data or real-time data. We offer a very flexible and affordable model that fits to everyone's needs. There are several options for discounted packages, for example if only data from the future months is being bought or when purchasing a number of months in a row. That way, customers only pay for the information that is relevant in their industry and for their specific business case.

Use Case

Before the first public presentation of our product, we had the chance to let one of Europe's leading telecommunication companies test our innovative Broadcast Data Cubes.

The types of reports used by our testing customer were:

Today's view: Industry and selected topics/limited to the information of the current day. Good to overview the most relevant

information without the need of drilling down.

Time-line topics: Industry and selected topics/possible to select and visualize the frequency of mentions and the sentiment about them.

Overview: Industry and selected topics/possible to look into the details of the relevant feed.

Overview German: Industry and selected topics/possible to look into the details of the relevant feed in German language.

Critical competitor tracking: Industry and selected topics/possibility to look into the details of the relevant feed, one competitor observed.

Topic of interest: Selected word across all industries and topics.

About eMM

After more than 10 years in the monitoring business and as the broadcast monitoring provider with the most comprehensive international coverage, our highest aim is still to always satisfy our customers needs by staying ahead with the newest business analysis trends.

By using our tailor-made broadcast Data Cubes, customers are able to recognize the different relations between internal data and broadcast information. This knowledge helps to understand what effects worldwide incidents might have on events within a company.

For more details/information, please reach out to us.

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