



# News & PR Monitoring Services





## The Challenge

With advertising and news media being so diversified in current times, enormous man and money resources need to be expended to track everything that public media reports about your specific industry, company, brand, products, services and those of your competitors within your own geography.

We log every piece of news relevant to your business and your competition. We classify, code, process and report it, as it happens, intelligently.

## The Solution

Newslog® is a premium Media and PR monitoring service in the Arab world, from Pan Arab Research Center, offering you this pertinent news data in an organized mode, at a mere click of a button.

## The Most Comprehensive Media Coverage

Every day we monitor and clip news stories from (112) Television Channels, (40) Radio Stations and (1300+) carefully-selected publications, including virtually all newspapers, magazines and trade journals across (11) markets in Middle East region and Pan Arab media. As new media vehicles appear on the market, we update our list of daily monitored media to ensure comprehensiveness.

## Intelligent Monitoring

Our sophisticated monitoring system delivers News Releases, Articles, Features, Product Reviews, Editorials and more right to your desktop. The Easy-access to this sea of information, frees up your staff to focus on more important tasks such as analyzing, and measuring the effectiveness of your communication and subsequently strategizing and implementing.

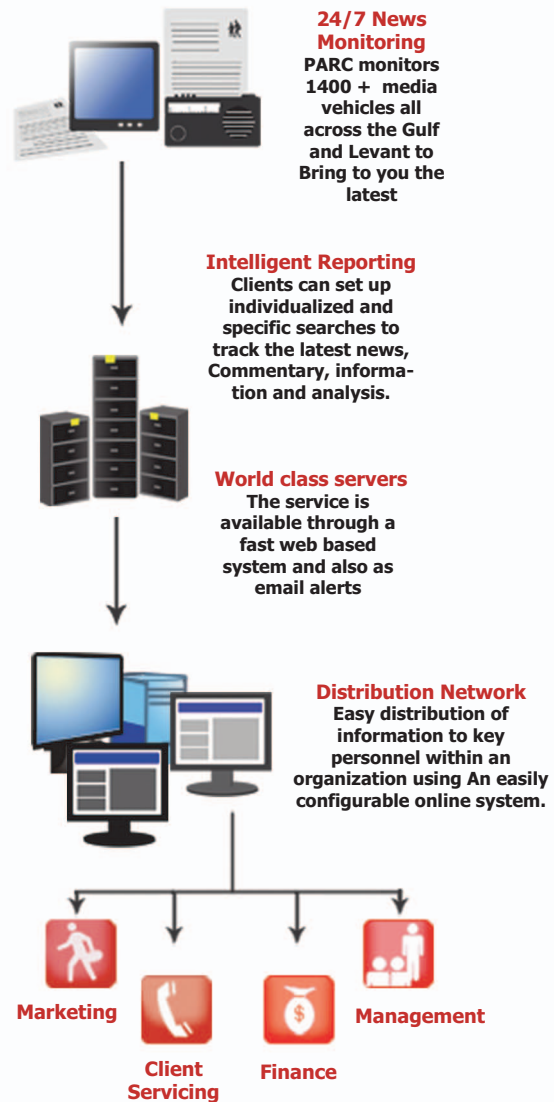
## Customized Search

Newslog® breathes further intelligence by classifying the monitored data into a four-tier hierarchical categorization scheme. This allows you to perform search using varied criteria ranging from Group, Product, Brand, Sub-Brand, Media type(s), Media Title(s), Time period, Language to User-defined Keywords.

## Anytime, Anywhere Access & Management

Newslog® provides anytime, anywhere Online access to your clips by those you have authorized, enabling them to disseminate information further to one or more recipients. The Digital storage capabilities offer an edge over the traditional paper based storage, allowing faster, better data mining.

- Any number of clips/articles can be printed using your own branding (logo etc.) with a single click, for a customized look and feel
- It also allows you to export your data to other industry standard formats like MS-Excel® and Adobe® Acrobat®..



## Timely Delivery

- You can choose from a variety of Newslog® delivery options like:
- Automated alerts with headline and classification details such as country, date, media are delivered via Daily-emails. Each alert is complemented with the Hyperlink to actual article, allowing you to gain early insight to enable timely action.
  - Online access to your own news requirements via the Internet on a password-protected website enables you to smoothly review, search, analyze and circulate your clips.
  - All clips for a month are consolidated to facilitate multi-printing and to serve as back-up, delivered on a CDROM upon request.
  - Quantitative & Qualitative Reports are also available.



## Evaluation and Analysis Services

Newslog® boasts of unmatched Media Measurement, thanks to PARC's most detailed Audience Research data. This allows better measurement of key performance indicators of PR success including Reach and trends.

### Introductory Level Analysis

- Provides you with basic information that captures the frequency of your media exposure
- View your media exposure in easy to understand graphs.
- Segment the data geographically or by media type and drill down to see the media outlet and audience reach.
- View trends for up to 12 months, print reports or capture the data and export to Excel.

### Enhanced Level Analysis

- Allows you to measure the value of your communications efforts, by assigning an equivalent ad value rate to your media coverage, reflecting the cost of comparable paid advertising.
- Provides you with the ability to break down your media exposure by products, topics or key messages.
- See a timeline of your media coverage following each press release.
- Analyze your competitors' media exposure.

### Favorability Analysis

- Provides an evaluation of the overall favorability your media coverage received.
- Analyze the tone of your media coverage and the percentage of relevant exposure.
- Assess the strengths and weaknesses in regional exposure or media type, allowing you to better focus your PR campaigns.
- Study change in sentiments that may occur over time or as a result of campaign redirection.

## Customer Service & Training

Orientation sessions and training on use of website for information access, report generation and analysis, is provided to all subscribers. As our privileged client you will have access to expert assistance for monitoring emergencies or PR crisis.

## Resident System

A local resident system may be setup at the user's end that performs regular self-updates and downloads data from the web into the archival system. The in-built scheduler provides the users the option to synchronize the data on an hourly, daily or weekly basis.

Flexibility of the software allows the users to append their own comments and notes to each article and provides options to export this data into popular presentation, spreadsheet and document formats.

The in-depth data categorization is based on our in-house model, "Magic Cube", allowing the user to generate multi-faceted, intelligent quantitative reports. Variables may be cross-analyzed to generate brand comparison reports, regional coverage reports, event specific reports and trend analysis reports.

