

# Dow Jones Insight

Monitor. Analyze. Discover. Engage. MADE for Your Communications Success.



The 24-hour news cycle has given way to a 24-second Twitter cycle. Social media is amplifying voices and redrawing the traditional media landscape. Pinpointing when, where and with whom stories start is a challenge. Understanding the scope of your media coverage in thousands of media outlets and millions of conversations is daunting.

No other company knows business news – how to uncover it or how to explain it – better than Dow Jones. Dow Jones Insight not only helps you measure your media footprint, it helps you discover the unexpected, identify new ideas and connect to influential people, both within and outside your organization.

## Monitor What People Are Saying About You

Listen more strategically to the news and buzz affecting your organization and your brand. Dow Jones Insight gives you a 360° view of events and conversations wherever they're happening – in print, online or on video, from New York to Iran to China.

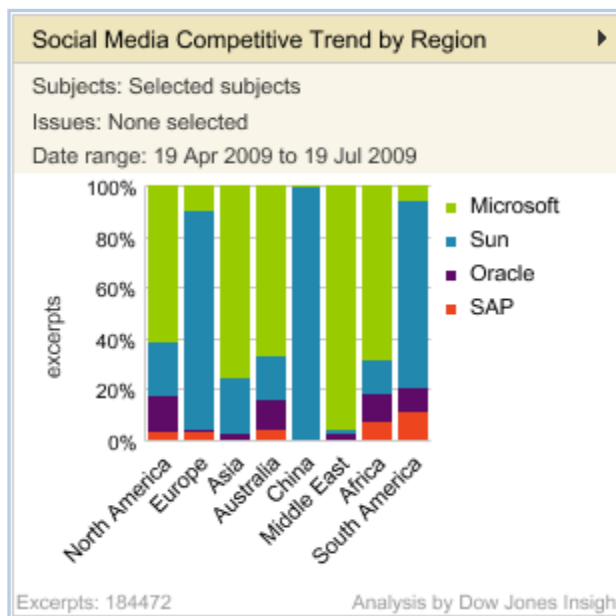
- Breaking news from Dow Jones and thousands of other traditional media sources, including newspapers, news and trade magazines, newswires and press release services
- Opinion and comment from blogs and message boards
- Latest buzz from micro-blogging and video sites such as YouTube and Twitter
- News and commentary from the world's most influential Web sites
- Broadcast transcripts covering 80 countries on five continents
- Content on Demand lets you add other internal and external sources to your analysis, such as customer service call notes

## Analyze for Greater Impact

Gain a better understanding of how your campaigns are performing and how you can adjust for greater success.

Dow Jones Insight media analysis charts help you:

- Evaluate spokesperson, brand and message performance
  - Benchmark against your competitors' coverage
  - Pinpoint journalists and bloggers writing about your brand
  - Track coverage and issues over time
  - Plan impactful campaigns by researching a 50-year archive
- Innovative measurement tools help you work smarter and faster.
- Get quick answers to pressing questions by conducting on-the-fly media analysis yourself using Media Monitor
  - Develop new strategies by modeling past coverage using Historical Analysis



- Link media analysis to your key performance indicators and be notified immediately of changes
  - Share news and results with key stakeholders using our simple newsletter tool
  - Quantify the impact of your media efforts with Dow Jones Media Index Score, a single, consistent metric that combines qualitative and quantitative measures
  - Measure the placement of hard-to-capture, intangible messages with our Message Tagging interface
- Easily research campaigns and conduct instant analysis of fast-emerging issues.
- Media Monitor allows you to search for the latest news and business information across both traditional and social media sources

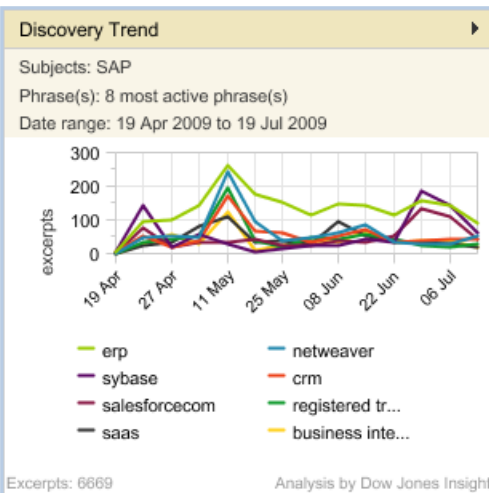
For more information about Dow Jones Insight, visit [www.solutions.dowjones.com/insight](http://www.solutions.dowjones.com/insight).

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## Discover Opportunities and Risks

Detect off-the-radar issues faster and act quickly on hidden opportunities and possible threats to your brands.



Unique discovery technologies from Dow Jones help you:

- Uncover the trends, patterns or issues simmering beneath the surface – before they impact your organization's reputation
- Easily pinpoint and monitor the people, places and events where conversations originate, and the stories you need to know about

## Engage Experience You Can Count On

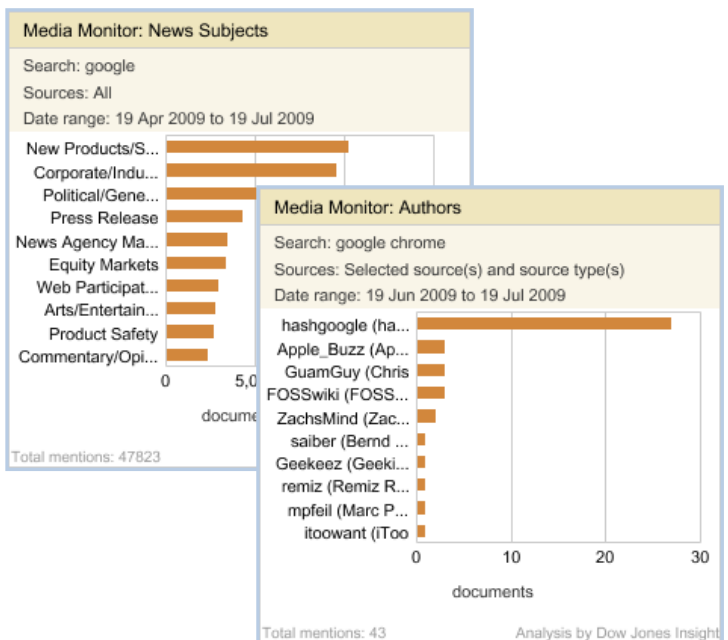
With the expert advice of the Dow Jones Media Lab, you can be confident that you have an accurate understanding of your media footprint. Our media consultants and analysts deliver media analysis and best practice advice that drives your communications strategies and proves campaign effectiveness.

- Fully accredited by The International Association for Measurement and Evaluation of Communication (AMEC)
- Extensive industry and domain experience in media and reputation analysis
- Knowledge in transforming requirements into informative metrics
- Multilingual skills to gain global insight from a local perspective

Media Lab services include:

- Executive Reports – Easy-to-digest, independent analyses of your coverage and key performance indicators
- Editorial Favorability Analysis – In-depth analysis and reporting of the favorability of your coverage, manually scored by Media Lab analysts

- Newsletters – Let our experts create your custom newsletters, including written analysis of your media coverage and internal and external company newsletters
- Custom Publishing – Position your organization as a thought leader by engaging award-winning Dow Jones journalists to create client newsletters with commentary, news and analysis
- Research OnDemand – Custom research that's ideal for new business pitches, crisis management, product launches, promotions or events.



## Providing global insight and a local perspective

Our network of global offices means we can support you locally around the world. The Dow Jones Media Lab follows the sun, ensuring that we're working for you even when you're asleep. The team is fluent in 23 different languages, which enables us to understand local nuances inside a global media analysis framework.

Dow Jones helps you monitor and publicize the buzz, analyze the impact, discover opportunities and risks, and engage the influential, enabling you to create communications success at every point in your day.

For more information about Dow Jones Insight, visit [www.solutions.dowjones.com/insight](http://www.solutions.dowjones.com/insight).