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# Integrated platform for media analysis launched

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Mediastow, a media intelligence agency, launched an integrated platform for social media, print and broadcast monitoring, analysis and measurement.

Mohamed Elzubeir, Head of Mediastow, said the move was aimed at enabling businesses to monitor print, broadcast and social media with a fully fledged and integrated approach. The new system's capabilities are backed up by high-quality operational and maintenance support available worldwide.

"With the evolution of the social media, every blogger is a journalist, exercising a significant impact on any

company. It is therefore very critical for a company to know what bloggers are saying and what impact they have on stakeholders," said Elzubeir, commenting on the new integrated monitoring platform.

Elzubeir added: "The new system offers an important tool to companies to understand their position within the social, broadcast and print media. The service is delivered in two packages: DIY (do it yourself) with training provided by Mediastow or fully managed by Mediastow analysts."

Cost-wise, the new system will minimise print, broadcast and social media monitoring and make it more commoditised, in line with Mediastow's vision for the

Mena region. Leading brands are increasingly seeking to track online conversations and engage with customers in real time. Mediastow continues to invest in developing cutting-edge technologies that compete on an international standard.

The digital interaction among stakeholders of any company was never more active as it is today. The internet could be a key battleground between rivals where a single 140 characters tweet could affect the share price of any company. This requires companies to keep an eye on what is going on in the cyber world.

"We decided to integrate three media disciplines into one channel of monitoring and analysis," said Elzubeir.