



You need to know.

It's a digital world. 15 billion web pages, 150 million blogs. Social media. The power of many, with reputations won and lost at the speed of light. You need to know.

Welcome to FindAgent.

FindAgent™



REPUTATION MATTERS. We live in a digital world. Communication moves faster than ever before, and brand reputations must now survive *and* thrive online. Whether good news or bad, this ever-expanding digital medium needs to be actively managed.

Right here, right now

Every minute of every day, it's happening online. News. Opinions. Conversations. Reputations. The latest news often happens online before it gets to 'print'. Perception is reality, and in such a fast-moving environment it is harder than ever to control the message. Communication has become a non stop effort, engaging with the media on a daily basis. The most successful brands are tracking attitudes online and joining the conversations.

A huge challenge

With over 15 billion web pages and more than 150 million blogs currently online, finding, monitoring and analysing relevant news has become a massive task. There is simply too much ground to cover, too many websites to visit, too many articles to read. Whether you need constant monitoring for clients, or one-time insights for specific projects, finding the articles that influence your strategic and tactical planning has become a huge challenge - a challenge that requires a specialist approach.

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Language: English Filter sources: No filter

Build Your Questions: What do Analysts say about China?

- Pressure mounts for West to act on Tibet talk
Analysts say the Western boycott of the 1980 Moscow Olympics-- a boycott China joined-- did not moderate the behavior of the Soviet Union. Reuters South Africa
- Vietnam government gives shipbuilding big push
If they do n't, in one or two years they risk losing control " of some of their large projects. Analyst Flynn said Vietnam would face significant competition from producers like China and the Philippines, which also have high ambitions for growth, but that it had some advantages in competing for orders from European firms. Hellenic Shipping News
- Vietnam government gives shipbuilding big push
Analyst Flynn said Vietnam would face significant competition from producers like China and the Philippines, which also have high ambitions for growth, but that it had some advantages in competing for orders from European firms. The Earth Times
- China reduces coal export quotas for the year
Analysts said they expected China to become a net coal importer in 2008 and the cut in the quota would help increase international coal prices. International Herald Tri...
- TV Makers to Face off in Chinese Market May 1, Analyst Says
' The key to success is to come up with a lineup including the 42-, 46- and 52-inch models that are most popular in China, ' said Masahiko Ishino, Senior Analyst in the Research Group of the Equity Research Division at Mitsubishi UFJ Securities Co Ltd, during his lecture on the ' First FPD International 2008 Pre-seminar ' Industry Reorganization: Analysis of Global Impact, ' ' analyzing Chinese TV market strategies for 2008. NE Asia

The most advanced search

THE DIGITAL SPECIALIST. Since 2002, FindAgent has specialised in monitoring digital media. Driven by technology, we have built specialist systems to identify and then monitor those online sources that matter most to you.

From millions of available web sites and blogs, FindAgent has tools to identify the ones that matter to you. Then, using patented text analysis technology, FindAgent 'reads' and analyses every new article found online every day. FindAgent understands what each article is about. It understands 'who's doing what to whom, where, when and how' - and uses this intelligence to deliver two major advantages:

Precise monitoring

Unlike Boolean search engines that rely on simple keyword matching, FindAgent search uses sophisticated text analysis to match the meaning of the search to the meaning of the text found in the articles. So, even for the complex searches, you only get relevant results. From 'global warming' to 'What does Barak Obama say about climate change'... FindAgent delivers.

Sophisticated media analysis

Because FindAgent has 'read' every word in every article it finds, it knows *exactly* what those articles are about. We know the main topics, the companies and people. We know key associations. We know how things have been described, and whether it's positive or negative. And we can present these insights in a dynamic range of charts, tables and reporting tools.

FindAgent Statistics - Windows Internet Explorer

Media Exposure, summary, articles: 2007-01-01 to 2007-11-28

Chart Type: Bar Chart Agent Placement: Cluster Interval: Month Legend: Yes Other Schema: 3D Format: Max

Client Type	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	Total
PriceWaterhouseCoopers	375	289	290	271	280	307	355	258	326	407	3,661
Deloitte	334	307	414	344	375	367	439	476	410	1,010	4,955
Ernst Young	222	164	293	273	268	293	660	267	269	501	3,464
Total	931	760	997	888	924	967	1,454	1,002	1,005	1,918	12,060

Sophisticated Media Analysis tools

FindAgent™

www.findagent.co.uk



Daily/hourly news reports



Alerts to mobile/PDA

The news you need



Live news for campaign micro-sites



RSS NewsFeeds for Intranet / Extranet

THE WHOLE STORY. You know your clients. You understand their business. But do you know the whole story? Sometimes it's what you *don't* know that holds the key.

By looking at both the current *and* historical news coverage found online, FindAgent can give you the insights you need. A different perspective. The news stories you *didn't* know. The emerging themes that are gaining momentum. Immediate access to a depth of knowledge:

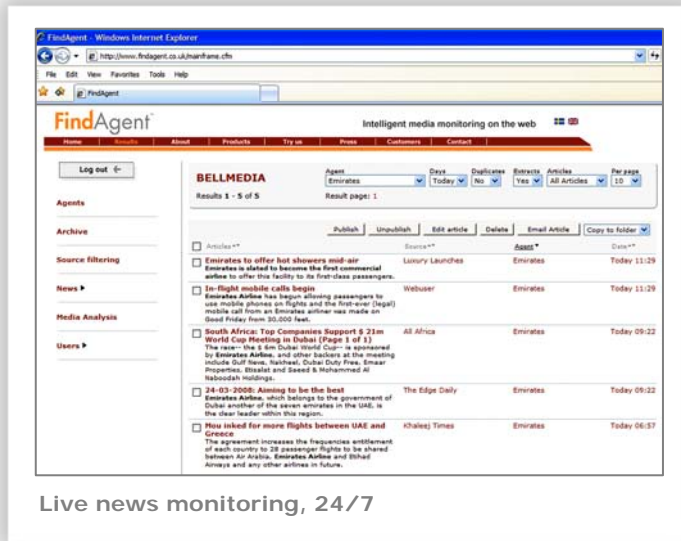
- What are the main issues being discussed?
- Which people/companies/brands are the thought-leaders?
- What are the key themes that are emerging?
- Which websites and blogs are most vocal/influential?
- How does our coverage compare with the competition?
- Which publications write positively about us/the issues?
- Which publications tend to be negative, and why?

Connecting you to the news

Every minute of every day, FindAgent is monitoring thousands of online news sites, blogs and forums so we can connect you to the latest breaking news. From news alerts sent immediately to your PDA or mobile, daily email news summaries, or even RSS newsfeeds publishing to your project intranet or microsite... FindAgent delivers the news you need, when you need it.

FindAgent™

www.findagent.co.uk



Live news monitoring, 24/7

Detailed Media Analysis Report



WHAT YOU NEED, WHEN YOU NEED IT.

Whether you need on-going media monitoring to support your client activity, or one-time monitoring, for specific projects or pitches, FindAgent can help.

FindAgent Platform

Access to FindAgent can start from as little as £500.00 + VAT per month for a 12-month subscription. Each subscription includes:

- Access to your own, log-in protected FindAgent Platform
- Unlimited search profiles ('Agents')
- 5 users
- Named Account Manager with phone and email support

Additional services include:

- Source mapping (discovery)
- Extra users
- RSS/XML NewsFeed(s)
- 'Alert' publishing to SMS/mobile
- Media Analysis Reporting
- Access to the news archive

FindAgent Spotlight

We are also happy to offer one-time Media Analysis Reporting, specifically designed to support pitches and/or specific projects. Please contact us for more information.

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www.findagent.co.uk

Mark Redgrave, Chief Executive

Michael Massanyi, Key Account Manager

FindAgent
Caparo House, 3rd Floor
103 Baker Street
London W1U 6LN, UK

T: +44 (0)20 7317 0151

F: +44(0)20 7224 5149

info@findagent.co.uk

FindAgent™