

PRESS RELEASE



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FOR IMMEDIATE RELEASE

PRECISE LAUNCHES DIGITAL BROADCAST SERVICE

Precise, the leading media intelligence provider, announces the launch of its broadcast monitoring service.

Whilst Precise has monitored and analysed the impact of print and online media coverage on behalf of leading corporate, financial, PR and public sector clients for a number of years, the company is now able to seamlessly integrate broadcast content into its range of monitoring and analysis services.

Commenting on the service, Keir Fawcus, Managing Director at Precise said “We have responded to client demand for a service that is fast, accurate and delivered in a simple to use format. Because the impact of broadcast news can be immediate we update our clients as news breaks.”

Precise has developed a proprietary system based on a voice to text technology that converts broadcast content to text, effectively in real time. “This allows us to create a searchable database from which our sector analysts can extract and assess content relevant to our clients’ requirements” says Fawcus.

Streamed content is delivered via email alert and available alongside other media coverage via the Precise Media Portal that allows clients to carry out a range of activities including the creation of coverage and analysis reports, and historical searches by media, journalist or issue.

As well as covering all major national and regional television and radio stations, the service is unique in being fully licensed by all major broadcast rights holders, so end-users can access the content secure in the knowledge that copyright has been paid at source.

Precise’s Insight division can now contrast the impact of broadcast coverage against other media channels to help focus PR activity.

Clients that have so far taken advantage of the service include Microsoft, HSBC, PwC and Unilever.

ENDS

Note to Editors:

Precise is the leading provider of media intelligence services in the UK, providing press, online, broadcast and social media monitoring, media analysis and forward planning services to support PR and external communications activity. Precise is based in the City, and retained by over 5,000 corporate, financial, PR, charity and government clients, including over 75% of the FTSE 100.

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