

Wednesday 4<sup>th</sup> October 2017

# Global versus Regional versus National Media Monitors

Keynote: The diversity of our industry

Alexis Donot

Secretary General, L'Argus de la Presse / Cision France

Panel Discussion

Simon Gebauer, »Observer«

Alessandro Cederle, L'Eco della Stampa

Magdalena Horanska, Newton Media

Mazen Nahawi, Carma

François Nicolon, Kantar Media



WORLD MEDIA INTELLIGENCE  
CONGRESS

BERLIN \_\_\_\_\_ 4-6 October 2017

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**LOCATION : Italy**

Inc.1901, continuous ownership

Italy #1 in media intelligence  
soft human skills + data technology = innovation

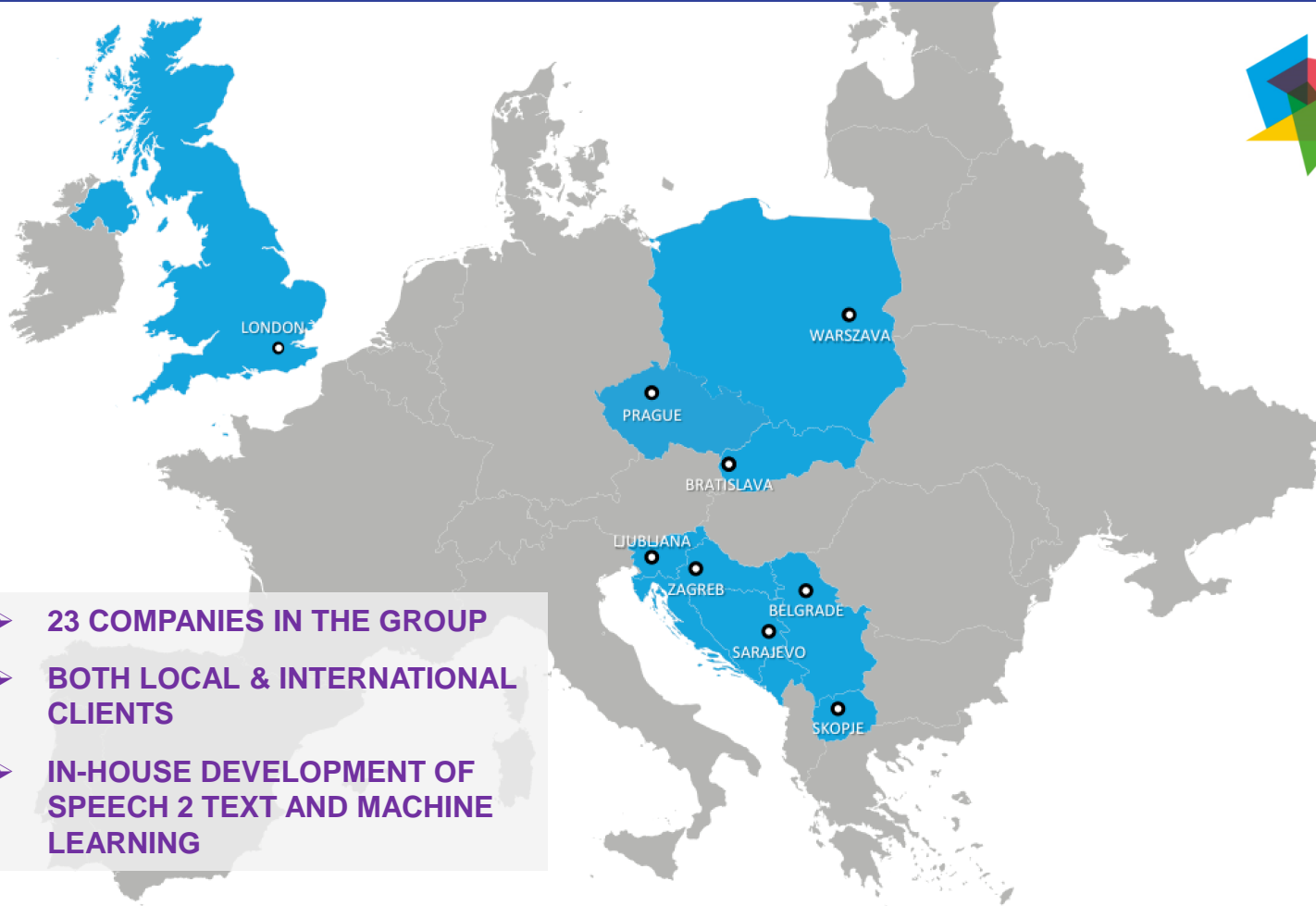


**LOCATION : Austria**

- Media Monitoring since 1896
- Founding member of FIBEP
- Full-Service Media Intelligence provider



newton media



**LOCATIONS :**

- London
- Prague
- Warsaw
- Bratislava
- Ljubljana
- Zagreb
- Belgrade
- Sarajevo
- Skopje
- Prishtina

- **23 COMPANIES IN THE GROUP**
- **BOTH LOCAL & INTERNATIONAL CLIENTS**
- **IN-HOUSE DEVELOPMENT OF SPEECH 2 TEXT AND MACHINE LEARNING**



**LOCATIONS :**

- Washington
- New Hampshire
- London
- Lisbon
- Malta
- Casablanca
- Cairo
- Beirut
- Amman
- Dubai
- New Delhi
- Maputo
- Luanda

## KANTAR MEDIA

### LOCATIONS FOR MEDIA INTELLIGENCE HUBS:

- France
- UK
- Spain
- Italy
- Germany
- Ireland
- USA
- China
- Sweden
- Denmark

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- **SERVICING CLIENTS WORLDWIDE**
  - **CONNECTING MEDIA DATA SETS**
  - **INTEGRATING MULTIPLE FIELDS OF EXPERTISE SINCE 50 YEARS**



**LOCATIONS :**

- USA
- Canada
- Mexico
- Brazil
- France
- UK
- Portugal
- Sweden
- Finland
- Germany
- China
- India
- Taiwan
- Kuala Lumpur
- Indonesia
- Australia

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