

## Acumen By the Numbers

- 1,000+ print newspapers
- 500+ TV & radio stations
- 15,000 news websites
- 2.5 million blogs & forums
- 100+ media analysts

## Verticals

- Automotive
- Consumer Goods
- Electronics & Computers
- Energy
- Financial
- Food & Beverage
- Industry Regulatory Bodies
- Media
- Pharmaceuticals
- Real Estate
- Telecommunications
- Travel & Tourism

## Geographic Scope

- GCC
- Levant
- North Africa
- Int'l companies in MENA

## Who can benefit?

- Advertising Agencies
- Corporations
- Consulting Firms
- Private Equity Firms
- PR Agencies
- Venture Capital Firms

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# ACUMEN

## Media Intelligence

**Acumen Media Intelligence** goes beyond anything an ordinary press clipping service can do, adding extensive value by putting you in control. Unlike normal press clipping companies which monitor your organization from today forward and only in requested media, Acumen's extensive documentation and indexing center monitors print, broadcast and internet media sources 24/7, then digitally and instantly delivers the original image, audio or video clip to clients. Optional access to archives since 1998 for print media, 2003 for internet and 2008 for television allow you to compare your and your competitors' media coverage and advertising campaigns historically as well as currently.

Acumen's integrated media intelligence provides you awareness tools for in-depth media coverage and statistical tools to cover thousands of companies, governmental & non-governmental entities, executives & key public figures, and issue-oriented profiles. Flexible subscriptions for anything from a single company media profile to full access for all listings. For clients requiring more in-depth quantitative or qualitative analysis, Acumen offers customized services to be quoted on request.

- Daily monitoring of your company's coverage and image in the media keeps you up to date on how your reputation and products are covered in the media
- Daily monitoring of your competitor's coverage and image in the media gives you the advantage of gathering competitive intelligence on new products and initiatives, allowing you the chance to respond quickly and effectively to competition
- Tracking of regional and international industry news, trends and opportunities keeps you informed on business development opportunities and potential obstacles in the region
- Provides you with optional statistical measures reflecting your company's position in the media by measuring positive, negative and neutral opinions, presenting you with an accurate media landscape for a given company or project

***Arabia Inform** is a world leader of electronic content from MENA, having the unrivalled distinction of owning four digitization, documentation, indexing and archiving centers – media, advertisements, law, and academic. Our 24/7 business monitors 1000+ Arabic newspapers and magazines (70% have no internet presence), 15,000 news websites and 500 television channels, adding more than 1 terabyte of content to our archives daily. At Arabia Inform all content has value: we collect cover-to-cover for print media and every minute of broadcast. Clients who need to understand Arab world business, economy, politics or culture can request raw data, reports and media analysis in Arabic or English, with the complete assurance that there is no bias in the types of content being gathered. Customized services and research are available upon request.*