

Netemic launches iFeed tool for blog monitoring

- Search and analysis application enables sophisticated social media tracking and response in real time -

[London – 14th November 2007] Netemic, a UK media software company, today announced the commercial launch of iFeed, its automated online media monitoring and analysis tool that enables companies to query and monitor social media such as blogs, forums and wikis.

iFeed was created in response to the explosion in social media content and its rapidly growing importance as a key channel of influence, as well as a measure of brand awareness and consumer sentiment. iFeed has been designed to allow companies to filter through internet “noise” to effectively track comment, opinion and breaking news to inform business intelligence through competitor tracking and analysis, campaign impact measurement and reputation risk analysis.

Netemic's iFeed is designed specifically for social media, the fastest growing body of information on the web, and enables efficient real time interrogation of content that allows the user to search by both content age and relevance. Since the application updates in real time, it also allows users to effectively manage brand reputation by responding or acting on “events” as they occur.

Tom Quick, Netemic's CTO, said: “Social media is the fastest growing body of information on the web. There are an estimated 70+ million blogs in existence and that number is forecast to continue to grow rapidly. Recent corporate history is littered with examples of how social media has made or broken brand image online and instances can only grow in frequency as this body of content expands. Businesses have a pressing need to actively monitor social media comment. iFeed has been specifically designed to address this issue by providing both structured access and rapid response to its content”.

There will be four distinct versions of the iFeed application available, each tailored for a specific vertical market:

- **iFeed Agency** is aimed at the PR industry and allows communications professionals to monitor public opinion and tailor campaigns and pitches around up to the minute intelligence. It also offers agencies value-added services including charting facilities, whilst its aggregation and content sharing capabilities eliminate the need for expensive online clipping agencies.
- **iFeed Media** enables online editors to effectively leverage social media content by retrieving, reformatting and republishing blog content to contextualise content on their own websites. For reputation building, unbiased comment from a trusted blogger confers far greater trust than traditional in-house marketing.
- **iFeed Enterprise** allows Corporate users to set up product specific tracking to monitor and react to consumer sentiment over time and carry out key message comparisons with rival products.
- **iFeed Financial** enables analysts, investors and traders to regain an information advantage in today's hyper-efficient financial markets by accessing a body of online content that is demonstrating a growing influence on market outcomes.

All results are fed to the user's desktop via a constantly updating and user-friendly interface that enables distribution of selected content direct to clients and colleagues through iFeed's bespoke Clipstream viewer. Other features of the iFeed system include event spike detection, analysis and charting, and sentiment analysis amongst other innovations.

Andrew Orchard, CEO at Netemic concluded: "The beauty of iFeed is that it offers a long term strategic solution to accessing a poorly addressed and under-valued content arena that brands ignore at their peril. For agency and media users, iFeed harnesses the voice of the public to digital communications strategies in a manner that helps move the increasingly sceptical consumer back 'on-side'. For enterprise and financial users, iFeed allows business risk to be constantly monitored. That this can be done in real-time offers an information advantage that is often the difference between success and failure in the realms of investment and reputation management."

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About Netemic

Netemic Limited was formed in February 2006 to provide research and product to organisations that require monitoring and analysis of consumer-generated media (CGM). Since foundation, Netemic has focused its efforts on developing its proprietary web monitoring and analysis tool, iFeed.

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