

# Every Second Counts

## NEWSALERT

Good news travels fast and bad news travels even faster, which is why it's vital for organisations to be alerted to their media coverage as soon as it appears. Broadcast is still the only media to influence a large audience in seconds, which poses an ongoing challenge for PR & Communication Professionals alike. Whether it's reacting to a crisis, gathering competitive intelligence or simply monitoring your coverage, media monitoring needs to be delivered quickly and accurately.

From its foundation in the UK as the sole supplier of broadcast monitoring more than 50 years ago, TNS Media Intelligence has grown to become one of the leading suppliers of media information across the world. The advancement of automated monitoring and digital capture technology in recent years has enabled us to enhance our delivery mechanisms, not least through our unique broadcast monitoring alert product, News Alert.

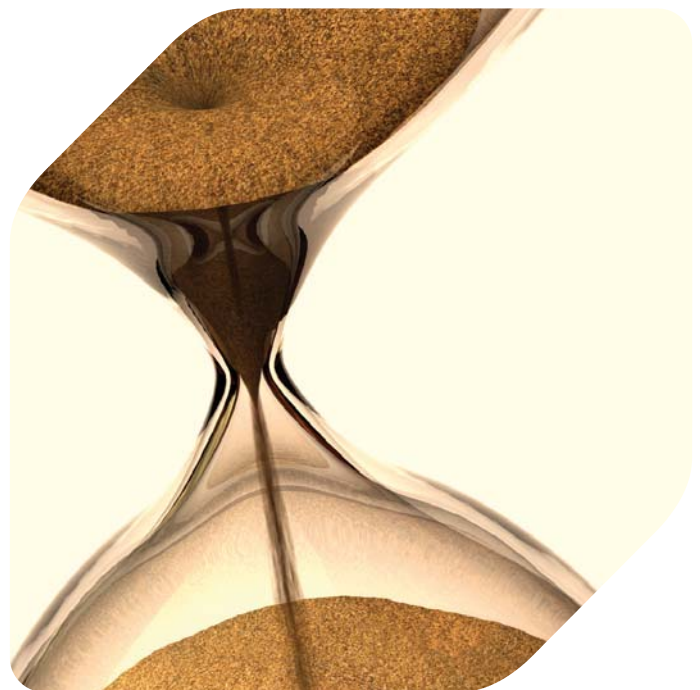
Monitoring coverage from over 200 domestic TV & Radio Stations in the UK, subscribers to News Alert receive an e-mail notification, accessible on PC, PDA and Blackberry<sup>1</sup>, for broadcast content logged just a few moments earlier. Not only can subscribers view the text alert, News Alert provides the ability to view the broadcast clip immediately<sup>2</sup>, giving you time to make effective decisions.

### Quality

News Alert's are created from our Data Capture Centre in the heart of London, where our team of highly-trained monitors validate each piece of coverage to ensure the highest standards of accuracy, quality and relevance.

Each News Alert is unique, providing an accurate synopsis of coverage. This includes station details, reporters, headline and duration; helping subscribers prioritise media exposure in crisis management situations.

For a step-by-step guide on how News Alert works, please see overleaf.



### Delivery methods

Media coverage from broadcast media can be delivered in a variety of formats:

Subscribers to News Alert who require instant access to coverage can do so using News Alert Stream, enabling all subscribers within the organisation to view a digital clip for up to seven days through our secure online platform.

Alternatively, coverage can be delivered as high quality clips on DVD, FTP, CD-Rom or as a verbatim Transcript. Clips can be ordered up to 30 days after broadcast, with full archive alert facilities available through morethannews, our online media management tool.

<sup>1</sup> Some PDA & Blackberry models don't support News Alert/News Alert Stream

<sup>2</sup> National TV & Radio stations available on NewsAlert Stream from Autumn 2007 with additional stations available in 2008

## How it works

### News Alert

News Alert is delivered to all registered subscribers 24 hours a day, 365 days a year. The alert summaries are validated by our monitoring teams who ensure that they are relevant and relate to the keywords identified by the client.

Subscribers have the opportunity to stream the media clip using News Alert Stream, or to order a high quality clip on DVD, FTP, CD-Rom or a verbatim Transcript.



**tns media intelligence**  
**NEWSALERT**

**Client :** TNS  
**Contact :** McCarthy John  
**Keyword(s) :** Supermarkets  
**Station :** BBC 1  
**Broadcast Date :** 15/09/2007  
**Broadcast Hour :** 09:13:35  
**Duration :** 00:03:53  
**Programme :** The Andrew Marr Show  
**Reporter(s) :** None  
**Headline :** NEWSPAPER REVIEW

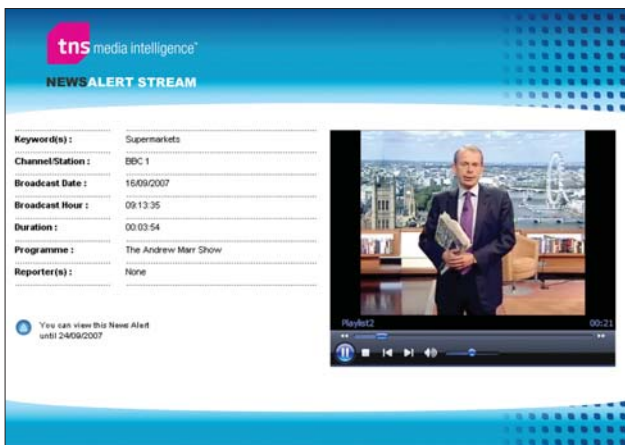
**09:13:35**  
STUDIO INTERVIEW: WILFRED EMANUEL JONES, FARMER AND CONSERVATIVE CANDIDATE - I was surprised how little foot and mouth coverage there is. You need to get animals to slaughter, or there will be an impact on supermarkets. We need to look at what prices going up because emerging countries can't now afford them. Everyday foods are going to become more expensive. In Wales this is the time of year when a lot of sheep are to be sold. Something like 1m sheep are waiting to be sold. You don't want animals going out of date. Normal markets are closed. STUDIO INTERVIEW: OONA KING, FORMER LABOUR MP - the comment page in The Times says the interesting thing about the American right is that they don't want to go into Iraq because it wasn't just about oil. They think the biggest charge Bush will not be able to withstand is his mishandling of the economy. I've followed Iraq since I did an enquiry into Saddam's manipulation of the Oil For Food program. If you have a chance to take out a genocide murderer, you should do that. The US government did all the wrong things OBSERVER - foot and mouth restrictions easedTIMES - Alan Greenspan claims Iraq War was for oil

**09:13:39**

**Click to order :** [SCRIPT](#) [CD](#) [DVD](#) [FTP](#) [TXT](#)

### News Alert Stream

Subscribers choosing to access an alert stream will be asked to confirm their purchase. The streamed clip will play and it will be available to all subscribers in the organisation at no extra charge for a period of seven days.



**tns media intelligence**  
**NEWSALERT STREAM**

**Keyword(s) :** Supermarkets  
**Channel/Station :** BBC 1  
**Broadcast Date :** 15/09/2007  
**Broadcast Hour :** 09:13:35  
**Duration :** 00:03:54  
**Programme :** The Andrew Marr Show  
**Reporter(s) :** None

You can view this News Alert until 24/09/2007

PlayList2 00:21

### DVD, FTP, CD-Rom, Transcript

These can be ordered through News Alert at a reduced rate, or by contacting our 24 hour Client Services Team. High quality clips can be produced and delivered within an hour of ordering.



## About TNS Media Intelligence

TNS Media Intelligence is the leading provider of global and domestic media monitoring and evaluation to communication professionals around the world.

The company's online and bespoke product and service portfolio presents syndicated and customised solutions from over 10,000 media outlets across the UK.

For further information on News Alert please contact our Business Development Team.

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