



L'ECO DELLA STAMPA®
Leader in Media Intelligence

L'ECO DELLA STAMPA S.p.A.

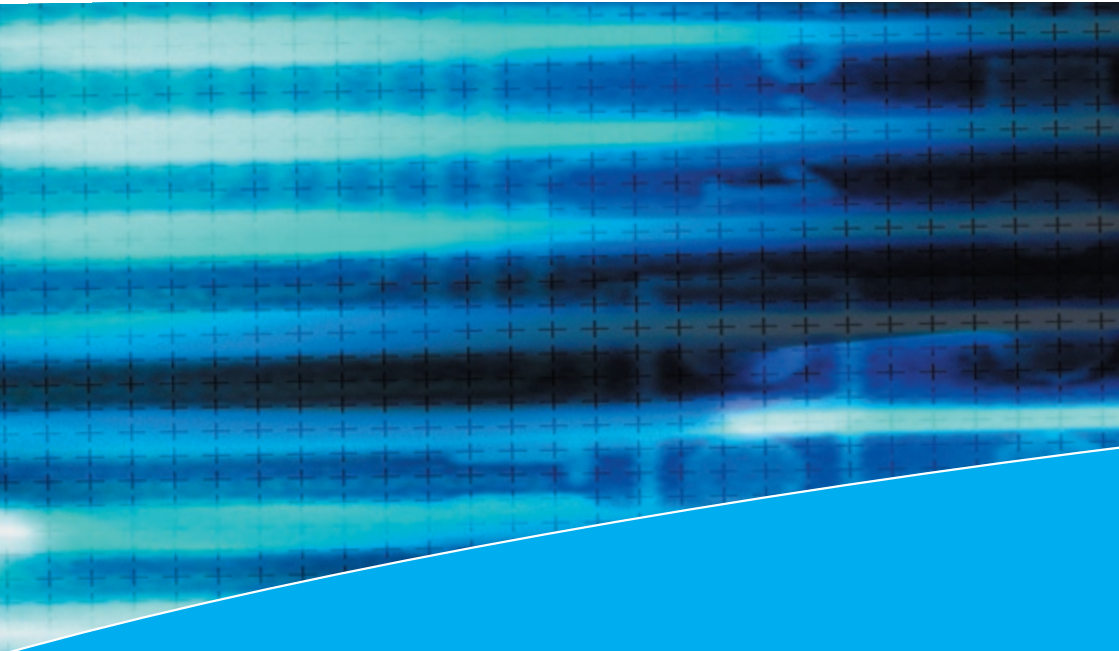
Via Compagnoni 28
20129 Milano, Italia

Telephone +39 02 748113.1 ecostampa@ecostampa.it
Fax +39 02 748113.444 www.ecostampa.it

► ECOSTAMPA

► ECOVIDEO

► ECOANALYSIS



information is our mission

Three division:

ECOSTAMPA

ECOVVIDEO

ECOANALYSIS



Ignazio Frugiuele, the first Director of L'Eco della Stampa.

L'Eco della Stampa was founded in Rome in 1901 and the company is still run by the fourth generation of the Frugiuele family today. The company has always been the undisputed leader of the Italian media monitoring market, and now boasts turnover of approximately €20 million, 5,000 clients, 230 employees and offices in Milan, Rome and Genoa..



More than one hundred years of history with a keen eye on developments in information and technological innovations have enabled L'Eco della Stampa to expand internationally. The company is a founder member of the FIBEP, Fédération Internationale des Bureaux d'Extraits de Presse, and a member of the IABM, International Association of Broadcast Monitors, and of the AMEC, Association of Media Evaluation Companies.

L'Eco della Stampa in figures

- Founded in 1901
- Annual turnover of €20 million
- 5,000 clients
- 230 employees
- 3 offices: Milan, Rome, Genoa
- 5,000 press, TV, radio and website sources monitored

Knowing how to select and manage information promptly and analytically is the hallmark of the services L'Eco della Stampa offers through its three divisions: EcoStampa, EcoVideo and EcoAnalysis.



from media clipping to media intelligence



Day and night, 24 hours a day, thousands of newspapers, opinion or specialist periodicals, radio, TV and the web are monitored by expert professionals. The monitoring results are transformed into indispensable tools to support customers' business communications: press reviews, video reviews, analysis. These services free up the time and energy of your press offices so that they can increase the added value of their own work.

From the early hours of the morning, managers and industrialists, press officers and communications or marketing managers, public and private administrators, politicians and entertainers, sports personalities and scholars, events organisers – in short, anyone who can't afford to disregard the information sector in managing their activities – can access a series of services which are vital for managing modern business communication.

**EN ISO
9001:2008
quality
certificate**

Professionalism and reliability in every phase of work: a method guaranteed by EN ISO 9001:2008 quality certification, obtained by the company for the Press Review, Radio and TV Review, Web and Media Analysis services.

ECOSTAMPA

Founder member of the FIBEP
Fédération Internationale des Bureaux
D'Extraits de Presse

timely and reliable press review

This is the 'historic' division and core business of the company, an institution on the Italian media monitoring landscape for its coverage capacity – due to the extent of its sources alone – the high reliability of monitoring and its timeliness. On the current competitive scene, where data of every kind can be accessed, it is vital to understand quickly what information is genuinely useful.

EcoStampa keeps pace with the speed of the information sector and never abandons its customers, guaranteeing receipt of the review 7 days a week to their PC or palmtop computer, via the web, ftp or other means.

The staff at L'Eco della Stampa monitor 4,000 Italian titles, in addition to foreign press and websites, according to the individual requirements of each customer: what is being written about them and the reference company or brand, but also about competitors, socio-economic trends, institutions, politics and public administration. EcoStampa's constantly updated database, containing millions of articles published in the Italian press since 2000, can also perform one-off retroactive keyword searches.



Technology and support tailored to the customer

L'Eco della Stampa has the technological infrastructure to manage and distribute the various IT services it provides with very short lead times. Not only that, but it is structured to provide customers with constant support and manage tailor-made solutions for them.



Review customisation

The profiles staff ensure that the most demanding customer can constantly count on the support of a dedicated account executive who will determine and update the search criteria and editorial line of each press review, heavily customising the service..

Helpdesk: ensuring peace of mind

The effective, friendly Help Desk provides genuine, ongoing support, ensuring peace of mind with assistance online, by telephone or on site at the customer's premises.

IT solutions that provide flexibility

EcoStampa primarily distributes information using web-based solutions involving access to reserved areas, as well as on-site solutions or postal solutions (on request). Our IT solutions ensure:

- > timeliness (information available from as early as 2.00 am)
- > flexibility:
- > receipt of the press review 7 days a week;
- > full text searches in a dedicated, constantly available online database;
- > checking and customisation of your own review;
- > publication of the review on the customer intranet and/or website;
- > articles sent via e-mail to internal customers;
- > display of the press review on a palmtop computer.

News just a click away

ECOVIDEO

Member of the IABM,
International Association of Broadcasts
Monitors

the TV and radio news is just a click away

Every day the programmes broadcast by the main Italian terrestrial, satellite and radio broadcasters are recorded and reviewed by EcoVideo operators in search of names, brands or other subjects of interest to our customers.



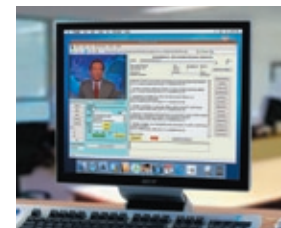
Journalistic, IT, economic and daily life/current affairs broadcasts are listened to and viewed, then turned into abstracts which provide a brief summary of the news covered, the subject, the duration, the source of the item, a list of participants and interviews and the location of the item within the broadcast.

Shortly after broadcasting (depending on the service chosen by the customer), various information solutions are available online or via e-mail for each item found

- video/audio clip (mpeg or mp3)
- storyboard + abstract
- video/audio clip + abstract
- abstract only.

Our radio and TV archive covering the past 30 years also allows you to request a broadcast programme on a one-off basis, without having to subscribe.

EcoVideo products, customised and customisable according to the customer's needs, can be integrated into the digitised press review provided by L'Eco della Stampa.



**Video
news
straight
to your
inbox**

EcoVideo offers various solutions for receipt of notifications:

- within the database
- on the web www.ecostampa.it
- via e-mail

ECOANALYSIS

Member of the AMEC,
Association of Media Evaluation
Companies

the review reviewed



The areas analysed

Numerous sectors are analysed by the experts in the division. They cover the main areas in which our customers operate.

The press and video review is the starting point for more complex analyses to provide a prompt, independent assessment of the presence of brands, organizations or companies in the press or on TV, the radio or the web. In short, it measures the effectiveness of media relations and the reputation you have built.

Industry/Automotive
Beauty
Fashion/Luxury Goods
Food
Health/Pharmaceutical
IT
Public Administration
Telecommunications
Tourism/Travel
Finance and Investment

In order to provide an effective tool for communicators, our team of experts who work in the EcoAnalysis division extract and classify the numerous items of information in the reviews every day and carry out specific analyses of them for each title, product, brand, subject or any other focus of interest.

The division's services

EcoAnalysis offers various investigative and analytical options for each individual area.

The results of these efforts are detailed qualitative and quantitative reports, including graphics and comments. These are produced in Italian or other languages and sent via the web or presented directly to your employees by EcoAnalysis professionals.



Performance Measurement/Media Impact
Media Content Analysis/Message Analysis
Web Analysis
Benchmarking
Product Placement Measurement
Editorials Analysis
TV Audience Analysis
Sponsorship Evaluation
International Coverage Analysis
Crisis Management
Integrated Researches