International Media Monitoring

Date 17th April, 2005

eTranslate is an international media monitoring company that offers a range of services to empower clients to reach out and secure global markets. International Media Monitoring and International Advertising Monitoring are two services that enable organisation to monitor global media and gain insights into local market sentiments and opinions.

International Media Monitoring - Monitoring newspapers around the world for clippings to a topic (keyword) you select. All clippings are accessible over our international media portal Web site. There are optional services such as analysing report and tracking of media releases that you issue.

International Advertisement Monitoring - Monitor your placements of ads on newspapers (Radio and TV to come soon). Basically, you issue the ad copies that you are about to place and we can monitoring and take clippings of the advertisement placements.

Process

eTranslate maintains a world wide network of monitors, all working on our international media portal. They monitor major newspapers, scans for articles, extract clippings and post them on the portal for secured client access. Our analyst can also produce periodical reports which give an insight into the local opinion and sentiments.

We cover over 120 countries. Not all countries have a solid state media industry that allows easy monitoring, therefore the degree of monitoring will vary. We mainly cover the major national and provincial newspapers.
These include local language newspapers. We will provide a 50 word English summary of non-English article. There is an option to translate the entire article.

Once you have subscribed into the service, you can use the portal to raise request for media and advertisement monitoring at any time 24/7. Clippings are displayed immediately as they are collected.
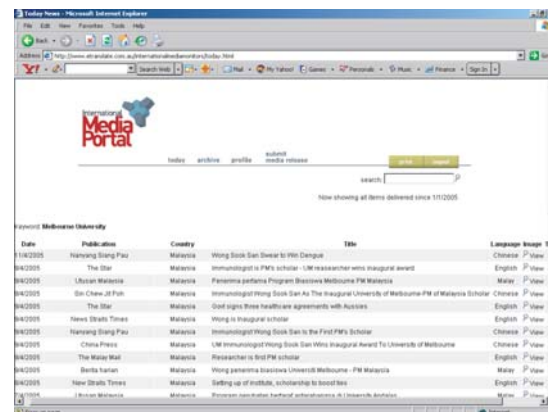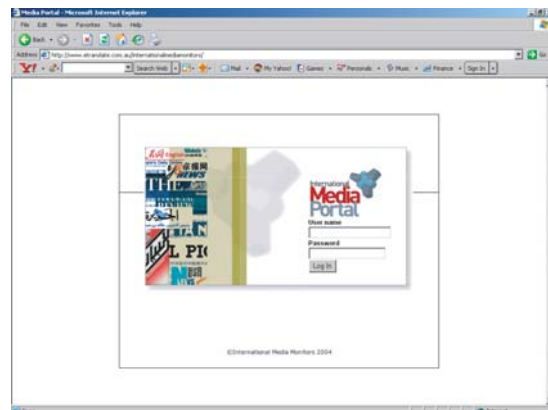You can also use the optional email notification when clippings are collected.

Figure 1: International Media Portal

You will access all the clippings via our online international media portal. This makes clippings available to all your staff located in Melbourne or overseas. Radio , TV and Internet monitoring will come in 3rd Quarter of 2005.

Costing

The costs are as follows:

- Basic Cost
1) Annual subscription to the service:
US$1100 per year
2) Subscription to monitor major press in each country per month. The cost varies from country to country. The table below list some of the countries, please advise us which country you wish to monitor.

- Pay As You Go
For **International Media Monitoring**, the cost only applies when you raise a request for monitor ing a particular topic (given as keyword). The costs are the reading fee per country per month and the clipping fee. You only pay for the topic and country you select. Clipping fee is only charged for each article collected.

Reading fee- per keyword (or topic) US$85 per country per month
Cost per clipping: US$5 per clipping.

Sign-up Process
There is a minimum commitment of 1 months for each of the countries your selected. The annual subscription of US$1100 is a fixed cost. To sign-up, we just need to raise a work order and we will create an account in the international media portal.

About eTranslate
eTranslate is an international eBusiness Globalisation and Translation Specialist. eTranslate empowers organisations with technologies and solutions to secure linguistically and culturally diverse customers.

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Clients

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Pricing Structure

Country/Language	No of Major Newspapers Monitored	Subscription Cost (per month) US Dollar
Austria	11	80
Bahrain	3	45
Bangladesh	9	65
China	34	180
Dubai	3	45
Egypt	7	65
French	16	110
Germany	24	210
India	36	180
Indonesia	15	150
Iran	5	85
Italy	18	180
Japanese	16	210
Jordan	5	65
Korea	13	120
Kuwait	2	45
Lebanon	4	45
Libya	4	45
Malaysia	9	90
Maldive	1	45
Morroco	4	45
Myanmar	3	45
Nepal	1	45
OMAN	3	45
Pakistan	7	110
Philippines	12	110
Qatar	2	45
Russia	15	150
Saudi Arabia	4	100
Seychelles	1	45
Singapore	4	45
South Africa	6	65
Sri Lanka	2	45
Sudan	3	45
Switzerland	5	45
Syria	4	45
Thailand	8	75
Turkey	4	45
UAE	1	45
UK	24	210
Yemen	1	45

Note: There is a minimum subscription of a month per country.