

"We regularly provide corporate on broadcast programming, schedules, program profile, Program package, program effectiveness, program opposite, air check, etc."



ממו

Media Monitoring & Research

ESHA MEDIA RESEARCH

WHY MONITORING

- To know what is being broadcast nationally or internationally about your company, industry.
- To track public perception with reference to your product or industry.
- To be informed of industry trends affecting your business.
- To track a press release or public relations campaign.
- To monitor evolving legislation that could impact your industry.
- To research specific products, services, people or issues.

WHY EMR

- EMR is credible and honest. It is independent and without any alliances to user agencies.
- EMR gives information as it sees it -- unfiltered through lenses and biases, interests, fear or favour.
- EMR provides customizable sites to users to log in and see what has appeared in real time without any gloss from anyone.
- EMR, above all, gives you detailed analysis so that you know what is working, how much and how far.

HOW DO YOU BENEFIT

- EMR gives you the entire news, 24 X 7 X 365
- EMR keeps an eye on your competition
- EMR tracks the effectiveness of your PR activities
- EMR tracks the media for you & is 'Cost Effective' too
- EMR assures you peace of mind

EMR TRULY REVOLUTIONIZES THE DYNAMICS OF CONTENT MONITORING & RESEARCH

Esha Media Research Limited, is a BSE listed company headquartered in Mumbai, India. EMR was established in 1999 as ENM Managed by professionals, it is India's premier full-fledged news monitoring agency tracking more than 200 channels beamed into India. From breaking news, business reports to Bollywood happenings, Esha customizes news reports that provide clients the information to drive decision-making process.

PREMIUM SERVICES

- TELEVISION MONITORING INTELLIGENCE REPORT (TMIR) highlights the brand visibility on numerous television networks.
- CORPORATE IMAGE MONITORING (CIM) provides a comprehensive package of data and its extensive analysis. Customized content research for client vs competition.
- ISSUE MONITORING is an advanced analytic tool that combines quantitative and qualitative system to find out how an issue is being discussed in the media.

TELEVISION MONITORING

- EMR WEB PAGE SERVICE : Web Page Service makes it easier for companies to track clips relating to their company or competition
- PR HUB : Personalized webpage service for PR agencies with their branding for their clients
- GOVERNMENT : Television news monitoring and 24/7 surveillance
- TV AD TELECAST CERTIFICATION : Provides a listing of all commercials aired based on various parameters
- TRANSCRIPTION : Conversion of audio to text, verbatim.
- TRANSLATION : The transcripts can be translated to a required language

Channel Archive :

This is a special service for Television Broadcasters who can get their archiving needs by our sophisticated electronic video archival solutions. Our archives are built to withstand adverse environmental conditions with dust and humidity controls.

Channel Monitoring :

Monitoring of programming content, ads, promos, etc. for client and competition on a daily basis. Can monitor across all channels. (Regional, Business, News, Entertainment, Sports, Lifestyle, etc.)

Corporate Address :

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Above Shoppers Stop, M. G. Road, Chembur
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