

PRESS RELEASE

Beyond Analysis and Netemic partner to deliver social media analysis engine

- Defining value of social media in prospect with promise to reveal major market trends -

[London – 8 April 2009] Beyond Analysis and Netemic have announced a technology partnership to develop a next generation of social media analysis engine. By combining their respective analytics and social media discovery technologies, the two companies plan to deliver a single solution able to predict and prove market trends through the millions of online conversations and postings across the Internet.

The social media analysis engine will be offered to leading consumer and B2B brands as a means of discovering market directions and opportunities ahead of the competition. Large supermarket chains are expected to use the technology to predict the buying intention of the public ahead of major shopping weeks; banks will use the analytics to define new financial products that fit with the mass consumer mood; and even political parties are experimenting with the technology as a means of identifying the key societal trends that can dominate the political landscape.

“Social media analytics is a new science that takes the seemingly random nature of millions of network postings and turns them into retail gold,” explains Paul Alexander, CEO of Beyond Analysis. “All the information you need to make informed decisions is out there on the Net - the issue is controlling and analysing it to reach the definitive conclusion. By bringing together these discovery and analytics engines we have created the means to reach this mine of critical information.”

In partnering with Netemic, Beyond Analysis has integrated its Reputica analytics application with iFeed, Netemic’s social media discovery tool. Both Reputica and iFeed were created in response to the explosion in social media content and an acknowledgement of its rapidly growing importance as a key channel of influence for consumer behaviour.

Reputica provides companies with real-time access to their brands’ *ReputicaRating*[™] – a reputation scoring index based on the sentiment values of all discovered content.

Reputica draws on Beyond Analysis' considerable experience in the extraction of retail value from complex data and was developed by senior members of the team that delivered the technology behind leading loyalty and insight programmes.

iFeed is a discovery and aggregation engine for social media that will provide Reputica with unrivalled online content reach. iFeed differentiates itself from competitor technologies by its ability to discover, categorise and aggregate content from right across the Internet, rather than a fixed set of sources. Its extensive database is augmented by persistent search technology to deliver one of the most comprehensive online monitoring technologies available.

"iFeed reveals the hidden risks and opportunities within social media by providing brand surveillance right across the Web", explains Andrew Orchard, CEO of Netemic. "Reputica's sentiment analysis will now give valuable definition to iFeed data by providing a real-time barometer of brand sentiment. The combined platform finally offers users what they've long sought – comprehensive, actionable data on consumer behaviour".

The technology partnership will provide clients with access to real-time analytics on the performance of their brand and a predictive modeling capability that will draw on millions of online conversations to forecast consumer behaviour.

About Beyond Analysis

Beyond Analysis is a leading customer insight and strategy business, with offices in London and Sydney. Its activities bring together all kinds of behavioral data, from social media content to traditional customer data, to help clients drive business decisions, enable new customer propositions and business tools.

About Netemic

Netemic Ltd is a UK media technology company that provides a variety of social media services based on its proprietary Web monitoring technology, iFeed. Its activities range from digital PR services to Investor Relations support provided through its sister agency, Windfall Media Ltd.

For more information please contact

Andy Riley
AxiCom UK
T: +44 20 8392 4073
E: andy.riley@axicom.com