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Important News

EmPower Research's Media Services Platform

The Solution for Today's Media Needs and Beyond

A White Paper by

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Challenges in the Current Media Revolution

Today, with the onslaught of new types of content and participants, there are several, daunting hurdles for companies to cover, analyze, and even participate in the ever-changing world of media, especially media that is directly related to their businesses.

→→ Management of the Explosion of Content Sources

With the advent of Social/Consumer Generated Media, companies are finding it very difficult to know all the sources (both publications and people) they should track for key news, announcements, and opinions, vs. the ones that have little relevance or importance; the number of Social Media postings and conversations alone is making source identification and tracking an enormous, first challenge.

→→ Imperative for Timely, Accurate Reporting

Well-timed reporting of attention-worthy coverage should use a consistent set of criteria so that certain events are not given undue influence – this is extremely hard for companies when they have a revolving door of providers and people producing media reports; if report-output is slightly ill-timed or weighted erroneously, implications for companies can be disastrous given how quickly the online community acts.

→→ Insightful and Action-Oriented Analysis for an Organization

Being alerted to timely information is a definite need, but stepping back from all the frequent output reports is also significant in order for organizations to know their position in the industry and to better plan their future steps.

→→ Use of Customized Technology that can be Accessed Anytime and Anywhere

With the new lifecycle of media, i.e. 24 hours/day x 7 days/week, organizations need to have access to content via technology at any point in time; moreover, technology tools must present data and function in ways that users themselves helped to customize so clients can understand results immediately and act accordingly.

→→ Collaboration with a Media Provider that Offers More than Simply a Technology Product

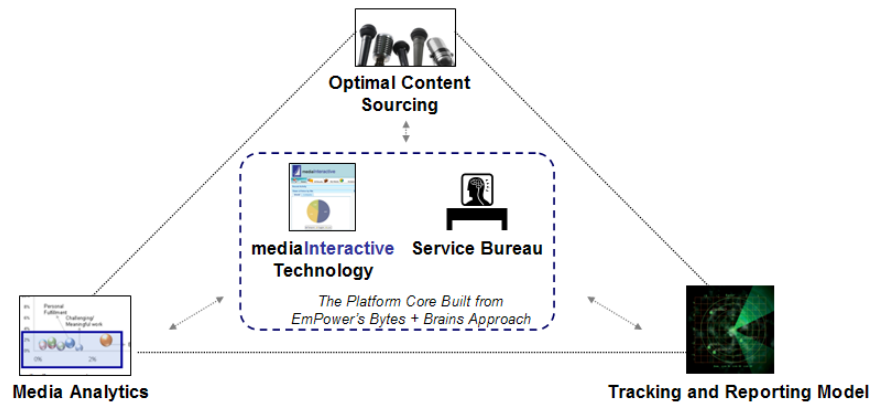
The number of technology-based media products and services is large and each has distinctions in how they work with customers, but most of these offerings lack the knowledge that comes from real experts and analysts.

With these five needs, organizations are challenged enough in identifying a solution for one area, let alone finding a company to provide answers for all of these obstacles.

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EmPower Research Media Services Platform

EmPower Research has launched a comprehensive set of products, services, and resources to meet media challenges – the solution for today's and the future's needs is the **EmPower Research Media Services Platform**.



→ The platform is made up of five essential capabilities

- 1 For every project, **EmPower's Optimal Content Sourcing** starts the overall process by identifying the most qualified sources of essential data – it can even poll local experts for those hard-to-find and emerging sources of media
- 2 Our **Tracking and Reporting Model** leverages years of experience and an industries-tested, standardized process in media monitoring, and, at the same time, customizes output-reports for each client
- 3 EmPower's differentiation in **Media Analytics** is a set of proprietary metrics and methodologies that also incorporates analyst-based findings to produce deeper insights and recommendations for client action
- 4 **mediaInteractive**, the technology at the center of the capabilities, is the portal to all of the data, analysis, and media-related functions within the platform and presents these items via a client-tailored interface
- 5 A client-dedicated and experienced team with knowledge of the content and corresponding media landscape form the core of the **Service Bureau**, EmPower's relationship model with clients

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The timely reporting of key news and media analysis is crucial for any organization; if important media is missed, ramifications can be devastating. As a result, organizations have come to rely on EmPower's standardized process for monitoring and reporting. Our industries-tested methodology does track proactively all forms of media and then synthesizes, analyzes, and produces detailed reports, with each report being developed with a single client in mind.

→→ **EmPower's Process Model Proven by Numerous Projects and Industries**

EmPower Research utilizes a monitoring and reporting model that has been tested by countless industries, global companies, and projects. This model succeeds due to expertise in several areas: important tools and Web services (e.g. use of Boolean logic strings for targeted searches), analysts' knowledge of media dynamics, and advanced delivery technology. As a result, EmPower monitors and reports reliably and seamlessly. One of the hallmarks of our model, particularly for longer term assignments, is the preparation EmPower undertakes before delivering reports formally. These steps include benchmarking the pre-EmPower monitoring process, a trial period when EmPower sends prototype reports, and identification of any gaps (these gaps come from both client feedback and EmPower's assessment of improvement areas). Once the trial is complete, EmPower is ready to launch the monitoring, upload media data regularly to our portal (for access anytime), and deliver results that usually are well beyond our clients' expectations.

→→ **Customization Ensuring Targeted Reporting for Each Client**

In addition to our wealth of project experiences, EmPower brings capabilities to customize each assignment to a company's specifications. EmPower is able to customize in many fields, including content areas, foreign languages, formatting, and delivery, among others. The various parameters for customization ensure that a client will receive reporting in the exact ways they expect and need. Not only does EmPower offer these degrees of customization, but also we staff a dedicated team to each project. In this way, EmPower analysts know all the nuances of the media and the client's expectations and culture. Our output then becomes more targeted to every situation, and thus, more valuable.

→→ **Industry Validation and Recognition of the EmPower Model**

As a testament to its quality, the EmPower model received certification from the International Organization for Standardization (ISO). EmPower's certification, ISO 9000, is granted once thorough and numerous checks are done on the model's inputs, tasks, team roles, output, and documentation. Most importantly, this milestone demonstrates that EmPower has developed a systematic approach and robust quality management so that every client's requirements are clearly understood, finalized, and delivered.

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Analysis is the logical complement to monitoring/reporting, as companies need to thoroughly review their media activity both in detailed fashion and over longer periods of time. EmPower analytics is differentiated in the market in two ways: first, our capabilities are more accurate and advanced due to the analysts' checking results and applying their skills in difficult areas such as the qualitative fields. Second, from our experiences, EmPower has created thought leadership in several categories of media and we can apply our methodologies and insights to virtually all clients and situations.

→→ Superior Approach to Quantitative and Qualitative Analytics

Success in Media Analytics is the ability to merge the quickness of technology-based findings with the subtle, contextual insights in opinion and commentary, particularly those comments from social media. Our approach does accomplish these extremely well by using a combination of leading technology and domain-based, media experts. The technology benefit stems from intelligent tagging in our Qualification/Drill Down/Tagging process (QDT was mentioned in the Sourcing capability). When EmPower tags media data, it prepares this content with the foresight of how this data will be analyzed and eventually used. As a result, EmPower analytics is done easily, quickly, and comprehensively.

However, technology alone can provide only "passing" and incomplete intelligence, and this precisely is the reason for EmPower's use of analysts to do advanced, qualitative investigation. Our analysts can conduct quality checks of any technology-developed results (which is usually necessary) and moreover, add layers of insight and contextual refinement. These extra steps by our experts make the EmPower results much more trustworthy and useful.

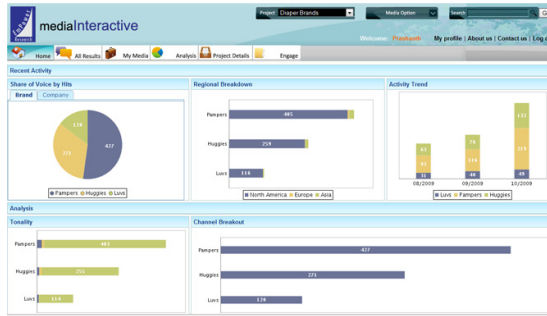
→→ Thought Leadership in Social Media

EmPower has developed several methodologies, indices, and metrics that demonstrate distinct thinking in media - many of these have been presented and discussed at industry conferences. Two of EmPower's strongest areas are the concept of influence in consumer generated content and media effectiveness; others include:

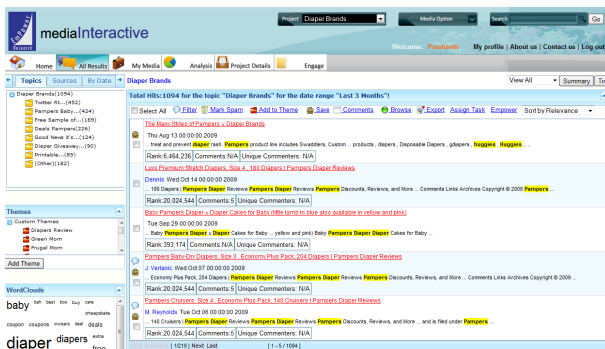
EmPower Thought Leadership Area	Details
Key Influential Blogger	Identification among individuals/ groups (e.g. journalists, celebrities, associations) of those who influence/engage a large or important constituency
Message Congruence	Measurement of accuracy and strength of corporate messages in the media
Performance Rating Impact of Salience in Media (PRISM)	Efficacy and outcome measurement
Corporate/Brand Equity and Reputation Tracker (CERT/BERT)	Measurement of companies'/brands' positioning in media and outcomes, segmented by different audience groups

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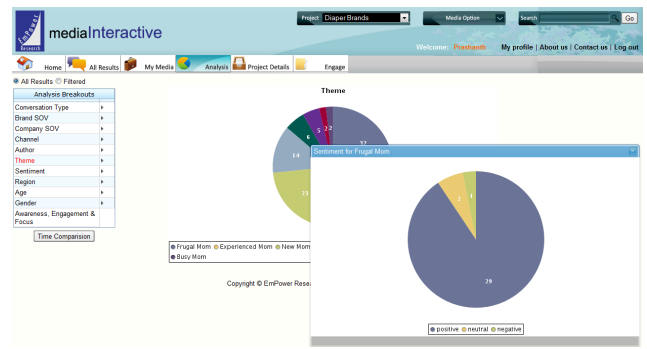
From the initially identified sources to the analytical tables and graphs, all media content for a client project is documented and consolidated in EmPower's media services portal, *mediaInteractive*. Access to the portal is global, available to all client sites and team members everywhere. Besides depending on *mediaInteractive* as a central point of the platform, companies customize it in the ways they like to use, measure, and interface with media data. But knowing that media usage is always changing, EmPower continually improves the portal's performance with new features and technology.



Summary Dashboard on the Welcome Page



Monitoring Results



Analytics Section Snapshot

A few differentiating characteristics of mediaInteractive are:

- 1 mediaInteractive was designed to centrally address all types of needs of the media professional. Much of the portal was developed to include key communications functions and features. These include our unique sourcing and aggregation technology, drill-down analytics for standard and EmPower's own metrics, and features aimed at aiding media-focused professionals. One such feature allows a user can to easily flag, upload, and share clips/articles that will be included in an upcoming report that the user is compiling
- 2 Clients' preferences are built into their portals. Distinct from other market offerings and media services sites, mediaInteractive is customized to a large extent by the client; elements such as the dashboard components are finalized by a client user group. Also, mediaInteractive is updated to adjust to any new requirements, such as a special section for conference coverage or a client's new, ad-equivalence calculation
- 3 EmPower and its technology partners continually evaluate emerging technologies for mediaInteractive. EmPower always researches and implements new technologies, such as Web crawling that can uniquely identify online content, for the portal. In upcoming releases, the portal will include more types of social media data and visualizations that can point out new takeaways.

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At EmPower, client service is much more than the process models and technology we offer – client service means being a true media partner. In this role, EmPower greatly enhances the capabilities of the platform by staffing a dedicated team to each project. At a minimum, this team comprises of industry-knowledgeable analysts who know the background and markets of a client. More importantly though, these analysts bring an approach and workflows that give our clients a real impression that there is a Service Bureau dedicated to them.

➔ Staffing of Industry Experts at EmPower

Adding value to a client engagement begins with staffing the right people on that project, and therefore, an EmPower team must have the appropriate vertical-industry knowledge and skills so that synthesis of coverage begins from day one. EmPower often works with clients to establish a set of criteria for team member selection. When doing so, we usually mandate that an analyst must have a Master's degree or work experience in a field related to his/her client. By staffing in this manner, EmPower sees content knowledge, closer collaboration, and more valuable contributions from our teams.

The responsibilities of our project team of course include being able to answer all types of questions and perform media-related analysis work (inevitably, companies do require more information than can be captured in regular reporting), and our analysts are prepared for these situations. For example, our analysts inform clients via conference calls of the finer judgments in producing a report. Other examples include conducting media-analytics that a client may want for a presentation or adjusting reports to allocate for sudden events (such as a call-out section for crisis news). Ultimately, these additional services are equivalent to a productivity resource for companies: our clients are confident that many of their media tasks are done efficiently by EmPower and then, they can focus on other strategic tasks.

➔ Cohesive Client Relationship Leveraging a Full Set of Experts and Functional Skills

The entire EmPower team has several skilled members in addition to media analysts – e.g. there are account managers who are able to discuss any issue, large or small, (typically, the account managers are located in the same time zone as their clients). Also, there are IT functional experts who help resolve delivery issues. Regardless of the role, all our project members work cohesively towards the goals of the client. This mindset is the crux of our relationships in which our teams are single-mindedly dedicated to the success of clients.

Conclusions

As we are in the midst of so many market changes, it is extremely tricky to predict the future trends and challenges in media. However, there seems to be a few common areas where experts, participants, and interested constituents alike forecast strong movement and eventual resolution:

1 Today's Emphasis on Content Transitioning to Engagement - the Linked Economy

The majority of interest in media today, especially social media, revolves around searching for the best content, but a next-generation focus will likely be the relationships among participants, for example, identification of people who command influence and the rationale. The significance of the linked economy seems to come from the notion that analysis of these relationships will help define the ways businesses can make money

2 Monetization of Media

Media companies, both traditional and new, are struggling to find the right business models in this changing environment. Traditional firms, like daily newspapers, recently have struggled with mere survival and wrestled with the online pricing question. New media companies, like social networks, have resisted charging for membership to this point and seem confident that advertising revenue is not the answer to profitability (at least, this is not the long

3 Social Media's Impact on Business Workflows

While many organizations realize the importance of new media, few have the systems and processes to really benefit from it. Most companies' use of social media remains ad-hoc, inconsistent, and in some regards, superficial. For business to take full advantage of the abundance of conversations and communities, social media must be more formally incorporated into enterprise workflows and decision-making

There are many other pressing topics, such as a more connected, global community (and the growing problem of filtering through data, but now in foreign languages), media consolidation, transparency of participants, and potential regulation. However, in spite of these challenges and the many more that have yet to emerge, these times are definitely filled with opportunity. Having the right set of comprehensive products and human experts at hand, many companies will be prepared for the shifts in the landscape and greatly benefit by understanding, analyzing, and leveraging the wealth of data that has completely redefined the media world.



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About EmPower Research

EmPower Research, a Genpact company (NYSE:G) provides integrated media and business research services. We help our clients understand stakeholder perception and needs, empowering them to service better. We use proprietary methodologies to listen and learn about conversations in the customer ecosystem, deriving real insights for active stakeholder engagement.

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