

# Media Monitoring in Europe

*courtesy of Imooty.eu*

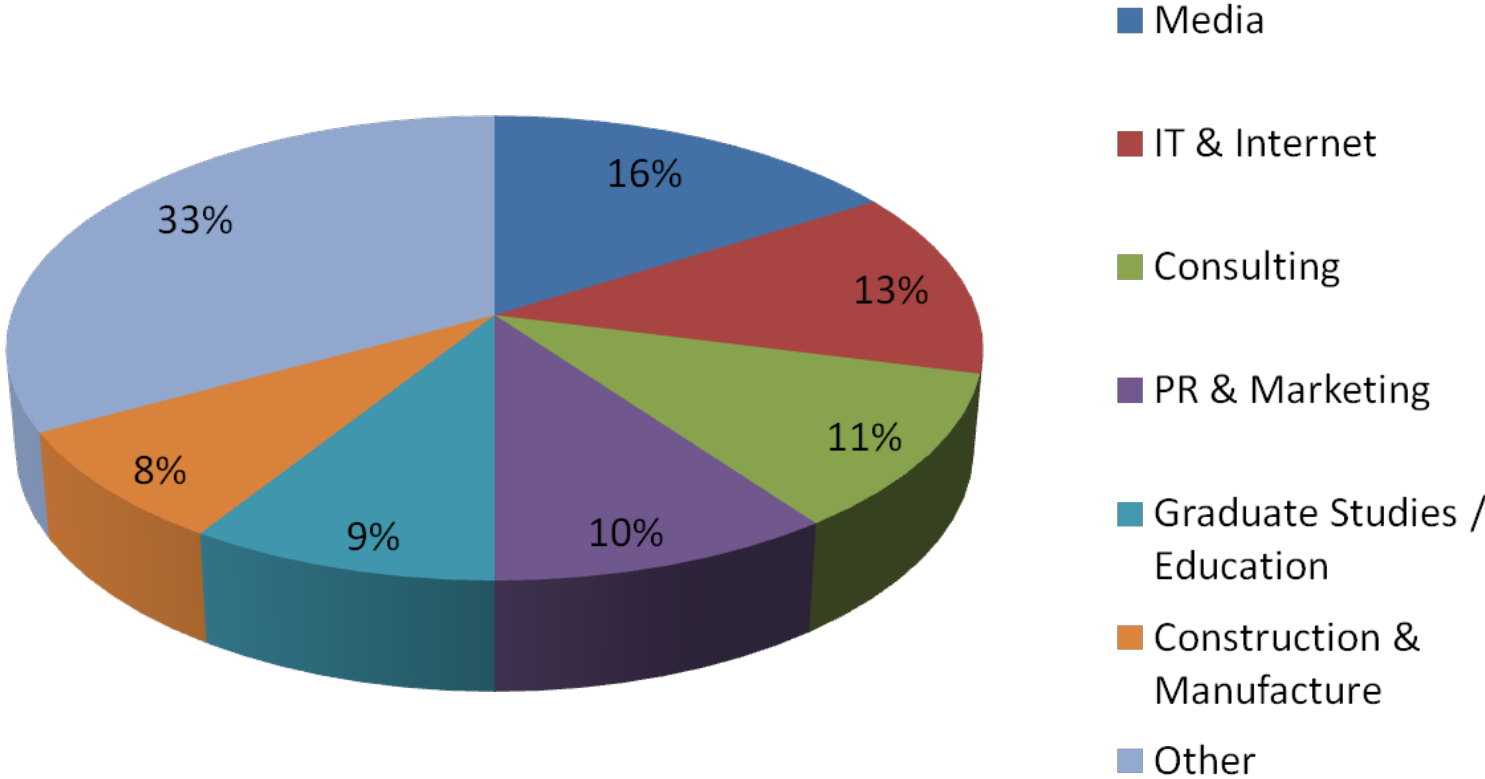
**Ca. 300 companies from Germany, France and the U.K participated in the following survey.**

**The goal was to measure the importance of media monitoring among Europe's small and medium sized companies.**

## **Result summary:**

- Media monitoring is important or essential for 70% of the participants**
- 57% are considering subscribing to an online media monitoring service**
- 58% are considering integrating media monitoring in social network applications**

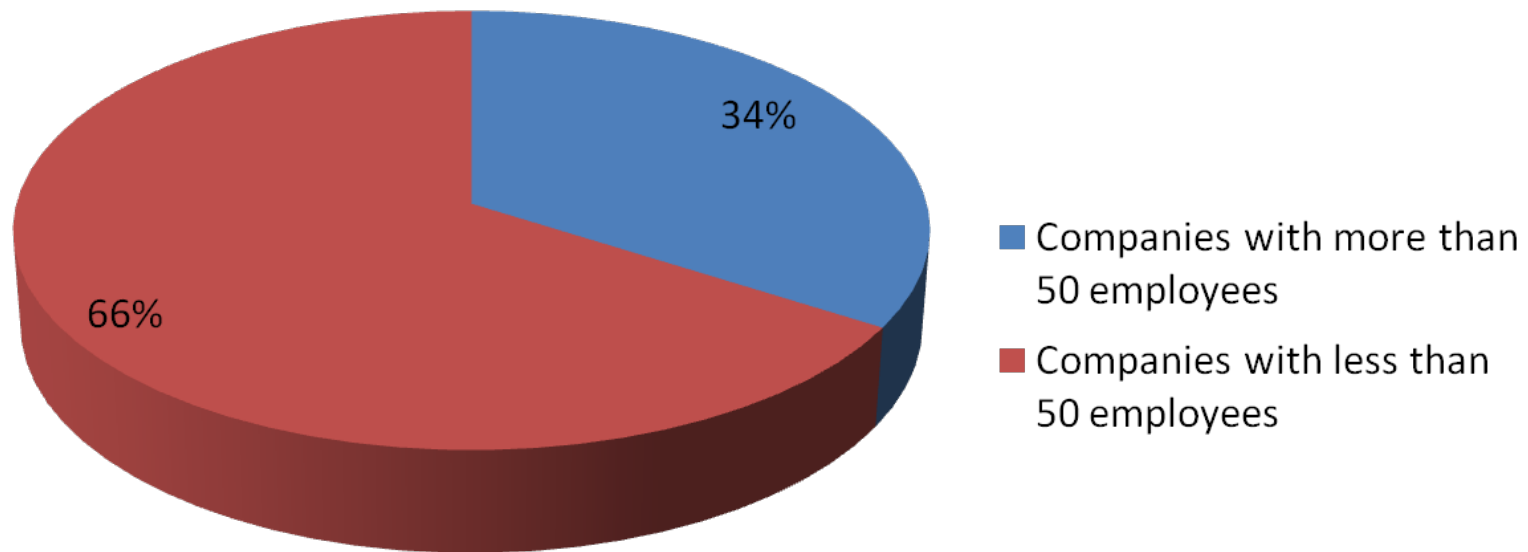
# Industry focus of the companies surveyed:



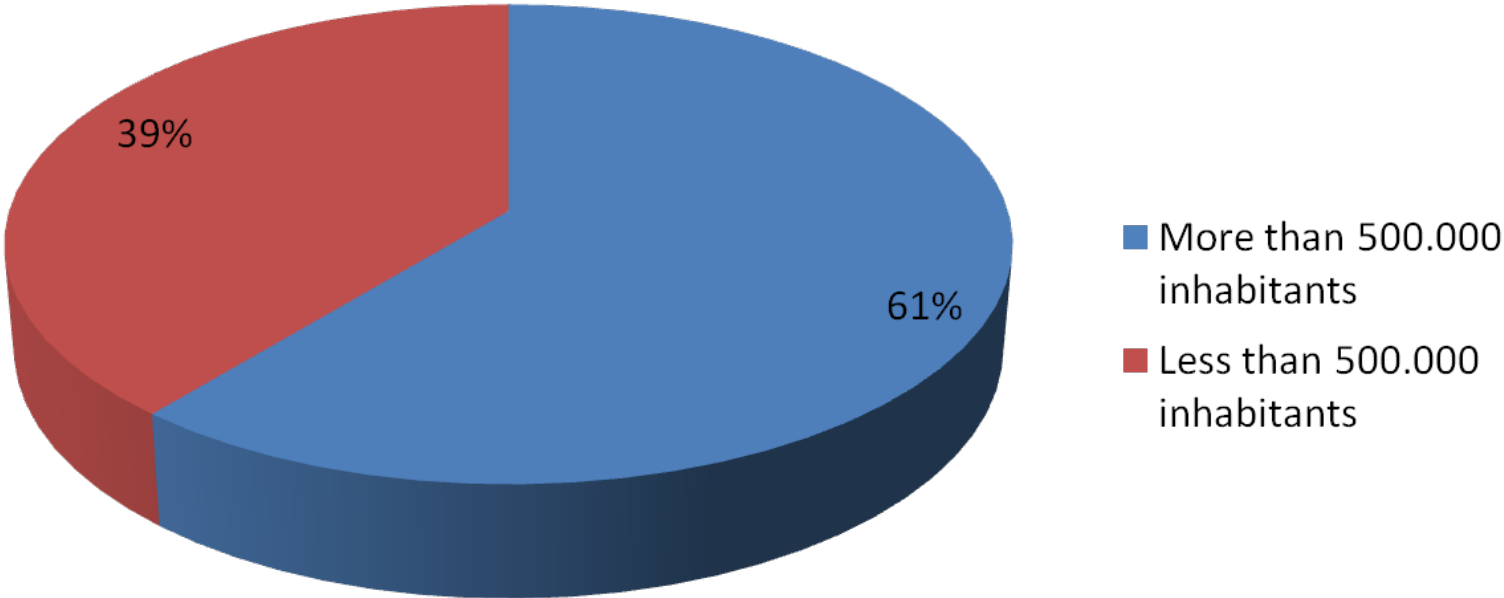
## **6 Main Industries**

- 16% Media & Telecom
- 13% IT & Internet
- 11% Business Consultants / Coaching
- 10% PR / Marketing
- 9% Research Institutes
- 8% Manufacturing Industry

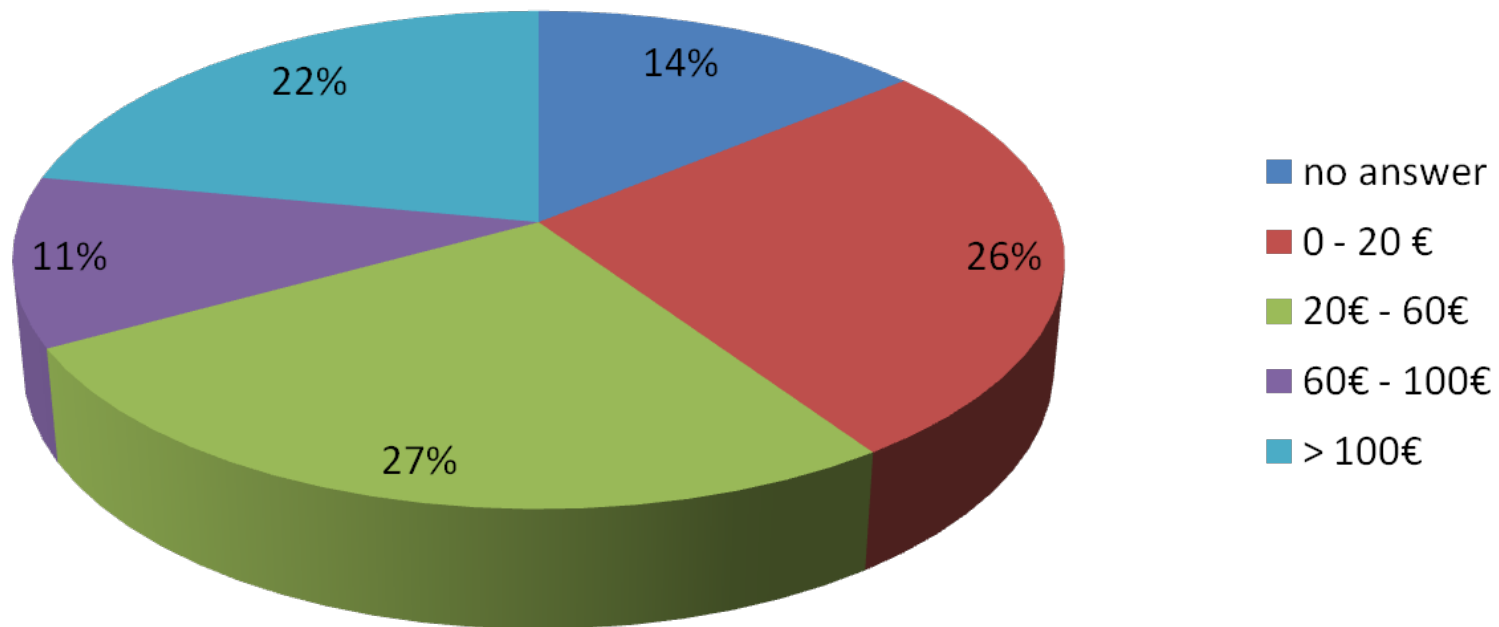
## Number of employees:



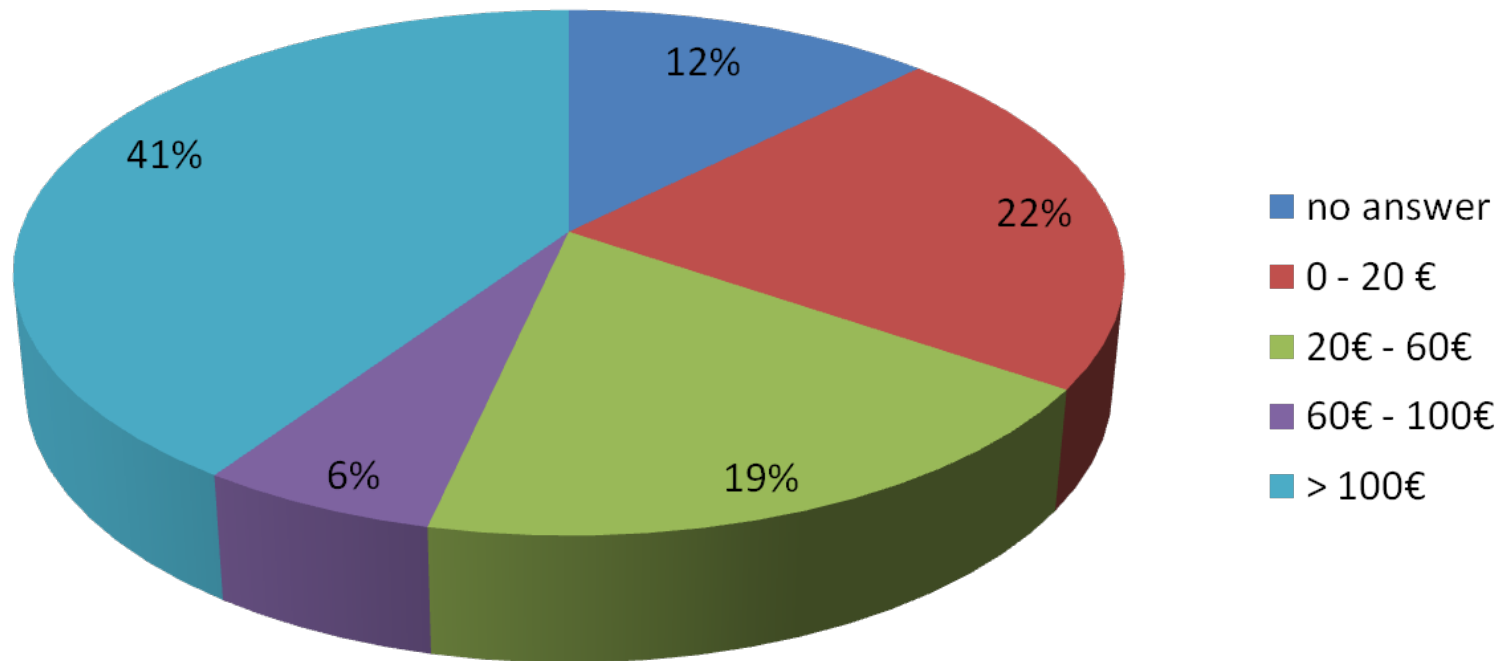
# Inhabitants in city where company HQ is located



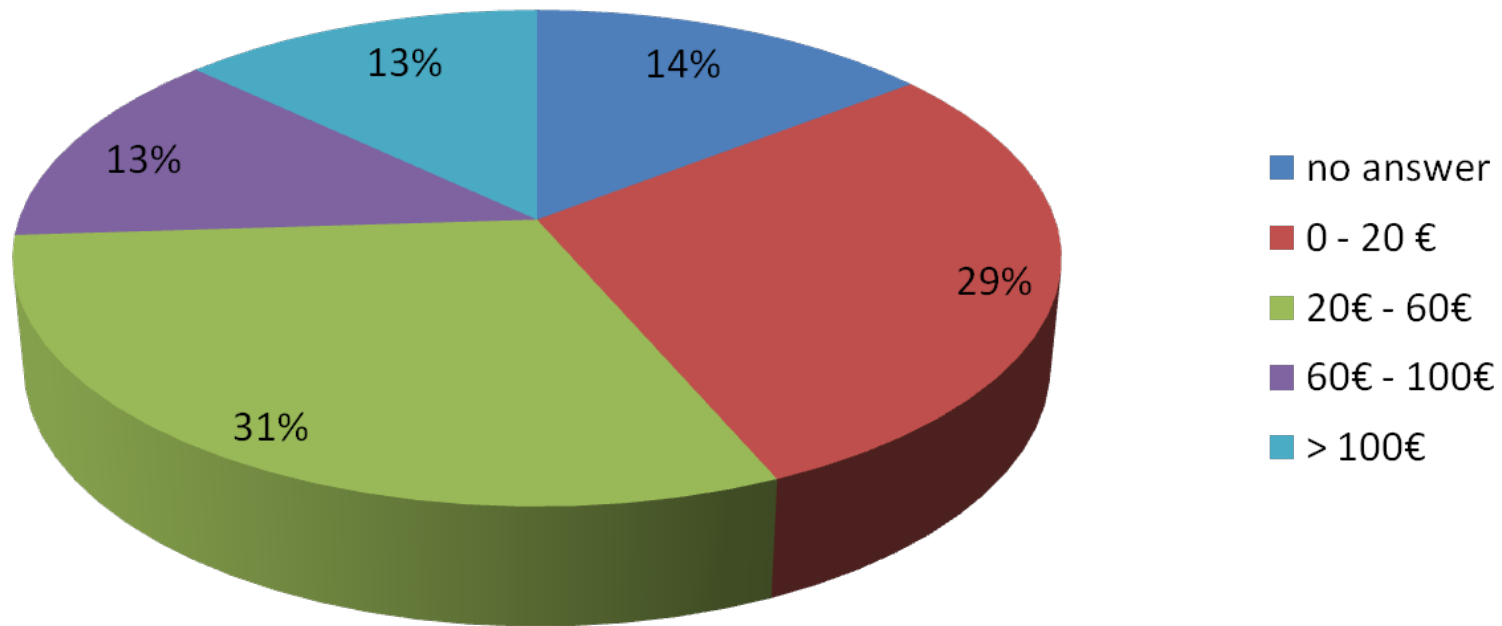
# Estimated monthly budget for media monitoring



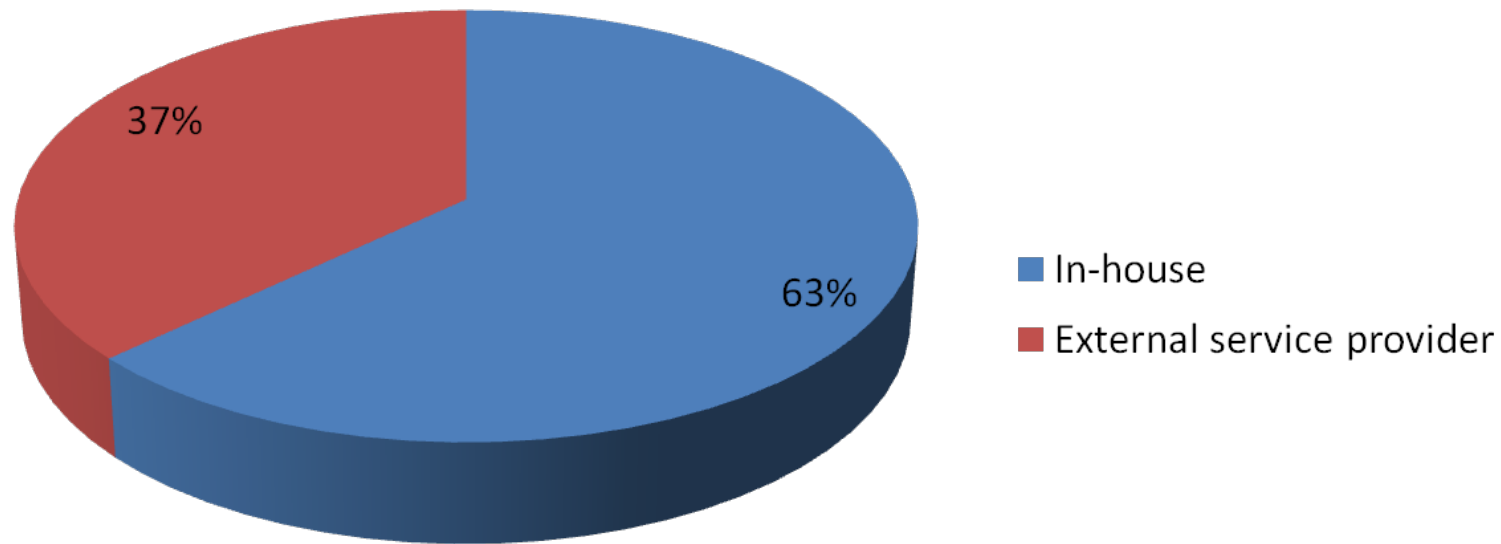
## Estimated monthly budget for media monitoring (Companies with more than 50 employees)



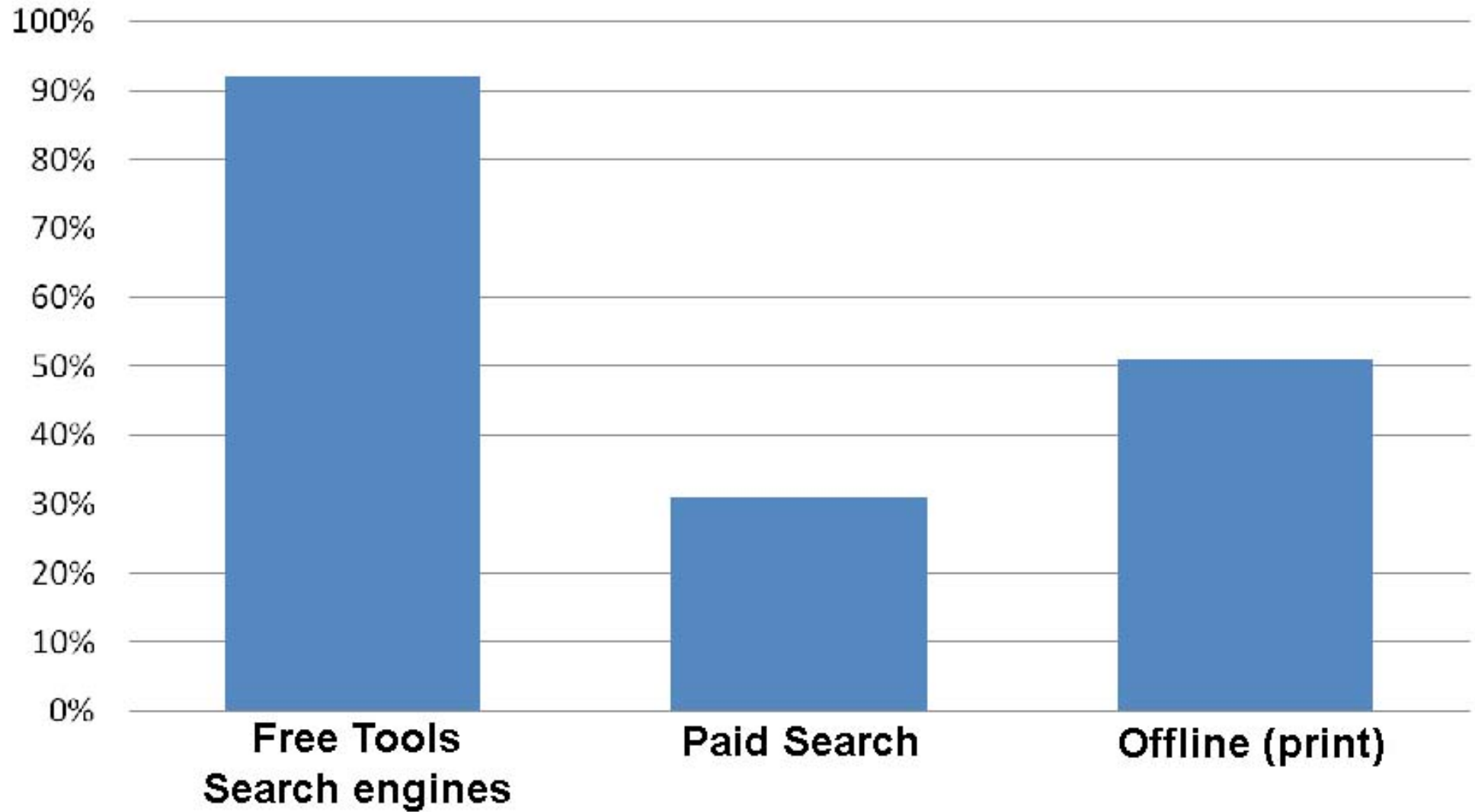
## Estimated monthly budget for media monitoring (Companies with less than 50 employees)



# In-house media monitoring vs. use of external service providers:



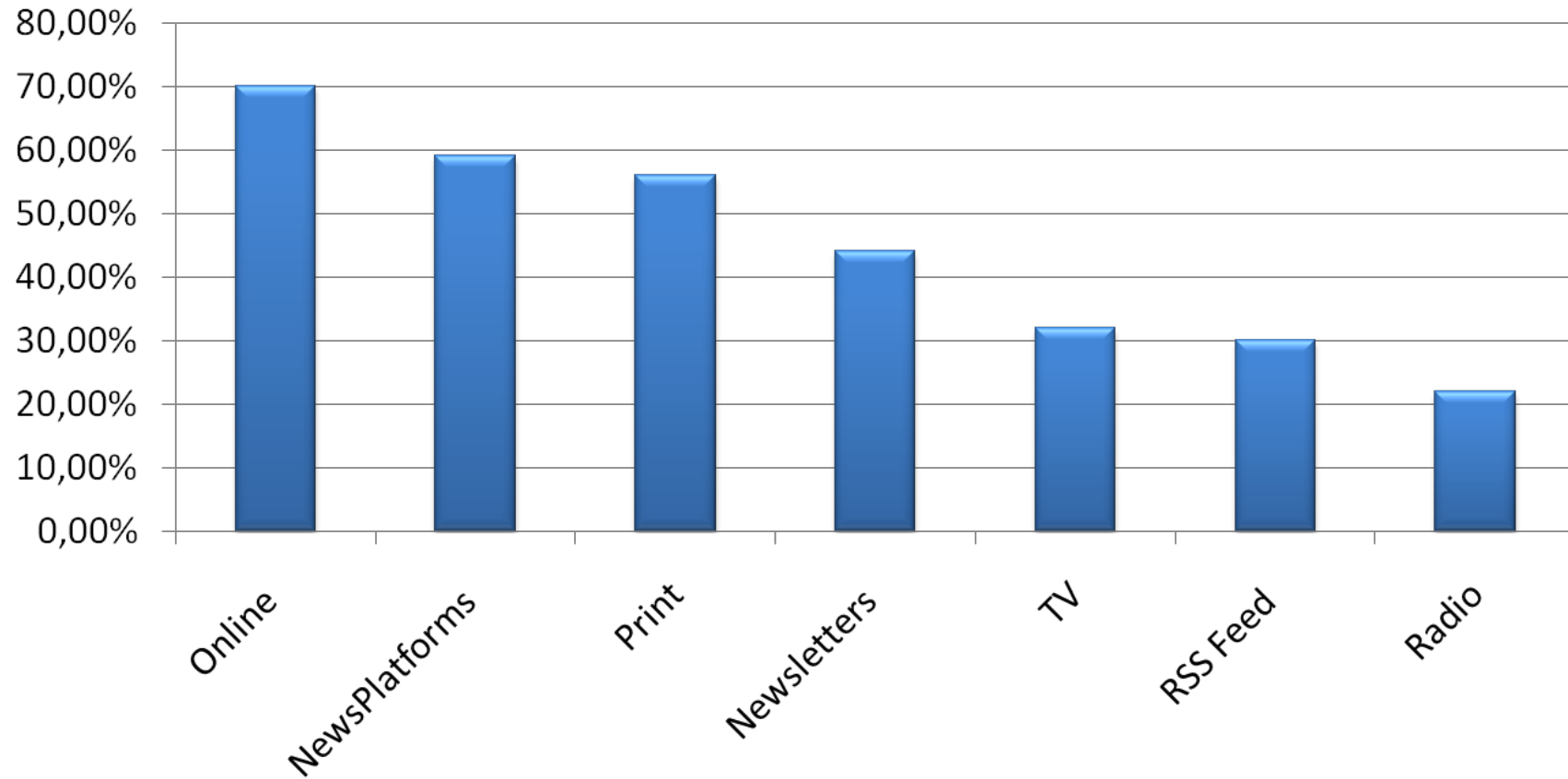
## In-house media monitoring tools:



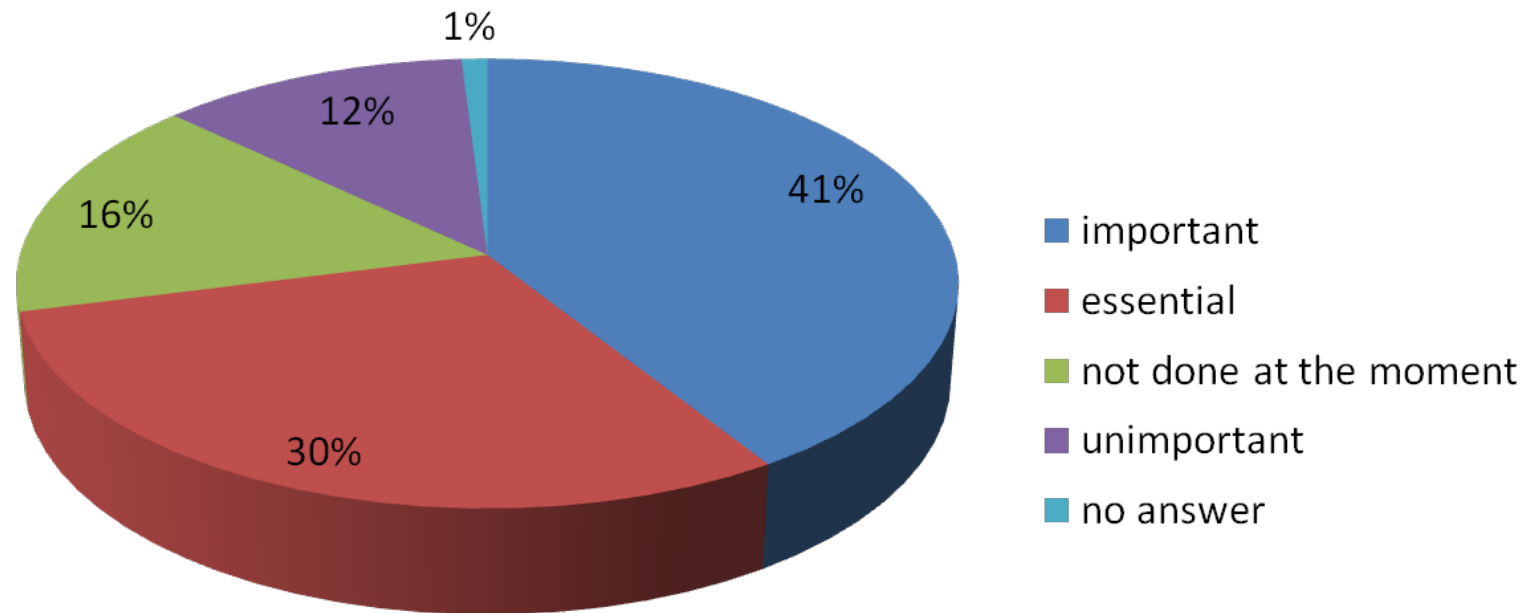
## **Most used paid search providers:**

- Factiva
- Meltwater News
- Cision
- Press Watch
- News Knowledge

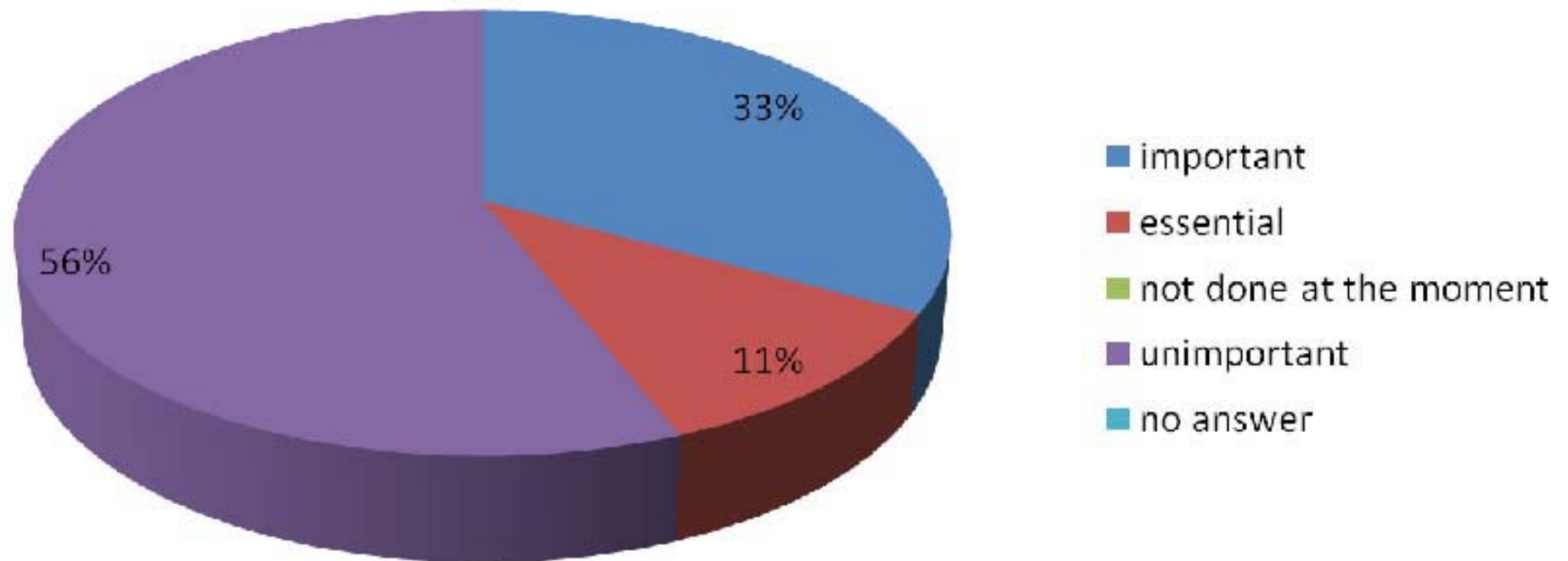
# Main information sources



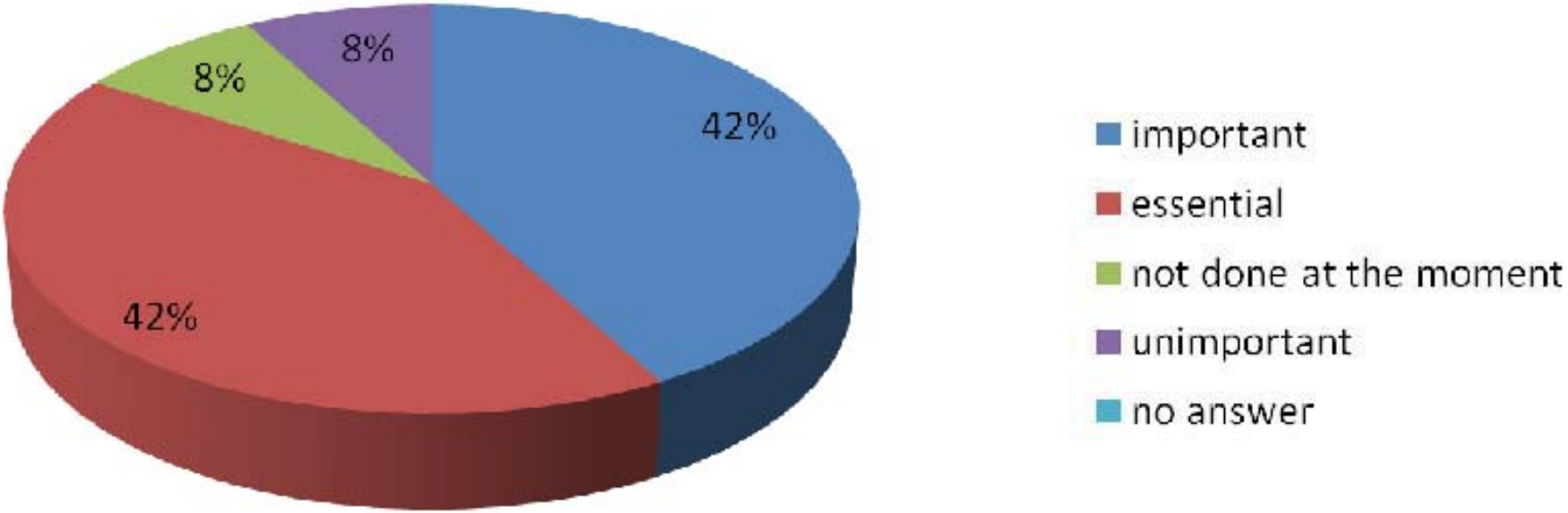
# How important is media monitoring in your job?



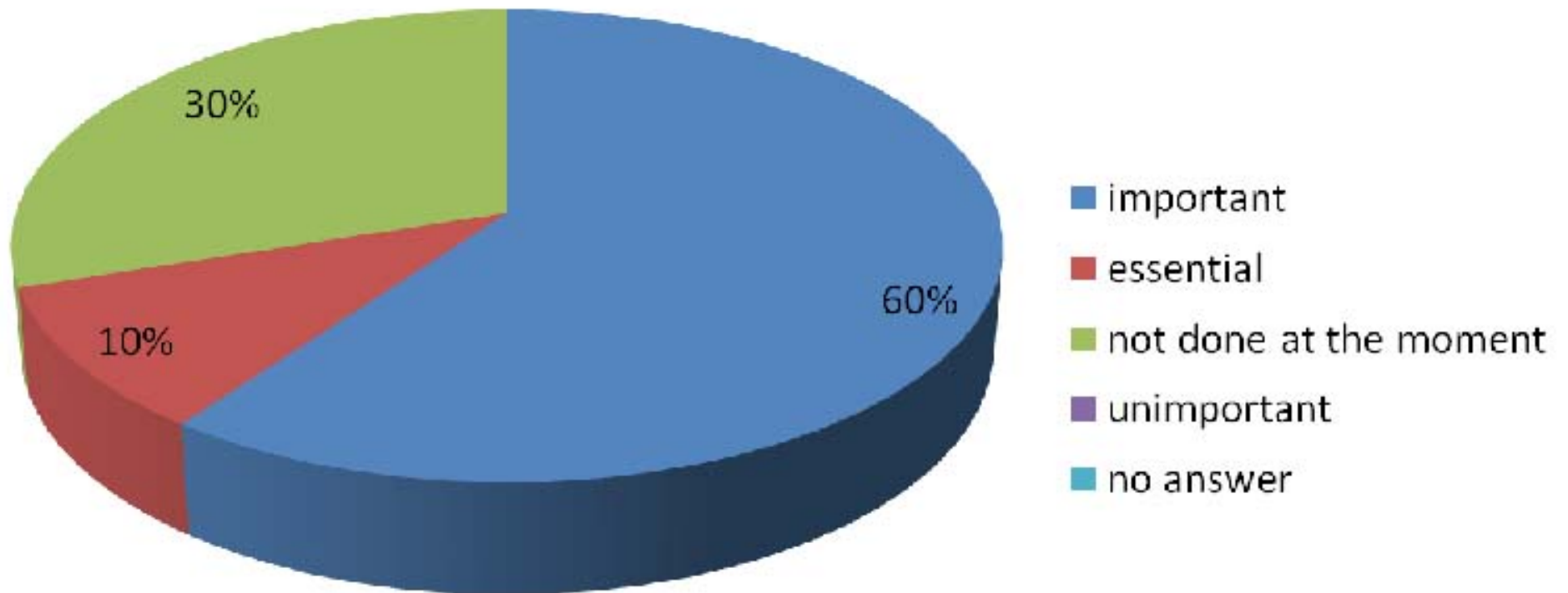
**Almost 90% of media companies companies stated that monitoring play an essential or important part in their business operations**



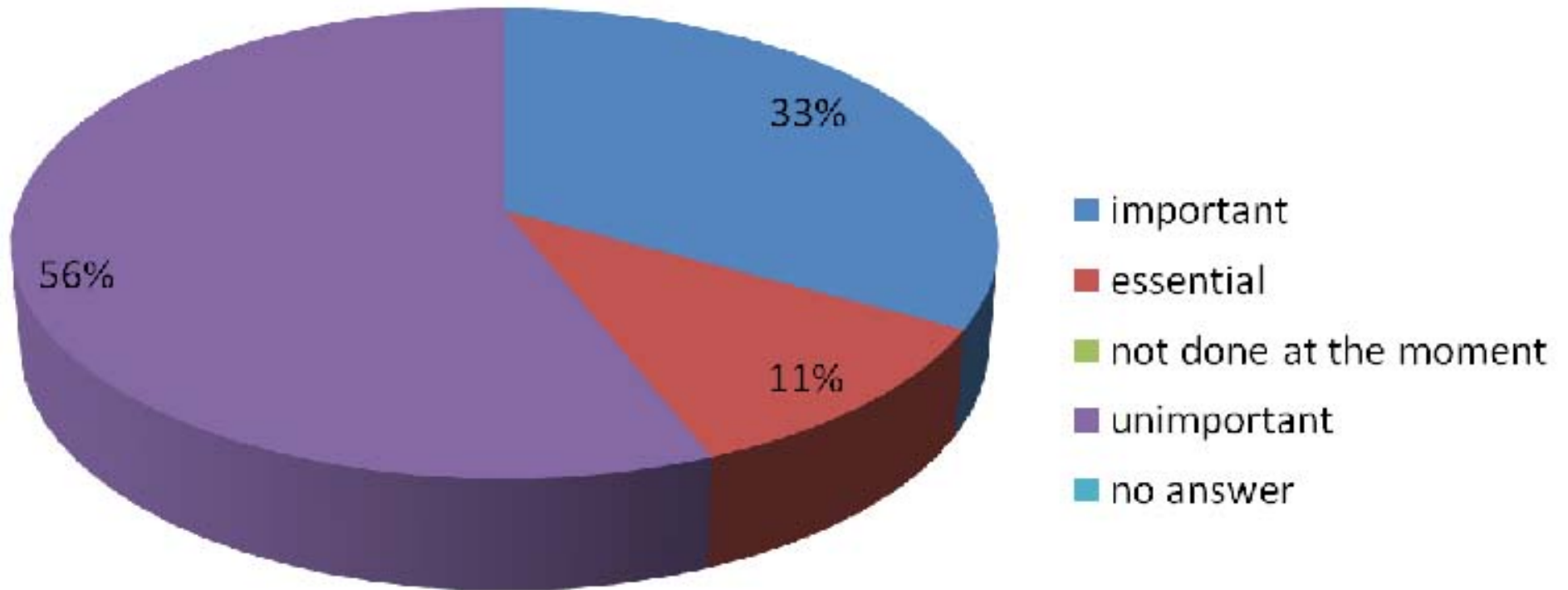
**84% of ICT companies stated that monitoring play an essential or important part in their business operations**



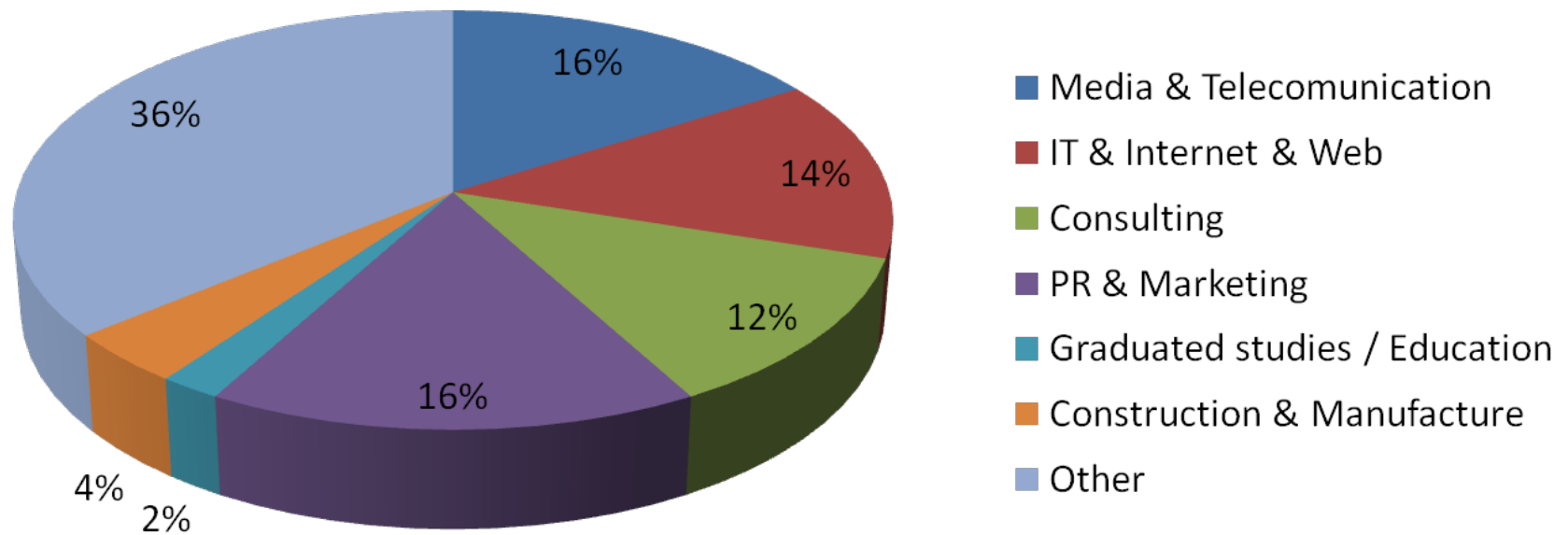
**70% of consulting or coaching firms stated that monitoring play an essential or important part in their business operations**



**44% of PR/marketing firms stated that monitoring play an essential or important part in business operations**



## Companies considering subscribing to a media monitoring service



# Companies considering integrating media monitoring in social network applications

