



NASDAQ OMX Corporate Solutions Launches Integrated Platform for Media Monitoring and Sentiment Analysis

Media Intelligence Integrates Critical Mention Broadcast Monitoring Service to Provide Real-Time Blanket Coverage Across All Media

NEW YORK, May 15, 2012 (GLOBE NEWSWIRE) -- NASDAQ OMX [Corporate Solutions](#) today announced the launch of [Media Intelligence](#), an intuitive SaaS (software-as-a-service) platform providing real-time media monitoring and analysis across the entire media spectrum of print, online, broadcast and social media for public relations and investor relations professionals. Media Intelligence is part of [NASDAQ OMX Corporate Solutions](#), a NASDAQ OMX technology software business dedicated to helping public and private companies minimize risk, maximize efficiency and increase transparency through leading PR, IR and governance products.

Media Intelligence's primary offerings include:

- **Real-Time Media Monitoring and Evaluation** — Provides media insights and intelligence across print, online, broadcast and social media outlets so communications professionals can rapidly identify trends.
- **Tonality** — Automatically analyzes the tone of each article using Advanced Natural Language Processes.
- **Engagement and Influencer Identification** — Allows communications professionals to engage tweeters directly from within the Media Intelligence platform and quickly identify influential users through integrated displays of Klout and PeerIndex social metrics.
- **Business Intelligence** — Advanced analytics offering media statistics (traditional and social), geographical insights and dynamic charts that drill down to the underlying data.

Media Intelligence is an exciting, strategic tool for communications professionals, equipping them with insights and sentiment analysis on stories relevant to their brands all in one place. An integral component of Media Intelligence is the integration of [Critical Mention](#), a leading real-time broadcast monitoring service. The addition of Critical Mention allows Media Intelligence customers to view relevant TV and radio coverage, edit clips on-screen, share coverage with colleagues and download video in broadcast quality. By incorporating television and radio intelligence from Critical Mention, Media Intelligence now offers monitoring and analytics of more than 50,000 online news outlets, three million social media sources, 1,000 broadcast outlets and print media from more than 80 countries.

Demetrios Skalkotos, Senior Vice President, NASDAQ OMX [Corporate Solutions](#): "At NASDAQ OMX [Corporate Solutions](#), we recognize that news no longer knows traditional boundaries between social, online, broadcast and print, and the convergence of traditional and social media has fueled the demand for an integrated, comprehensive analytics solution. The [Corporate Solutions](#) business has always been dedicated to meeting the changing needs of our customers with relevant, innovative solutions. We are excited to add Media Intelligence to our suite of services and help PR and IR professionals respond more quickly and effectively to protect and promote the reputation of their brand."

In October 2011, NASDAQ OMX [Corporate Solutions](#) acquired Glide Technologies, a leading London-based SaaS provider specializing in corporate communications and reputation management solutions. Since the acquisition, NASDAQ OMX [Corporate Solutions](#) has enhanced and expanded Glide Technologies' media monitoring and measurement offering to build Media Intelligence. Currently, 240 of the Fortune 500 companies, 50% of the Dow 30 and 83% of NASDAQ-100 companies use at least one NASDAQ OMX [Corporate Solutions](#) product or service to help drive their PR, IR and governance needs.

For more information on Communications Suite, please visit: <http://www.glidetechnologies.com/what-we-do/Pages/mediaintelligence.aspx>

About NASDAQ OMX Corporate Solutions

NASDAQ OMX [Corporate Solutions](#) leads the industry with innovative products and services that power global business communications for today's forward-thinking public and private companies. The NASDAQ OMX Group, Inc. is the first exchange operator dedicated to owning and operating a core platform of products that help companies minimize risk, maximize efficiency, and increase transparency. A majority of NASDAQ-100 companies have relied on NASDAQ OMX [Corporate Solutions](#) products and services to enhance their corporate communications, investor relations and board support. For more information on NASDAQ OMX [Corporate Solutions](#), please visit <http://www.nasdaqomx.com/services/corporatesolutions/>.

About NASDAQ OMX

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the US and Europe, we own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.999% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$5.1 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit www.nasdaqomx.com. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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