

Burton-Taylor International Consulting

Details

Report includes

- Notable events for the most influential industry companies
- Chronological timelines for the key 2017 events impacting the key industry players
- Standardized event categories across the industry

Report purchase includes

- Report download in PDF format

Report price

USD1,000

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Media Intelligence and PR Information/Software Industry Chronicle Key Event Reference, 2017

The media intelligence and PR information/software industry saw multiple acquisitions, a significant number of product launches and several examples of competitive maneuvering in 2017.

- As a PR information provider, what trends may indicate future opportunity for growth in this changing space?
- As an investor in the Media Intelligence segment, what market trends and competitor dynamics should I be aware of?

Burton-Taylor, the world's leading information, news and market data research and consulting firm, delivers a comprehensive, 30 page reference details the key events impacting each of the major industry players and catalogues them into a single, annual, competitor timeline.

This report will benefit:

<ul style="list-style-type: none"> • Media Industry Analysts • Private Equity and Venture Capital Firms • Investment Bankers • Strategists 	<ul style="list-style-type: none"> • Media Monitoring Solution Vendors • Press Release Distribution Solution Vendors • Media Analysis Solution Vendors 	<ul style="list-style-type: none"> • Journalist/Key Influencer Contact Management Solution Vendors • Social Media Management Solution Vendors 	<ul style="list-style-type: none"> • Integrated PR Management Solution Vendors • Product Managers • Marketers • Sales Managers
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Report Content

<ul style="list-style-type: none"> • Notable events impacting the most influential industry players <ul style="list-style-type: none"> • Argus Data Insights, Business Wire, Cision, ISENTIA, Kantar Media, Meltwater, Nasdaq Public Relations Solutions, Challenger Companies including TrendKite, CARMA, Vuelio, Agility PR Solutions and others 	✓ included
<ul style="list-style-type: none"> • Chronological timelines illustrating when events impacting the key players occurred <ul style="list-style-type: none"> • Cision, ISENTIA, Kantar Media, Meltwater, Other Leading Companies, Challenger Companies 	✓ included
<ul style="list-style-type: none"> • Events standardized across important categories <ul style="list-style-type: none"> • Corporate – notable changes to management team, headquarters relocation, corporate strategy, etc • Legal/Regulatory – notable lawsuits, regulatory events, intellectual property, etc • M&A/Investment/Divestiture – notable mergers & acquisitions, investments, and divestitures • Partnership – notable partnerships • Product Announcement – notable product announcements 	✓ Included
<ul style="list-style-type: none"> • Up to five users, within the same company, may share this report (for pricing of wider internal/external sharing, contact questions@burton-taylor.com) 	✓ Included
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Media Intelligence and PR Information/ Software Industry Chronicle

Key Event Reference, 2017

Knowledge Inspires SM

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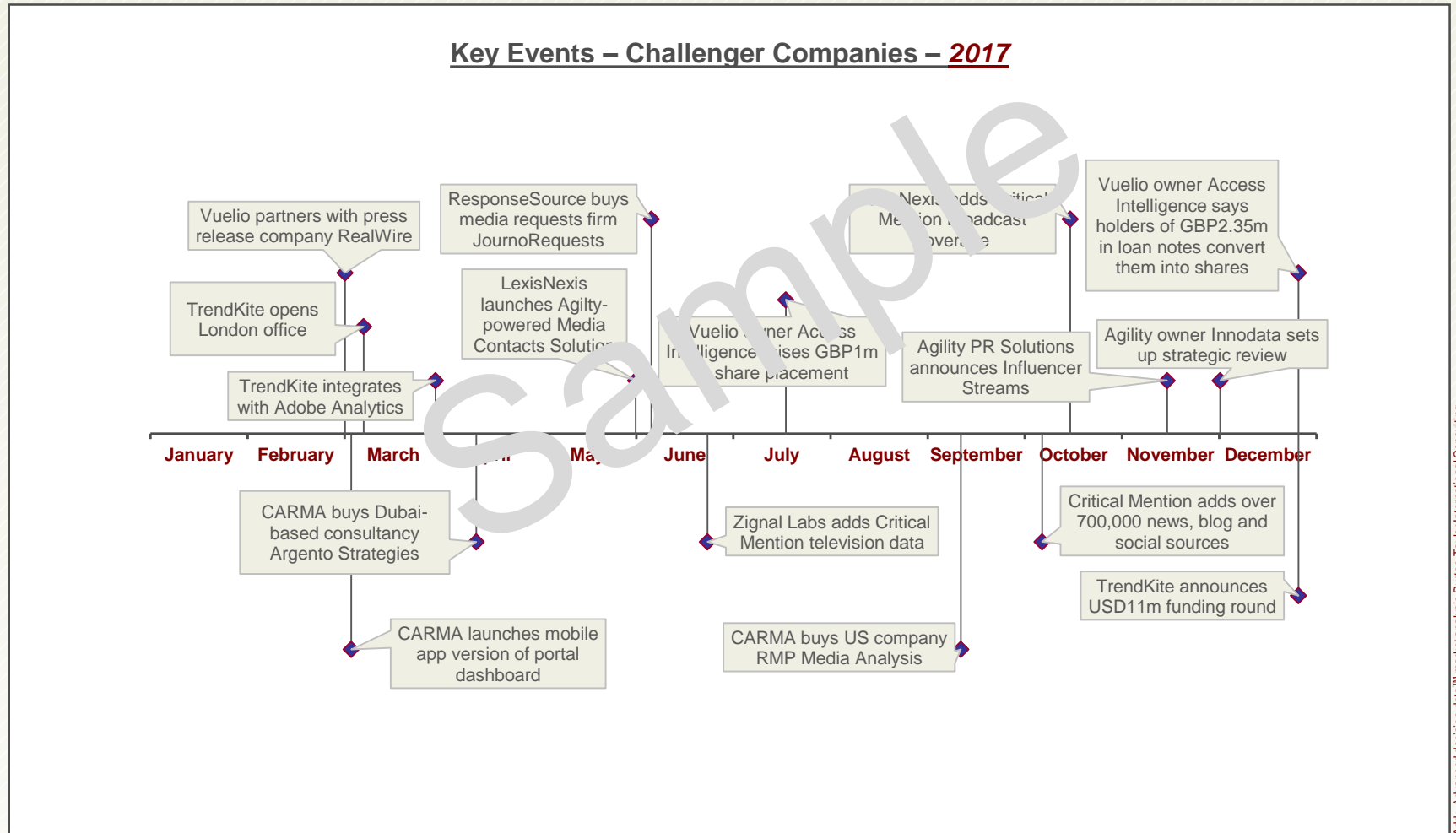
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Sample

Company Chronicle – Challenger Companies

- Small to mid-sized Media Intelligence companies continued to be very active, announcing a wide range of initiatives – see examples below.



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Events by Category – Challenger Companies

Category	Event
M&A / Financing / Divestiture	<ul style="list-style-type: none"> <u>April</u> – CARMA acquires boutique Dubai-based business intelligence and strategic communications consultancy Argento Strategies. <u>June</u> – UK-based ResponseSource says it has acquired media request startup JournoRequests, to complement its ResponseSource Journalist Enquiry Service. <u>July</u> – Access Intelligence PLC, owner of UK-based reputation software company Vuelio, says it has raised GBP1m (USD1.33m) in a private share placement; proceeds will be used for general working capital purposes and to strengthen the group's balance sheet. <u>September</u> – CARMA announces that it has acquired US measurement business AMP Media Analysis. <u>December</u> – Innodata, owner of Agility PR Solutions, says employment of its CFO, C. Neil Nalavadi, has been terminated and it has appointed Raj Jain as principal financial officer; sets up special committee “to determine...whether to reduce or sell certain of its operations to fund other operations that may have greater potential”; announces further USD1m of cost cuts. <u>December</u> – TrendKite closes additional funding round, raising USD1m and bringing its total to over USD46m.
Product Announcement	<ul style="list-style-type: none"> <u>March</u> – CARMA, owned by News Group International, launches mobile app version of its Insight Portal delivery dashboard. <u>March</u> – TrendKite integrates with Adobe Analytics. <u>May</u> – LexisNexis announces launch of LexisNexis Media Contacts Solution, a global media contacts database powered by Agility PR Solutions. <u>October</u> – Broadcast monitoring provider Critical Mention says it has added more than 700,000 international news, blog and social sources from over 270 countries in 91 different languages to its media monitoring platform. <u>November</u> – Agility PR Solutions announces new “Influencer Streams” capability.
Partnership	<ul style="list-style-type: none"> <u>February</u> – Vuelio announces partnership with RealWire to support clients wishing to publish press release to online sites. <u>June</u> – Signal Labs says it has added Critical Mention television media data in its Signal Enterprise media monitoring platform. <u>October</u> – LexisNexis says it has chosen Critical Mention to bolster the real-time television and radio coverage in its LexisNexis Newsdesk media monitoring solution.
Corporate	<ul style="list-style-type: none"> <u>March</u> – TrendKite opens office in London and announces Gerard McNamara, formerly of Vuelio and Vocus, as EMEA VP of sales. <u>December</u> – Access Intelligence PLC, owner of UK-based reputation software company Vuelio, says holders of loan notes from 2009 and 2014 totalling GBP2.35m have delivered conversion notices for conversion of the notes into new ordinary shares.

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- Burton-Taylor's Hourglass Analysis™ is a customizable consulting approach that helps companies clearly target opportunities, define strategy, and plan actions to maximize growth.



Hourglass Analysis™ Burton-Taylor International Consulting

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- Market News International
- Markit
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- McGraw-Hill
- McGregor BFA
- McKinsey & Company
- Medialogia
- Meltwater
- Morgan Stanley
- Morningstar
- MSCI
- Mubasher
- MyNewsDesk
- NASDAQ OMX
- Navarik
- NBC Universal
- News Corporation
- Nomura
- NSE India
- NYSE
- Oliver Wyman
- OTC Markets
- Paprico
- Paros Capital
- Platts
- Pacific Equity Partners
- Parthenon Group
- Point Carbon
- Precise Media
- Prenax
- Pressreader
- PricewaterhouseCoopers (PwC)
- Prime Research
- Quandrant.io
- Quick
- Regulatory DataCorp
- ResponseSource
- Rimes
- RMP Media Analysis
- RBS
- S&P Global
- Sanborn Consulting
- Sansar Capital
- Scout Analytics
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- State Council Information Office, China (SCIO)
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- Themarkets.com
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- TMX Group
- Tsinghua University
- TrendKite
- Tullett Prebon Information
- UBS
- VantagePoint Venture Partners
- Vista Equity Partners
- Vuelio
- vwd
- Warburg Pincus
- Wipro
- WPP
- Xignite
- Zignal Labs
- Dozens of private equity, investment & consulting firms from around the world, who have chosen to remain anonymous

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 - › Burton-Taylor delivers the industry's only comprehensive analysis of current and historical Anti-Money Laundering (AML)/Know-Your-Customer (KYC) data/information spend, with detailed profiles of leading providers. This 155-page analysis is sufficiently detailed to allow data/information providers or industry analysts to clearly understand competitive positioning currently and historically. The analysis is designed to help service providers and buyers understand the range of market offerings in terms of databases & feeds, risk screening and due diligence research services, as well as vendors' high-level strategy and market positioning, recent developments and future plans. [Download Sample Slides and the Information Kit](#)
 - Exchange Global Share & Segment Sizing – *Key Competitors, Global Market Share, Global Segment Sizing, Global Market Trending*
 - › Burton-Taylor delivers a comprehensive analysis of global exchange market share, demand segmentation and vendor demographics. The analysis is sufficiently detailed as to allow exchange trading, market data, listing or technology providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual demand segments and to enable exchange services or data users to make better informed, more confident and more appropriate trading, listing or purchase decisions, which could result in greater profitability. [Download Sample Slides and the Information Kit](#)

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 - › Burton-Taylor delivers a comprehensive analysis containing five-years of market data supplier share, demand segmentation, vendor demographics, product segmentation, user segmentation and institutional buyer segmentation. The analysis is sufficiently detailed as to allow market data/analysis providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual demand segments, product groups, user types or institutions and to enable market data/analysis users to make better informed, more confident and more appropriate purchase decisions which could result in greater profitability. [Download Sample Slides and the Information Kit](#)
 - Media Intelligence and Public Relations Information & Software Global Share & Segment Sizing – *Key Competitors, Global Market Share, Global Segment Sizing, Global Market Trending, Global Segment Trending*
 - › Burton-Taylor delivers a comprehensive analysis of media intelligence and public relations information & software supplier share, demand segmentation and vendor demographics. The analysis is sufficiently detailed as to allow media intelligence and public relations information & software providers or industry analysts to clearly understand competitive positioning currently, historically, globally, regionally and within individual demand segments and to enable public relations information & software users to make better informed, more confident and more appropriate purchase decisions which could result in greater profitability. [Download Sample Slides and the Information Kit](#)

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 - › Burton-Taylor delivers a comprehensive, 104 page analysis of market data supplier share, vendor demographics, five-year revenue trending and insightful market participant commentary across Europe, Middle East & Africa (EMEA) and five key underlying countries/regions. The analysis is sufficiently detailed as to allow market data/analysis providers or industry analysts to clearly understand competitive positioning currently, historically, regionally and within critical countries and to enable market data/analysis users to make better informed, more confident and more appropriate purchase decisions which could result in greater profitability. [Download Sample Slides and the Information Kit](#)
 - China Financial Market Data/Analysis Market Share 2013 – *Key Competitors*
 - › The mainland China financial information market has grown at a 42.1% CAGR since 2003, yet remains opaque. Burton-Taylor reveals the often difficult to measure mainland China market data vendor share. This comprehensive, 43 page report allows market data/analysis providers, users or industry analysts to clearly understand 2013 competitive positioning, the recent trends and the domestic vs international vendor dynamics, in mainland China. [Download Sample Slides and the Information Kit](#)

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 - › Burton-Taylor delivers the first ever fixed income comparative analysis of the two largest financial news services. The report is sufficiently detailed as to allow fixed income news users and market participants to make better informed, more confident and more appropriate purchase decisions, and to allow news providers to make more competitive product requirement and specification decisions, which could result in greater profitability for both. The report includes qualitative and extensive quantitative comparison of international, regional and local fixed income content, coverage depth and coverage breadth by fixed income instrument type between Bloomberg News and Reuters News.
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