



BroadcastCenter

The most efficient, effective Web-based broadcast media monitoring and management solution

Broadcast content, customizable analytics and reporting tools — all in one.

BroadcastCenter is an easy-to-use, all-inclusive online broadcast intelligence center that enables you to monitor, view, purchase, compile and distribute broadcast media coverage more efficiently, effectively and productively than ever before.

BroadcastCenter's comprehensive Web-based platform provides 24/7, organization-wide access to broadcast video clips from all 210 U.S. markets, intuitive analysis and reporting options, and a video showroom that lets you organize and demonstrate campaign effectiveness to clients and/or across your company — anywhere, any time.

View Entire Video Clips in Near-Real-Time

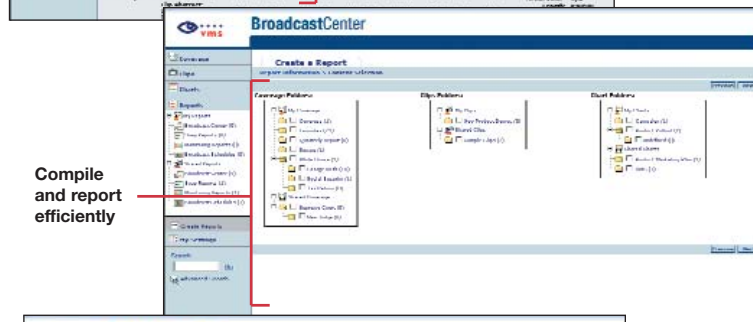
BroadcastCenter lets you view broadcast media content from all 210 U.S. markets within minutes of airing. *BroadcastCenter is the only broadcast media solution that offers this valuable viewing capability.* With it, you can not only make better-informed decisions to acquire segments, you can also keep constantly informed with the broadcast media intelligence that's vital to the success of your campaigns...and your business.



View and purchase easily

View, Compile and Organize Media Intelligence More Efficiently

Based on custom keywords you define — brands, products, names, etc. — BroadcastCenter gives you access to the industry's largest database of high-quality, digitally-captured news segments. It gives you quick links to purchase transcripts, tapes, DVDs and high-quality digital video, with same day delivery in many markets. And it lets you save, sort and organize your broadcast intelligence for easy access, distribution and analysis among your PR team and your clients.



Compile and report efficiently

Demonstrate the Impact of Your Broadcast Coverage

BroadcastCenter's customizable analytics and reporting tools enable you to track and analyze key performance indicators, including tone, impressions and frequency. Its online broadcast center enables you to post and present video clips, charts, reports and more to a secure hosting site for team members or clients to see the performance of your PR activities. And BroadcastCenter's reporting options allow you to monitor usage of the solution and clearly demonstrate ROI to your company and clients alike.

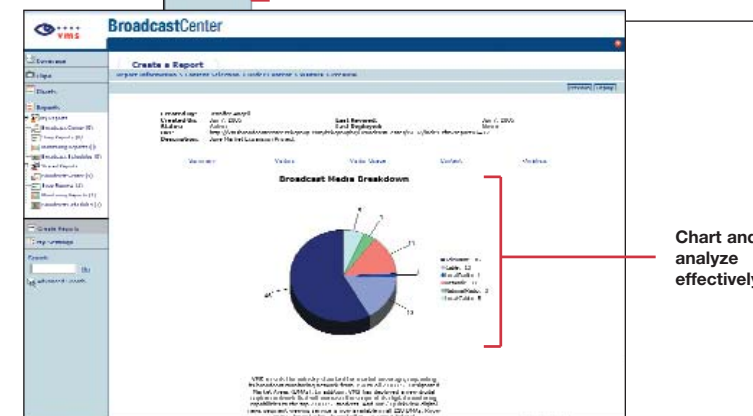


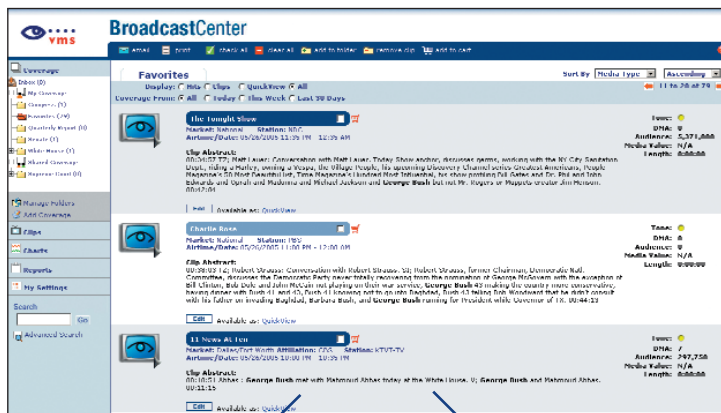
Chart and analyze effectively



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BroadcastCenter Features

- Web-based platform provides a single source for 24/7 access to broadcast video coverage
- View entire news segments from all 210 U.S. markets within minutes of broadcast with VMS' QuickView Product
- Get broadcast content from all 210 U.S. markets (same day in most markets)
- Purchases can be initiated with the click of a button for tapes, transcripts and high-quality digital video — with the ability to track orders online and same-day delivery in most markets
- Intuitive organizational tools, as well as customizable analysis and reporting options
- Internal tracking system enables you to monitor usage to demonstrate performance and ROI
- Broadcast center function enables presentation of content and analysis to clients and team members — anywhere, any time

BroadcastCenter Benefits

- Provides a single source for easy access to all your broadcast media intelligence — content and analysis — all-in-one
- Ensures that you purchase only the most relevant content and that you get the vital media intelligence you need in near-real-time
- The ability to share broadcast media quickly, easily and digitally with your organization and clients
- Single, unified source for evaluating the success and ROI of public relations and marketing activities
- Gauge overall campaign performance via up-to-the minute, focused media analysis and quantitative indicators

VMS

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