



**FOR IMMEDIATE RELEASE**  
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**VMS BRINGS ADDED CONVENIENCE TO MEDIA MONITORING**  
*“Spreading the News Just Got a Whole Lot Easier”*

VMS, ([www.vmsinfo.com](http://www.vmsinfo.com)) a world leader of custom monitoring, analysis and the evaluation of news and advertising today announced the launch of *Digital Delivery* and *Forecast*, two customer enhancements that will increase the ease and convenience for companies who need to strategically monitor the news that can affect their business.

VMS' new *Digital Delivery* service allows critical news information to be shared with multiple parties anywhere in the world within minutes using computers rather than videotape.

With *Digital Delivery*, VMS can now deliver broadcast segments directly to its clients' PCs in a host of formats including RealVideo, Windows Media Player and QuickTime. A video clip is compressed using state of the art technology and converted into a file that is hosted on VMS' own servers. The customer is sent a link to the site via email thus avoiding the issues of firewalls and attachments that may be over the size limit for many company servers.

“With VMS' *Digital Delivery* service, what could have taken up to two days to receive on videotape, can now be accessed on a user's desktop in as little as two hours”, said VMS President Michael Kaufman. “Spreading the news just got a whole lot easier.”

Segments that are requested by VMS customers using *Digital Delivery* can be played online, downloaded for viewing, archived or shared with others.

*Forecast* is an innovative, web-based platform that allows companies to retrieve, organize and analyze a vast wealth of media information simply and swiftly from one integrated source: an icon on their computer desktop. *Forecast* covers 16,000 news publications, 1,000 broadcast stations, and 3,000 websites and news groups and uses simple keywords to define the content one requires.

“*Forecast* combines unparalleled coverage, customized delivery, format flexibility, measurement and analysis and real-time access,” said Kaufman. “Now you can manage media information instead of letting media information manage you.”



“These two new options show VMS’ commitment to using the latest technology to make it easier and more convenient for companies to keep their ears to the ground. After all, insight begins with knowledge.”

To find out more about how news can travel at the speed of digital technology, speak to your VMS representative or call 800-VMS-2002. To schedule an interview with Renee Depot to learn more about *Digital Delivery* or *Forecast*, call (212)-736-2010 or [rdepot@vmsinfo.com](mailto:rdepot@vmsinfo.com)

### **About VMS**

Established in 1981, VMS (Video Monitoring Services of America, LP), which custom-monitors, analyzes and evaluates news and advertising to help businesses make informed decisions merged in 1996 with a company called RTV (Radio & TV Reports) founded in 1937.

Today, as a world leader in news, advertising and sponsorship information retrieval, VMS provides unique services and products for thousands of Public Relations firms, Advertising Agencies, Marketers, Event Sponsors and Producers worldwide.

VMS records and monitors thousands of hours of television and radio broadcast news in over 100 top U.S. and international markets everyday enabling it to proactively manage public relations efforts whenever broadcast or Internet news of interest occur.

VMS’ global advertising library is the largest in the world containing over 1 million television, radio, print, outdoor and Internet ads and provides a vital resource for staying up-to-date on the latest creative efforts of its customers’ competitors.

VMS’ Sponsorship Information Services (SiS) division is dedicated to the measurement and evaluation of media coverage associated with event sponsorship and is part of a worldwide brand.

VMS’ affiliation with Burrelle’s Information Services enables it to extend its advanced news and advertising information monitoring, analysis and evaluation capabilities beyond broadcast to the print and Internet media.

At present, VMS operates with 16 full-service offices and 2 monitoring centers in major cities throughout the US. For more information about VMS call (800) VMS-2002 or visit [www.vmsinfo.com](http://www.vmsinfo.com).