

'LIVE' Viewing of Mentions Possible

November 21, 2006

Critical Mention's new CTVintranet lets all employees of an organization see in real-time how TV stations are mentioning either them or any given topic.

CTVintranet lets clients perform keyword searches of TV broadcasts and instantly view full motion video and audio clips from their computers.

Unlike the CTVPro version, which is sold per desktop and includes an alert function, CTVintranet can be used by anyone in an organization.

It is already in use in major newsrooms, corporations and PR firms, said Sean Morgan, CEO of Critical Mention.



He said the new service answers the need of clients to stay on top of media coverage of themselves, their competitors and market categories.

"Anyone in a company can easily monitor broadcasts, do media research and collect business intelligence," he said.

Among companies using CTVintranet for all their employees are Interpublic PR firms including Weber Shandwick Worldwide and GolinHarris.

Andrew Eberle, executive VP, Information Services Group, CMG/Weber Shandwick, said, "We are living in a real-time society. People want things right away. The ability to search TV in real time in the nation's top 50 markets lets us serve our clients better."

Previously, he said, the bigger brands tended to get coverage. But today, he added, "Broadcast is an element of nearly every client program and immediately viewing broadcast news is crucial."

CTVintranet currently searches 50 terabytes of video from nearly five million clips of broadcast content, digitizing live TV, indexing it and storing it.

www.odwyerspr.com