

managing media, customizing information.

The unique collaboration arrangement concluded by GMAS and now available to you includes the following package of products and services:

- Sophisticated monitoring service tracking both offline (copyrighted) and online (non-copyrighted) articles appearing in the traditional as well as new social media, in addition to radio & television items that reported developments of interest or devoted space to your press releases;
- Exclusive access to an innovative data-mining software tool that facilitates analysis of media content found, based on both objective as well as subjective criteria that even provide insight into the 'sentiments' expressed;
- An up-to-date data-base of thousands of Dutch journalists, who may be approached via various channels with press releases or for articles and interviews by clients direct, or if so preferred on their behalf by GMAS;
- 'Dashboards' to track at a glance proceedings in the Netherlands as well as the European Parliament, including parliamentary questions impacting third countries;
- Supporting documents / publications available in the public domain.



GMAS

GLOBAL
MEDIA
ANALYSIS
SERVICES



Contact us today for our special limited introductory offer that includes a free presentation by our competent staff and a folder containing the following:

- Hardcopies of relevant newspaper and magazine articles;
- Relevant radio and television items on CD/DVD and accompanying news alerts;
- A sample report and/or newsletter based on online and offline news of interest to you, compiled with our exclusive state-of-the-art data-mining software tool;
- A trial subscription at reduced rate to the whole package and Helpdesk Services for the period of one week.

GMAS

GLOBAL
MEDIA
ANALYSIS
SERVICES



WWW.GMAS.NL
INFO@GMAS.NL

GLOBAL MEDIA ANALYSIS SERVICES

Global Media Analysis Services (GMAS) has decades-long experience in press, publicity & public relations. We have recently joined forces with ANP and Media Info Groep (MIG), two leading players in the Dutch media landscape. ANP is Holland's main news agency and MIG the most comprehensive in overall media monitoring. Together, we offer suitable answers quickly to urgent questions such as:

- How best do I stay on top of news and developments relevant to me?
- How best do I filter all available content to find a specific article of interest to me that I may otherwise have missed?
- How best do I compile, filter and present such large quantities of data in functional reports that provide a ready overview?
- How best do I get my own message across in the global flow of information?

GMAS

WWW.GMAS.NL
INFO@GMAS.NL

