



### TELEVISION MEDIA MONITORING

ESHA monitors over 130 channels in all different Indian languages broadcast across the country. The monitoring is done using state-of-the-art equipment that allows us to record, retrieve, transcribe, translate, and deliver reports in formats ranging from CD and DVD to immediate uploads via FTP or a customized web page that enables the client to log in and see the latest monitoring reports on their coverage. ESHA's **Web Page Service** makes it easier for companies to track clips relating to their company or competition. Customized web page is created for companies with the company name and logo and uploaded to our server located in the USA. Clips are uploaded on a daily basis for immediate viewing. The page has a grid and can be customized as per the client's requirement, e.g. by day, channel, program, personalities, topic, date of telecast and duration.

### ONLINE MEDIA MONITORING

The ePublishing Report provide a daily news report on news, articles, blogs, and discussions about an organization, product or service that appears on the web. ePublishing Report is user friendly and highly interactive and makes it easy to track specific news on the web.

### TV AD TELECAST CERTIFICATION

ESHA provides a listing of all commercials aired based on various parameters such as channel, program, time, and sequential position amongst other ads during a break, duration of ad, and any other parameter.

### TRANSCRIPTION / TRANSLATION

Audio / video file is converted to text. Be it conversation, interviews, focus groups, seminars, meetings, lectures, legal depositions, radio broadcasts and TV talk shows, the transcriptions are accurate and free of errors. The transcripts can be translated to a required language.

### CONVERSION / REPLICATION SERVICES

ESHA offers Conversion / Replication services catering to all digital formats. Conversions: VHS <-> CD / DVD -> Audio / Video <-Analog <-> Digital Replication. Also CD / DVD Replication are offered.

### PREMIUM SERVICES

ESHA's premium services are created by experienced researchers and media analysts. These services are customized to tailor the needs of the clients. Our analysts include scholars with research background and training, and in their academic/research output can be compared to the best in the world.

### TELEVISION MONITORING INTELLIGENCE REPORT

Television Monitoring Intelligence Report (TMIR) highlights the brand visibility on numerous television networks. The parameters used for monitoring are prime time vs. non-prime time, coverage on 130+ television channels and date wise reporting of coverage over a specified period of time. TMIR will enable one to see in metrical terms the eminence and position of the brand, product, spokesperson, company individually and vis-à-vis the competition on the television medium. The report will facilitate the client's long term business planning and growth.

### CORPORATE IMAGE MONITORING

Corporate Image Monitoring (CIM) provides a comprehensive package of data and its extensive analysis. Available online, it provides unique editorial metrics and comprehensive analysis of the media slant. It helps bring about measurability and accountability to your media relation plans thereby aiding the elimination of ad hoc-ism from this critical communication tool. CIM helps you to assess the effectiveness of your strategy and plan.

### ISSUE MONITORING

Issue Monitoring is an advanced analytic tool that combines quantitative and qualitative tools to find out how an issue is being discussed in the media. It goes beyond a content analysis in the media to get a felt sense of how the issue is being debated not only during the course of specific telecasts, but in general. Crucially, it helps to understand how an issue is framed, anchored, and the possible meanings derived by the public based on the intertextual nature of communication.





### ESHA ARCHIVES

**ESHA** has one of most extensive archive of television programming in India. As a result we can provide clips of news, programme segments from different channels, old advertisements and any other programme that has appeared on a channel. Archives of particular value to clients may include:

**Creatives Archives:** Television commercials released on different channels in India over the last ten years.

**Crisis Archives:** Major crisis stories since 2005 are available across such categories as soft drinks, mineral water, chocolates, family tiffs, corporate or political feuds.

**Political Archives:** Stories about politicians, political parties, election campaigns over the last ten years.

**Channel Archives:** This is a special service for Television Broadcasters who can get their archiving needs serviced by our sophisticated electronic video archival solutions. Our archives are built to withstand adverse environmental conditions with dust and humidity controls.

### ABOUT US

**ESHA** is India's premier full-fledged news monitoring agency tracking more than 130 channels including regional channels beamed into India. We are committed to service that is credible, reliable and innovative. Established in 1999, ESHA is run largely by women making it a unique women-run enterprise in India. It is backed by practitioners and scholars of media. **Disclaimer:** We are not a PR company and are not associated with any media channel that we monitor.

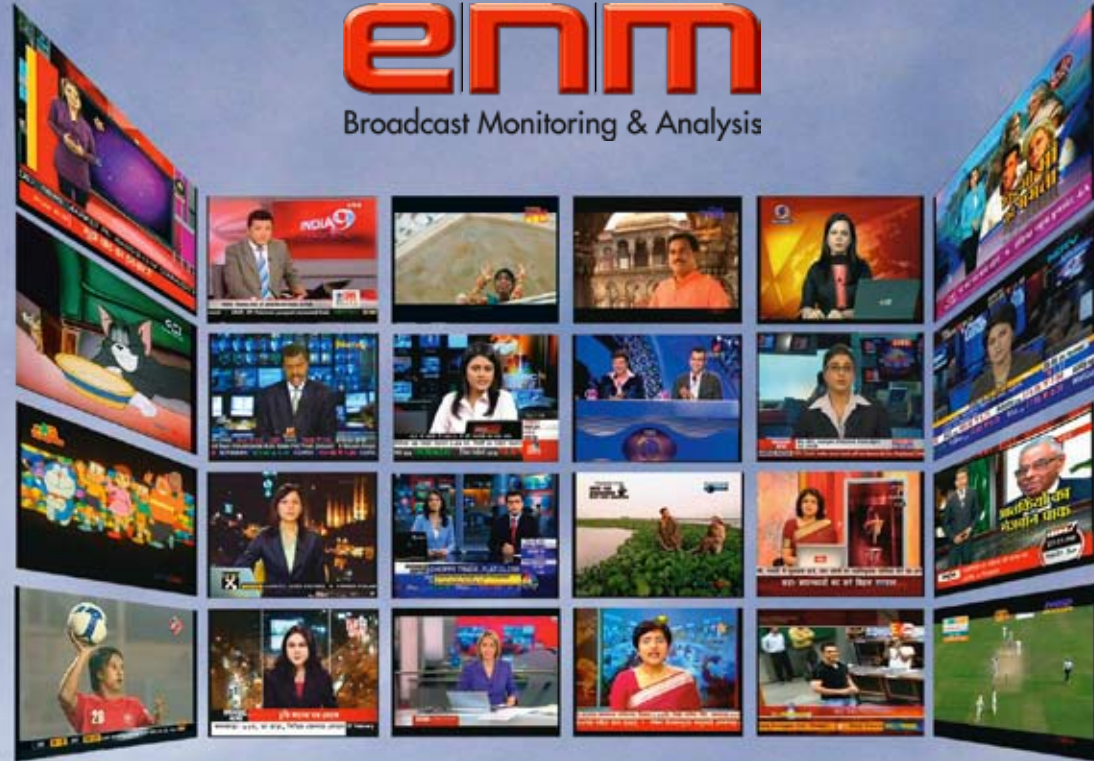
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Broadcast Monitoring & Analysis



### TRACKING WHAT THE MEDIA COVER

With the proliferation of media outlets, over 130 television channels, hundreds of newspapers and magazines, the task of finding out what the media are covering is even more important than before. Especially when it is your corporate image, your publicity event in which you spent precious resources, or your cause on which you have staked your principles is at stake.

The media are the crucial steering mechanism in the realm of influence, public understanding and belief. Tracking what the media report is crucial.

**ESHA** provides the best media monitoring services in India with over 150 employees monitoring over 130 channels round the clock and providing a host of specialised services to meet the need of corporates, governments, NGOs, or researchers. The issues may differ, the causes could be distinct. But the services are 100% reliable, valid and verifiable.