



**enm**

Broadcast Monitoring & Analysis

## TABLE OF CONTENTS

1. ABOUT ENM
2. OUR SERVICES
3. PRODUCT BENEFITS
4. CHANNELS TRACKED
5. OUR CLIENTS
6. WHERE TO REACH US

**Definition:** A white paper is an authoritative report or guide that often addresses issues and how to solve them. White papers are used to educate readers and help people make decisions. In commercial use, the term "white paper" has also come to refer to documents used by businesses as a marketing or sales tool.

## **ENM, truly revolutionizing the dynamics of News Monitoring!**

Established in 1999, Esha News Monitoring Services Private Limited is headquartered in Mumbai, India.

Managed by professionals, we are India's Premier full-fledged news monitoring agency tracking more than 130 channels beamed into India. Esha customizes news reports that provide clients with the information to drive the decision-making process....

Over the years, ENM has increased its range of services to regional Indian languages like Tamil, Malayalam, Kannada, Telugu, Gujarati, Bengali, Hindi and Marathi amongst others besides English. Media relations and media coverage continue to hold prominence in influencing public perceptions. At ENM, we are committed to superlative service and innovative products. We have entered into this arena to fill in the gap for quality media monitoring services.

## Our Services:

### Television Media Monitoring

The monitoring is done using state of- the-art equipment that allows us to record, retrieve, transcribe, translate, and deliver clips & reports in formats ranging from CD and DVD to immediate uploads via FTP or a customized web page. This enables the client to log in, access and also news of their interest, any time, any where.

### Web Page Service

Our Web Page makes it easier for companies to track clips relating to their company or competition. A 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.

### Television Monitoring Intelligence Report

This report 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.

### Transcription / Translation

Audio / video files are converted to text. Be it conversation, interviews, focused 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 desired language.

### Why Monitoring:

Our products and services are an invaluable tool for those involved in Corporate Communications, public affairs, media relations and PR.

- To know what is being broadcast nationally or internationally about your company, industry
- To track public perception with reference to your product or industry
- To be informed of industry trends affecting your business
- To track a press release or public relations campaign
- To monitor evolving legislation that could impact your industry
- To research specific products, services, people or issues

### Why ENM:

- ENM is credible and honest. It is independent and without any alliances to user agencies
- ENM gives information as it is seen -- unfiltered through lenses and biases, interests, fear or favour
- ENM provides customizable sites to users to log in and see what has appeared in real time without any gloss from anyone
- ENM, above all, gives you detailed analysis so that you know what is working, how much and how far

### How do you benefit?

- ENM gives you the entire news, 24 x 7x 365
- ENM keeps an eye on your competition
- ENM tracks the effectiveness of your PR activities
- ENM tracks the media for you & is Cost effective too
- ENM ensures your peace of mind

**CHANNEL LIST****BUSINESS NEWS**

CNBC AWAAZ  
CNBC TV18  
ET NOW  
NDTV PROFIT  
BLOOMBERG UTV  
ZEE BUSINESS

**ENGLISH NEWS**

9X NEWS  
BBC  
CNN  
CNN IBN  
HEADLINES TODAY  
NDTV 24X7 [ ENGLISH ]  
NDTV GOOD TIMES  
NDTV METRONATION  
NEWS 9  
TIMES NOW

**HINDI NEWS**

AAJ TAK  
CNEB  
DD NEWS  
DELHI AAJ TAK  
INDIA NEWS  
INDIA TV  
LEMON  
LIVE INDIA  
NDTV HINDU  
NDTV INDIA [ HINDI ]  
NEWS 24  
SAHARA MUMBAI  
SAHARA NCR  
SAHARA SAMAY  
STAR NEWS  
TEJ TV  
TOTAL TV  
TV9 MUMBAI  
IBN 7  
ZEE NEWS

**MARATHI NEWS**

DD10  
DD10-SAHYADRI  
ETV MARATHI  
IBN LOKMAT  
STAR MAJHA  
ZEE 24 TAAS

**GUJARATI**

BIZZ NEWS  
DD 11  
ETV GUJ  
TV9 GUJ

**BANGLA**

DD BANGLA  
ETV BANGLA  
SKY BANGLA  
ZEE 24 GHANTA  
ZEE BANGLA

**INFOTAINMENT\***

DISCOVERY  
HISTORY  
NATIONAL GEOGRAPHIC  
TRAVEL & LIVING  
NDTV GOODTIMES

**SPORTS\***

DD SPORTS  
ESPN  
NEO CRICKET  
NEO SPORTS  
STAR CRICKET  
STAR SPORTS  
STAR SPORTS  
TEN SPORTS  
ZEE SPORTS

**GENERAL ENTERTAINMENT\***

9X  
B4U  
CHANNEL V  
COLORS  
E24  
IMAGINE SHOWBIZ  
MTV  
IMAGINE TV  
MEE MARATHI  
SAAM MARATHI  
SAB TV  
SAHARA FILMY  
SAHARA ONE  
SETMAX  
SONY TV  
STAR ONE  
STAR PLUS  
STAR PRAVAH  
STAR WORLD  
ZEE CAFÉ  
ZEE MARATHI  
ZEE MUSIC  
ZEE TV  
ZOOM TV  
DD1  
DD LOKSABHA

**SOUTH CHANNELS****KANNADA**

DD9(KANNADA)  
ETV KANNADA  
KASTURI TV  
TV 9 [KANNADA]  
UDAYA TV  
ZEE KANNADA

**MALAYALAM**

AMRITA NEWS  
ASIANET  
ASIANET GLOBAL  
ASIANET SUVARNA NEWS  
DD4 [MALAYALAM TV]  
INDIA VISION  
JAI HIND  
JEEVAN TV  
KAIRALI  
MANORAMA NEWS  
SURYA TV

**TAMIL**

DD5  
JAYA PLUS  
JAYA TV  
KALAIGYAR  
MAKKAL TV  
MEGA TV  
RAJ NEWS 24X7  
SUN NEWS  
SUN TV  
WIN TV  
ZEE TAMIL

**TELUGU**

DD8 (TELUGU)  
ETV 2  
GEMINI NEWS  
MAA TV  
TV 9  
TV5 [ TELUGU ]  
VISSA  
ZEE 24 GHANTALU

## A FEW MAJOR CLIENTS.....

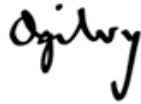
### BANKING & FINANCE



We understand your world



### PR AGENCIES



Ogilvy Public Relations Worldwide

### TELEVISION CHANNELS



### MANUFACTURING



## INFRASTRUCTURE

ENM is spread over 7000 Sq.ft of office space in major metros like Mumbai & Pune.

The latest technology for tracking & monitoring the wide range of channels is in use and is continually upgraded. We make extensive use of CDs / DVDs for archiving and retrieval. Also, an Efficient Power back up ensures uninterrupted service, 24x7x365.

Staff strength of 160+ well trained & motivated employees.

### For any queries, YOU CAN REACH US AT:

#### **Mumbai:**

Esha News Monitoring Services Pvt. Ltd.  
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Chembur (W) Mumbai- 400 089  
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