

NEWBASE Press Release 11/09

NEWBASE provides media monitoring system to GlobalNews Group

Hamburg, 16.11.2009 - NEWBASE GmbH, the leading provider of intelligent media monitoring solutions, and GlobalNews® Group, announced today the successful implementation of a NEWBASE PressProduction print monitoring system in Buenos Aires. This application will enable GlobalNews® to take full advantage of the automated processing of regional PDF publications (epaper) with NEWBASE' latest Import Server technology and will further increase accuracy, performance and quality for print and ad monitoring for all print media covered.

Andreas Rath, International Manager at NEWBASE GmbH: "We are very happy to be working with GlobalNews® as the leading media monitoring company in Latin America. This marks a further step in our growing internationalization and shows how our flexible and effective monitoring systems meet specific requirements of our demanding customers worldwide."

Contact:

Mr. Andreas Rath
Key Account Manager, International
NEWBASE GmbH
Phone: +49 (40) 89002-263
E-Mail: ara(at)newbase.de

About NEWBASE GMBH:

NEWBASE GmbH is a Germany based software company providing sophisticated monitoring solutions. With 20 years of experience in processing media and its related components, NEWBASE supplies media observation companies from North and Middle America, over Europe and Africa to Asia with the market-leading technology for generating and distributing relevant clippings of printed and digital media to their clients. Daily, we make a significant global contribution to managing the flood of information for our customers through accurate, flexible, reliable, cost and time effective automated monitoring systems.

About GlobalNews®:

With more than ten years in the market, GlobalNews® is today leader in media monitoring and analysis in Latin America. The company counts with more than 300 multi-market clients and has offices in 17 countries of the region. GlobalNews® is also present in the USA, Europe and Asia through strategic alliances with the main media monitoring companies of the world. Since 2006, it is the only Latin American company member of AMEC (Association for Measurement and Evaluation of Communication, www.amecorg.com). GlobalNews® is also a FIBEP member (Fédération Internationale Des Bureaux D'Extraits De Presse, www.fibep.info), a body that unites a wide range of companies located around the world who serve their clients with tailor-made media monitoring and analysis.
