

FOR IMMEDIATE RELEASE

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Media Monitors acquires majority stake in region's leading online and social media intelligence company

Asia-Pacific's leading media intelligence company, [Media Monitors](#), today announced the acquisition of a majority stake in [Brandtology](#), a global leader in online and social media intelligence. The acquisition further strengthens Media Monitors' ability to provide the highest quality and most comprehensive suite of media intelligence services across our region and beyond.

Media Monitors CEO John Croll said - "This is Media Monitors first acquisition since being acquired by Quadrant on 1 July 2010 and it reaffirms our growth strategy. This will create significant opportunities for cross-selling across all markets, and Brandtology's strong presence in China in particular supports our strategic growth story in that market. As a group we now have over 1,000 employees servicing 5,000 clients across 17 countries globally."

"Brandtology's business model reflects Media Monitors focus on accuracy, timeliness and deeper insight – all rare commodities in the current world of social media monitoring and analysis. We believe it's a great step forward for these two strong brands with a consistent focus on quality and client service to grow together as part of the Media Monitors Group."



Media Monitors CEO John Croll and Brandtology CEO Eddie Chau exchange signed contracts

View a video outlining Brandtology's unique service [here](#)

Brandtology, launched in 2008 and headquartered in Singapore, has grown exponentially, with staff in 15 countries across Asia-Pacific, Europe and North America processing over 100 million online conversations per month, with more than 170 analysts spending over 20,000 hours a month analysing social media conversations for many of the world's leading brands across finance, technology, healthcare and FMCG.



Brandtology founder and CEO, Eddie Chau said - "This is the logical and exciting next step for Brandtology, allowing us to continue our rapid growth across existing and new markets and maintain our focus on research and development with the financial strength and broad APAC sales network of the region's leading media intelligence company behind us."

Using a highly effective combination of proprietary technology, processes and trained professionals Brandtology's world leading methodology involves extensive data mining, influence and sentiment defining technology overlaid by extensive quality control and deeper content analysis from expert social media analysts. As with Media Monitors, Brandtology provides a multilingual service, covering the 12 languages spoken by over 90% of the world's population, again ensuring that clients' specific requirements can be met at all times across all global markets.

Brandtology will remain as a distinct brand within the Media Monitors Group, the acquisition significantly expanding the brand's sales network in Australia and New Zealand, while providing a solid base allowing for continued rapid growth across the Asia-Pacific region. Mr Croll said "I look forward to working with Eddie Chau and his team at Brandtology to continue providing the best possible media intelligence across all forms of media, tailored to our clients' needs."

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About Media Monitors

Media Monitors is the leading media intelligence company in Asia-Pacific, with offices in Australia, New Zealand, Singapore, Malaysia, Hong Kong and China. We deliver solutions to clients in: multilingual media monitoring across print, TV, radio, and online; media analysis and consulting; and media contact database and campaign release management. With over 900 employees across the region, Media Monitors offers the innovative solutions and robust media intelligence needed to confidently navigate today's sophisticated and complex media landscape

About Brandtology

Brandtology's business and brand online intelligence services enable global brands to manage and extract invaluable insights from consumers' conversations. Using proprietary technology, processes and trained professionals, Brandtology is able to provide a high degree of accuracy and relevancy in multilingual analysis. Astute global organisations utilize Brandtology's intelligence in multiple functional areas such as sales, marketing, public relations, insight and research, customer service and product development. Launched in 2008 and headquartered in Singapore, Brandtology has 170 analysts across 15 countries in the Asia Pacific, North America and Europe, processing over 100 million online conversations per month. Its multilingual service covers 12 languages spoken by over 90% of the world's population.