

# MediaScouting Print Print Media Monitoring

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Innovative solutions  
for Media Intelligence



Specialised in Information and Communication Technologies, DataScouting develops and offers innovative media intelligence solutions. We help media monitors maximize the value of media content, minimize production costs and gain a competitive advantage.

**DATASCO****UTING**

Actionable Information

[www.datascouting.com](http://www.datascouting.com)

## MediaScouting Print

A complete media intelligence software solution for print media. Benefit from a centralized digital information management, organize your content, perform analysis and reporting with state-of-the-art text analytics and other automations.



## News Insight

Use MediaScouting Print to clip, classify, curate and analyze print or online media either scanned, PDF, e-paper or web. Minimize time and effort, monitor the process in real time, create a database of media intelligence information and share it via our dashboard.



## Ad Monitoring

Automatically identify and annotate new advertisements with a rich hierarchy of metadata. Create and share reports about competitive spending, media usage data, spending estimates, proof of performance, media optimization and more.

## Clipping services

Clipping relevant content in fast, accurate fashion irrespective of volume, including metadata (OCR, journalist, image captions and analytics) in custom XML formats, while tagging clips into categories.

