

Press Release

Warsaw, February 11th, 2008

Internet without limits!

Starting February 11th, the Institute of Media Monitoring launches a new service– Automatic Internet Monitoring (AMI). It allows for a quick access to on-line publications of users' interest. AMI searches for the materials according to any keywords defined by the user.

AMI enables you to search for Internet publications which contain keywords defined by the user and group them in individually created directories. The monitoring result is available on-line on IMM's Platform, in a transparent table, which also presents a context and place in which the keyword appears.

*The future belongs to the Internet monitoring. Its resources are unlimited, but hard to access at the same time, mainly because of the mass of information on virtually any subject. **AMI** enables you to search for the one you need- all you have to do is define keywords to receive the updated monitoring result according to the subject of your interest-* said Paweł Sanowski, President of the Institute of Media Monitoring Executive Board.

In addition, you can be provided with e-mail and SMS notifications about the new publications being available on the platform.

AMI covers all internet portals monitored by IMM (the list is available [here](#)), as well as portals added by users, with no limits to the number of searched keywords. Since December 2007, **AMI** users are also provided with access to a complete archive of websites.

The new application also allows users for an easy creation of lists, charts, reports and print-outs of the monitoring result.

AMI is **free of charge** for all IMM clients who use the traditional Internet monitoring. More information about the new service is available at the Institute's website from <http://www.instytut.com.pl/english/ami>.

The Institute of Media Monitoring monitors more than 800 press titles, 26 TV and 47 radio stations, as well as over 700 Internet portals. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.