

Press release

Warsaw, 11 August 2008

What do the President's Chancellery, the Foreign Ministry and TVP have in common?

When creating an image strategy for an institution, one has to start from diagnosing the present state and analysing regularly the image presented by the media. For this purpose nearly all institutions use the services of monitoring and analysing of media pieces.

Since the middle of April 2008 the Institute of Media Monitoring has won all the tenders for media monitoring it has taken part in, including ones for the Ministry of Foreign Affairs, the Ministry of Economy and Telewizja Polska. It has also signed a contract with the Chancellery of the President of the Republic of Poland.

The deal with **the Ministry of Foreign Affairs** was concluded on 15 April for the period of 12 months. The selection criterion was the lowest price of the service. Under the contract, apart from running a permanent monitoring of the press and the television, IMM also prepares a special review of news provided by the media, and translates publications of the foreign press. Cost of the service is correlated to the number of media pieces released.

The tender for media monitoring that the Chancellery of the President organised for **the National Security Bureau** was invalidated for formal reasons in the first half of May. Yet, the lowest price which the Institute of Media Monitoring offered enabled signing a one-year contract without re-announcing the tendering procedure. Under the contract IMM conducts a permanent monitoring of all the media on the basis of ordered keywords. The contract is worth net PLN 4500 per month.

The tender for monitoring of the media for **the Economy Ministry** was settled in mid-June. Of the three parts IMM won two: for regional press monitoring and for afternoon press monitoring. The partnership deal has been valid since 1 July 2008. It stipulates that IMM is going to be delivering the service until 31 December 2008. The contract is worth net PLN 3000 per month.

Results of the open tender for media monitoring for **TVP** were announced on 30 July. The selection criterion was the lowest price of the service. In this case too the bid placed by the Institute of Media Monitoring proved the most attractive. Under the contract IMM will be monitoring the press and the Internet on the basis of ordered keywords. The monitoring results will be accessible through the Internet platform. The contract will be signed for the period of 2 years. It is worth PLN 4500 per month.

In 2008 **IMM** keeps developing very dynamically. Last year its **sales grew** about 36% in relation to the previous year. Today the IMM service is used by most public relations agencies, including nearly all of the Public Relations Consultancies Association (ZFPR) members.

Fruits of the company's excellent performance are new investments; April this year saw IMM acquire Romanian media monitoring company MediaTrust.

The Institute of Media Monitoring monitors over 900 press titles, 84 television and radio stations as well as Polish resources of the Internet. IMM is a member of FIBEP – an elite association of 91 media monitoring companies from several dozens countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum. IMM is the founder of PRoto.pl and the owner of Romanian media monitoring company www.mediatrust.ro.