

“Media Analysis – what is it all about“

**Invitation to PDLN Seminar
March 26th 2010, 10.00 - 16.00 CET, Innsbruck, Austria**

Is Media Analysis a business? What kinds of analysis can be generated and how? Where do the analysed articles come from? How can analysis be presented?

Media Analysis evaluates what is in the media about certain people, companies, brands, campaigns, organisations etc. Media Analysis traditionally is an add-on service to media monitoring, but can, of course, in many cases get far beyond that.

The PDLN seminar in Innsbruck will be a chance to meet and discuss with experienced experts in the field of media analysis and to present one's own solutions and services.

As speakers we can already guarantee Hannes Vorhofer from APA MediaWatch, Austria and Anders Lassen from Infomedia, Denmark. They will present their markets, services and solutions.

We are actually busy to find a key note speaker from a befriended university and we also asked PMG Presse-Monitor from Germany, which has engaged in media analysis since a couple of years, to share their experiences with us.

If your organisation offers or supports services in the field of Media Analysis we would kindly ask you to prepare a short presentation. In your presentation you should give a short overview about your market (customers, demands, regulations...), services provided, and the way analysis are produced.

The seminar is arranged by APA-DeFacto and APA-MediaWatch. It will take place in the APA office in Innsbruck, Austria, and is only a few steps away from the world famous historic city centre and is **free** (travel expenses not included). The precise spot for the venue will be communicated as soon as we have an overview of the number of participants.

If you stay overnight and want some help with hotels, please do not hesitate to contact Rüdiger Baumberger (ruediger.baumberger@apa.at).

Please confirm your attendance no later than March 19th to Sylvia Fischer at the PDLN secretariat at pdln@presse-monitor.de

We look forward to meeting you in the Alps!

Best regards
Rüdiger Baumberger, Sylvia Fischer