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VMS Launches First Module of Next-Generation Media Monitoring and Management Platform

VMS (www.vmsinfo.com), an integrated media intelligence solutions firm, has announced the broad expansion of its real-time media monitoring offerings to include Internet, Web Print, Social Media and Web Video. In a related development, VMS has also announced the first module of its next generation **InSight** platform — its market-leading, web-based media monitoring and management platform that allows communications professionals to quickly search, compile and analyze all their media coverage.

With these enhanced offerings, VMS continues its legacy of delivering solutions driven by customer needs. VMS clients will be able to conduct their own searches, and set up custom alerts, for content spanning all traditional and new media types. This is a perfect solution for crisis PR management, for example. VMS clients can also leverage the company's team of editorial and analytics experts — unique in the industry — who will build specific search profiles, review coverage for relevancy, categorize by topic or message, and apply tonality as required.

With this announcement, VMS will be the only company in the business intelligence marketplace able to deliver and analyze content from all major media sources, in near real-time, through a robust, user-friendly and uniquely-customizable software platform.

VMS enhanced content offerings will now include:

- TV from all 210 markets
- Radio from 50 of the top markets
- Print content from over 18,000 publications
- Thousands of online print publications
- Millions of Internet sites in a variety of verticals
- Millions of Blogs and Social Media sites including Twitter.
- Access to millions of hours of audio & video web content
- International coverage from over 80 countries

"We've been listening to our clients and are responding to their need for comprehensive media intelligence solutions, leveraging the best software technology available, all delivered at an affordable price," noted **Peter Wengryn**, CEO of VMS. "VMS has set the standard in the media intelligence market for technological innovation with solutions like InSight, AdSight and Vantage, and the developments unveiled today build on that legacy," Wengryn said.

This announcement is the first of many in the next few months. VMS expects to announce additional new modules and enhancements of InSight and Vantage in the near future. "These new features and cutting edge applications that will be deployed in the near future with our partner Autonomy, the world's fastest growing software company, will greatly benefit VMS customers and the industry," concluded Wengryn.

