

Dow Jones Insight

Media Index Score - Understand your global media footprint with a single, consistent score.

As a PR professional, you need metrics that demonstrate the value of your efforts and help you defend budgets. Dow Jones Insight's Media Index Score is a new way to analyze your media coverage. It combines qualitative and quantitative metrics into a single, consistent score that is designed to make it easy to evaluate and report on the impact of your organization's media coverage.

The Media Index Score:

Provides you with an accurate picture of the impact of your campaigns

The Media Index Score's methodology takes into account both qualitative and quantitative metrics for a single, consistent measure that demonstrates the value of your campaigns against the competitive landscape.

Gives you the ability to spot opportunities for improvement

Use the Media Index Score to benchmark and track the results of your media relations programs so that you can adjust your strategies and tactics if necessary.

Makes it easy to report on coverage and quickly understand the value of your results

When you need to brief executives on the performance of your PR campaigns, the Media Index Score gives you consistent methodology to compare results over time. With it you can spend more time on strategic discussions instead of on how the results were measured.

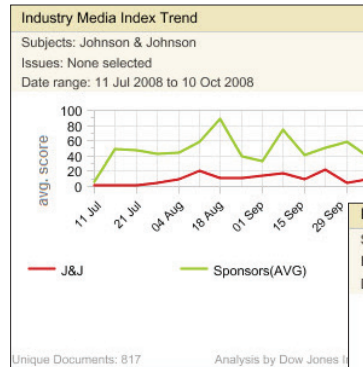
Can be customized by the Dow Jones Insight Media Lab to be relevant for a variety of campaigns and objectives

A story in a national newspaper may reach a large audience, but that's meaningless if you're trying to influence hearts and minds in a local market. Because of this, the methodology for the Media Index Score can be customized based on the importance of its measures to your campaign.

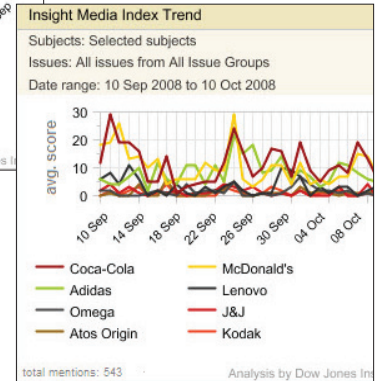
Media Index Score Methodology

The proprietary metric uses the power of Dow Jones Insight's innovative technologies to score a variety of quantitative and qualitative components and then weights them based on the impact that each is expected to have on the audience.

Favorability – Analyzes the tone of the coverage for positive, negative or neutral mentions, ensuring that each company's score benefits from positive coverage and suffers from negative coverage. The score can be taken from either an automated or editorially applied favorability rating.



The Media Index Score gives you a clear picture of campaign performance, with a company- to-company comparison or an average of all competitors.



Placement – Identifies the prominence of the coverage in a document. All coverage is reviewed for its location within a publication, the number of mentions and the placement of the coverage within the document.

Message Strength – Indicates how well your messages are picked up by identifying the number of message mentions, spokesperson coverage, coverage from targeted journalists, and the exclusivity of the coverage within the document.

Source Strength – Scores the coverage based on where it appeared, such as your Tier 1 or 2 outlets, or publications with large circulation.

Dow Jones Insight provides trusted content, innovative technologies, customized expert setup and analysis and tools to deliver high-quality media measurement, reporting and alerting on a global, regional or local level.

For more information on Dow Jones Insight, visit www.solutions.dowjones.com/insight, or contact your account representative.

