IFLA International Newspaper Conference


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BnF, Paris

With the support of:
Europresse.com: the 360° Information Monitoring Solution

IFLA-PAC / BNF - April 12th 2012

Raymond Descout, Vice-President Europe
CEDROM-SNi (Canada / France)
Canadian based technology company with over 23 years experience

Head office in Montreal, branch offices in Ottawa, Toronto, Quebec city and subsidiary in Paris, France

100 employees, over 60% of staff in R&D and operations

2 localized products:

2 main markets:
- Organizations (governments, private sector)
- Public and Academic Libraries

Clients: librarian, analyst, senior executive working in the fields of communications, sales and marketing or public relations (knowledge workers in general)
## From Archiving to 360° Monitoring

CEDROM-SNi has been on the leading edge of new technology since its foundation

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1990</td>
<td>Develops technology to archive articles on CD-ROM for newspapers</td>
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<td></td>
<td>Signs agreements with publishers integrate their content on CDs</td>
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<td>1994</td>
<td>Adapts its technology for an online environment</td>
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<td>1995</td>
<td>Unveils Eureka.cc, its first press aggregation service on Internet</td>
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<td>2011</td>
<td>After many improvements, CEDROM adds an analysis tool</td>
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<td>One-communication platform for 360° information monitoring</td>
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<td>Ease of use conjugates with a powerful search engine</td>
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<td>Print Media</td>
<td>Newswire Press Release</td>
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Over 6,000 information sources providing more than 150,000 documents every day in a database of more than 150 million of documents in archive, indexed and searchable.
Our value proposition:
“deliver on due time the proper information to the proper user”

- Management of Daily News and Information
  - Print Media
  - News online

- Archives back up to 25 years (>150M)

- Use of other type or content “non-press”:
  - Newswire
  - Blogs
  - References & Reports, Radio & TV

- A high end media monitoring and research solution
Typical Usage with classical content

- Search current news or news archives
- Create a strategic alert to monitor the news and stay on top of current issues
- Manage and publish media reviews
- Obtain clearance for copyrighted material
Typical Usage with Social Media

- Social Media Analysis make sense out of large volumes of News and Information

- Track coverage by media type, geographical location, etc
As a content aggregator, we repurpose news content and give it a second life.

Aggregation is key, although a fair proportion is “recent archives” (75% = 7 days).

Flow of information is increasing (ex: Online News, Blogs, Radio & TV and especially Social Networks), which brings new challenges:

- How do we keep processing and storing efficient?
- How do we get relevant results in a quick response time?
- How do we extract sense (taxonomy, etc.) out of 140 characters?
- How do we avoid noise with such large volumes and low quality?
Thank you for your attention.

Questions?

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