



SENTIA MEDIA

FOR IMMEDIATE RELEASE

8 February 2012

Media intelligence has a new name

The 8th of February 2012 marks the launch of Sentia Media, the new corporate parent for the group of companies previously operating as part of the Media Monitors Group, and owned by Quadrant Private Equity since July 2010.

Sentia Media CEO John Croll said: "Ours is a company with a long and proud history in media monitoring, with a record of industry leadership, providing ever faster and more accurate media information to our clients.

"Over the last five years, our growth path has become much broader, with the company commencing operations in a number of Asian markets as well as rapidly expanding our media analysis and introducing advisory and online business intelligence services. In all, we now have six industry leading brands providing services to over 6,000 clients across 15 countries in the Asia-Pacific region.

"To put it simply, we are much more than a media monitoring business, we are a group of media services companies that can provide a broad range of information, analysis and advice, with solutions tailored to just about any type of organisation, large or small, single country or international."

"Sentia, derived from a Latin verb with three primary meanings, 1) I perceive, 2) I understand, 3) I have an opinion, more accurately reflects the comprehensive and customised nature of the company's services. The new corporate structure will allow each of our service brands to develop their unique service proposition and meet both broad and niche market requirements across the entire region." Mr Croll said.

Sentia Media now owns: Media Monitors, the leading media information supplier in the Asia-Pacific with 12 offices across Australia, New Zealand, China, Hong Kong, Malaysia and Singapore; MediaBanc, South East Asia's largest monitoring company with offices in six countries; Brandtology, one of the world's leading online business intelligence companies, headquartered in Singapore and experiencing exponential growth; 360^m, our advisory and analysis company providing research-based insight and unrivalled experience; China Clippings, the leading provider of monitoring services to communications agencies across China; and Slice Media, Australasia's most effective and comprehensive budget monitoring solution. [Click here](#) for a video on the Sentia Media story.

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About Sentia Media

Owned by Quadrant Private Equity, Sentia Media is the Asia-Pacific region's leading media intelligence company, providing over 6,000 clients with media information, analysis and advice 24/7/365 through our range of six brands across the region. Sentia Media has more than 1,200 employees across 15 countries filtering information from over 10,000 print, radio and television media outlets and over 250 million online conversations per month. Our expert people, innovative technology, comprehensive coverage and rigorous research provides the tools and insight to allow our clients to manage media relationships effectively, track issues of interest across all media and analyse brands and industry developments.

