



INFOMEDIA

WHITEVECTOR

## Press Release

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# Infomedia and Whitevector Enter into a Partnership to Provide Social Media Monitoring

As social media has shown vast growth during past years, there is a growing need to monitor what is going on in social media and analyze the ongoing digital discussions on different platforms.

As a result, Infomedia has entered into a partnership with Whitevector, one of the pioneers within the field of social media monitoring and analysis. With the new collaboration, Infomedia's clients will be able to follow the conversations and discussions that take place in social media.

*"I see Whitevector as a very strong partner. Not only does Whitevector have a wide-ranging source base, it also offers unique possibilities for the measurement of social media in an easy-to-use self-service tool. There is no doubt that this collaboration with Whitevector will put Infomedia in a very strong position when it comes to monitoring social media,"* says Morten Viktor, Vice President Development at Infomedia.

Whitevector is also looking forward to the partnership that will provide both companies with clear advantages in the Nordic market in the future.

*"Whitevector is excited about the collaboration with Infomedia which will give us a stronger position in the Danish market. Infomedia's expertise and profound customer relations offer a fantastic platform for leveraging Whitevector's knowledge about monitoring social media in the Nordic region,"* says Tommi Lehtonen, CEO at Whitevector.

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#### **Infomedia A/S**

Infomedia is the market leading player within Media Intelligence in Denmark. The company gives access to Denmark's largest article database and offers media monitoring of any kind as well as the market's strongest media analysis. Infomedia provides an overview of the media flow and find the knowledge you need – when you need it.

#### **Whitevector OY**

Whitevector provides monitoring and analysis of social media. The company's works with consumer brands and different agencies providing an online service called Chat Reports. The service's flexible reporting possibilities enable effective analysis and research of social media. The product is based on university research on information retrieval and language technology. Whitevector serves clients and partners in the Nordics region and in UK.