



[VoloMedia Coverage](#)

[on-line news clipping service](#)

The application **VoloMedia Coverage** allows an organization to analyze daily a selected flow of journalistic sources and to produce **automatically** one or more selections of documents.

Based on VoloPress Knowledge base and VoloMedia Coverage services, Volocom will provide a daily electronic compilation and analysis of news coverage of the customer (or arguments selected by the customer). Service components are designed for an integrated or modular implementation and delivery.

The procedure is simple and completely automated.

The organization defines the sources, (among those available in the VoloPress flow). The sources will be organized by nation and, eventually, geographic area.

The Customer shall define a set of search agents. For each agent is possible to set up parameters, e.g. a threshold of pertinence, sources, etc.

Each agent can be associated to one or more shared folders; VoloMedia Coverage uses these folders to automatically store the search results.

The association agent-folder allows to automatically archive documents by Subject.

A service periodically polls documents base and inserts automatically the agent's results in appropriate folders.

The insertion mechanism is such that:

1. a document can be inserted in more folders,
2. in each folder is stored only one single copy of the document.

Selected documents – according to user defined preferences - will be delivered to the Organization's recipients by email in HTML format (by 10 a.m.).

For every article VoloMedia Coverage will provide:

- title of the article
- date of the article,
- source,
- opening lines,
- link to the full document,

- link to the original document, when available.

User will be able to:

- consult the historical archives (folders),
- search documents in folders,
- visualize the article in text format ,
- navigate related documents

The application may also provide on request a RSS news feed.

VoloPress contextual summary may be stored and used as a basis for e-newsletter creation. The extracts will normally comprise whole sentences or short paragraphs.

Each month VoloMedia Coverage will provide the Customers with several reports including e.g.:

- Total counts of hits (news selected by the Customers) per day and geographic region,
- Total count of hits by nation per period,
- Total count of hits by source per period.

The reports will be available in standard format: XML and eventually HTML format.

VoloPress and VoloMedia Coverage offer to the Customers useful functionalities to understand and comment such statistical reports and monitor the impact of its presence in the electronic media from the point of view of both the number of "hits" and the quality of coverage.

These functionalities include:

- possibility to use press releases text as query and verify the breath and effectiveness of media coverage;
- related documents to compare coverage to established baselines;
- highlight of parts of news relevant to the query in order to evaluate interpretation of corporate messages;
- Using related documents to compare the different coverage among different sources.

Access to VoloMedia Coverage service may be:

- 1)Browser-based: web application accessed by browser (Medium Coverage Web client);
- 2)Client-based: a smart client installed on the customer computer (Medium Coverage Smart Client). In this case user may be able to create a local copy of his own folders.



VoloPress, the advanced on-line news monitoring service

VoloPress enables fast, reliable, personalized search and selection of online news published by the main Italian and international newspapers and press agencies.

VoloPress delivers in an integrated way the full cycle of services:

- acquisition of external flows,
- indexing and search based on advanced statistical models,
- selection and organization of unstructured information.

VoloPress analyzes a text automatically and extracts the key concept, through the understanding of the recurrence of the terms and the relations between them ("pattern"). These extracts of information come associate to the document and they identify it "conceptually" in a unique way inside of the Knowledge base (theory of Shannon).

This "conceptual profile" of the document does not depend on specific semantic or language and therefore it is not influenced from particular grammars or regional variations of the language like, as an example, a jargon.

The main value of VoloPress is to save time. Knowledge workers can retrieve and analyze information quickly and are free to spend more time adding value to these external information transforming them in recommendations for action that bring benefits to the organisations.

The main functionalities are:

- Knowledge Base of beyond 1.500.000 news (**30 day news archive**);
- **24x7 coverage** of online international, national and regional press;
- Search for news in **natural language**, not just keywords;
- Refine search based on **Relevance feedback**;

- Access to secure, personalised, web page: **Personal Newspaper**, that is a selection of news proposed from the system based on the personal profile of every user. The profile is automatically created and dynamically updated based on to the manifested interests (readings and/or carried out searches, etc.);
- **Contextual summary**: during news retrieval a summary containing short extracts that are most relevant to the user's query is automatically produced. This summary is an aid to the user when reviewing the returned document set in order to decide whether to read the full-length news article or not;
- **Agents**, specialized searches on topics and arguments of specific interest for each Customer;
- **Personal Folders**, where user can store and organize his relevant news;
- **Delivery**, user may extract selected news structured in hierarchical folder in several formats including RSS for news feed delivering.

VoloPress Knowledge Base

The VoloPress Knowledge Base aggregates news in an ease-of-use and well-indexed database in order to guarantee the quality of real-time monitoring.

Tab. 1 : VoloPress Knowledge Base	
Region	Number of sources
Italy	363
Europe	48
Americas	34
Rest of the world	18

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