

# Talkwalker Becomes First Social Listening Solution to Cover All Media and Images in One Platform

## **Partnership with LexisNexis® gives Talkwalker customers print coverage alongside social, online and images**

NEW YORK, NY – July 12, 2015 – Talkwalker, the world’s leading social data intelligence company, has today added a ground breaking feature to its social media monitoring platform enabling users to analyze print media and newswires alongside images and text from online and social media sources. This new addition, will give clients a complete view of performance and reputation across all online and offline media and images in one platform.

“The lack of access to print data and inability to process images, have long been blind spots for social listening platforms,” said Todd Grossman, CEO of Talkwalker Americas. “Being able to analyze both text and visual mentions of brands from newspapers and international newswires alongside social media, blogs, forums, and broadcast sources gives us the most extensive coverage on the market. We can now provide a truly 360-degree view of a brand across all media channels.”

Talkwalker now covers:

- More than 150 million websites, blogs and forums
- 10 social networks including Twitter, Facebook and Instagram
- 30,000 brand logos using proprietary image recognition technology
- Print and online news data through LexisNexis®
- Broadcasts on more than 2500 TV and radio channels worldwide

Through the collaboration with LexisNexis®, a leading global provider of content-enabled workflow solutions, Talkwalker users can access a vast collection of print and online news content including trade publications, global newswires and international/regional newspapers titles:

- Print versions of major newspapers such as The New York Times, Washington Post, The Daily Telegraph, Le Monde, South China Morning Post and El Pais
- Major newswires such as Agence-France Presse (AFP), The Associated Press (AP) and Xinhua
- Major trade publications, magazines and respected journals from major industries

For more information about Talkwalker’s wide ranging coverage, visit our blog or contact us today.

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