

# Media Sentiment, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Media Sentiment, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Media Sentiment, Inc. and its competitors. This provides our Clients with a clear understanding of Media Sentiment, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Media Sentiment, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Media Sentiment, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Media Sentiment, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Media Sentiment, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Media Sentiment, Inc. business.

### **About Media Sentiment, Inc.**

Media Sentiment Inc. owns and operates an online news media analysis research service. The company's service is called MediaSentiment and quantifies qualitative press coverage.

#### **Products**

The company's MediaSentiment research product assists its customers in understanding the cumulative sentiment reflected in earnings news released by publicly traded companies for NYSE and NASDAQ companies. The company's proprietary tracking software finds and scans available news releases for key words and provides an assessment as to whether the overall tone of the news story is positive or negative.

The company offers versions of its product, including Media Sentiment free version, accessible by Internet customers on its Web site at [www.mediasentiment.com](http://www.mediasentiment.com); Media Sentiment free version, accessible by Internet customers from their own products via an RSS feed; Media Sentiment free version for individual alerts, accessible by users via other Web sites that offer financial news and information, via distribution with a partner; Media Sentiment free version for individual alerts, accessible by users via their own e-mail programs by signing up to its free service at [www.mediasentiment.com](http://www.mediasentiment.com); Media

Sentiment Limits free version which offers historical data for statistically significant stock price movement intervals accessible by internet customers on its Web site at [www.mediasentiment.com](http://www.mediasentiment.com); Media Sentiment Limits subscription version which offers real-time data for statistically significant stock price movement intervals accessible by internet customers on its Web site at [www.mediasentiment.com](http://www.mediasentiment.com); Media Sentiment Limits (free and subscription versions) integration with TD AMERITRADE where users with a TD AMERITRADE account receive free real-time quotes and charts that display the alerts on the chart for each of its Media Sentiment alert; and Media Sentiment integration with MetaStock, a Thompson Reuters product where users with subscriptions to MetaStock and to a Media Sentiment service receive its Media Sentiment alerts, both in real-time and historically, integrated into the MetaStock product.

The company has developed a product named MediaSentiment Pro, which adds two additional features to complement the HeadsUp feature found in MediaSentiment. MediaSentiment UpperHand performs a correlation analysis automatically with two selected technical indicators that indicate buy/sell market pressures and presents to users the stock symbols of companies who meet the selected criteria. MediaSentiment BigMovers performs a correlation analysis automatically between Wall Street's analysts' estimates versus the actual earnings per shares that selected companies report. MediaSentiment Pro is a product which enables traders and investors to receive an estimate of the impact of the sentiment regarding the earnings press release, combined with buy/sell market pressures as determined by selected technical analysis indicators.

The company has also developed a product MediaSentiment for MetaStock that integrates Media Sentiment indicators into a traditional technical analysis platform through a partnership with MetaStock, a Reuters product. This product enables users to see historical charts of the correlations of media sentiment indicators with stock price, trading volume, and other technical analysis indicators. It also enables users to receive HeadsUp and UpperHand signals on the charts in near real-time. The company has signed distribution and marketing agreements with Equis International, a division of Reuters and the makers of MetaStock. Under the terms of the Marketing Agreement, the company is granted the right to market the MetaStock products and receive royalties based on sales volume. Under the terms of the Distribution Agreement, Equis International is granted the right to market its products and receive commissions for its sales.

The company has developed a system called Media Sentiment Limits and released it to the public. Media Sentiment Limits calculates two sets of stop limits based on statistical

analysis of previous performance and presents those stop limits in real time to the user. These stop limits are for informational purposes and are not intended to be a trading method or system. The company has developed RSS and e-mail distribution versions of its free products and released them for testing throughout 2009. Also, the company has developed historical and real-time reports and made them available for free to its customers on its Web site at [www.mediasentiment.com](http://www.mediasentiment.com).

Also, the company has a distribution understanding with a financial news distributor, FinancialContent.com to distribute individual stock ticker alerts to their network of financial news Web sites where its media sentiment alerts have been accessible to be received by millions of viewers from Web sites part of their distribution network.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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