

Ornico launches new editorial analysis tool

Issued by [Ornico](#)

5 May 2008

ImpacTrac Statistical Report (ITSR), a new editorial coverage analysis tool, is being launched by Ornico Media Information. Representing a vast enhancement on Ornico's previous editorial analysis products, ITSR will become critical for businesses and organizations that need insight into their own and competitors' editorial coverage.

Monitoring the activities of competitors is becoming ever critical as economic conditions worldwide and in South Africa become tougher. ITSR sifts through the media clutter and sorts the required data into easy viewable graphical representation and executive summaries to give subscribers a snapshot view of their predefined editorial media coverage requirements.

ImpacTrac Statistical Report (ITSR) is totally customizable to client requirements, providing insight into reporting bias by publications and journalists, advertising value equivalents (AVEs) and summarized reports regarding significant media activity - all the while keeping all the source data available for further scrutiny as well.

(ITSR) is now made available in Microsoft Powerpoint and Adobe PDF formats, in addition to the traditional Microsoft Excel pivot table reports, for ease of use by subscribers in meetings and presentations.

Ornico Media information has been South Africa's leading independent provider of media information for the last 24 years. World-class brand intelligence and a large comprehensive library of TV, radio, outdoor and print reference material are now available at the click of a button: Ornico Online, available at www.ornico.co.za.

- **Ornico unveils financial services insights from 2023** 30 May 2024
- **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023
- **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023
- **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023

Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>