

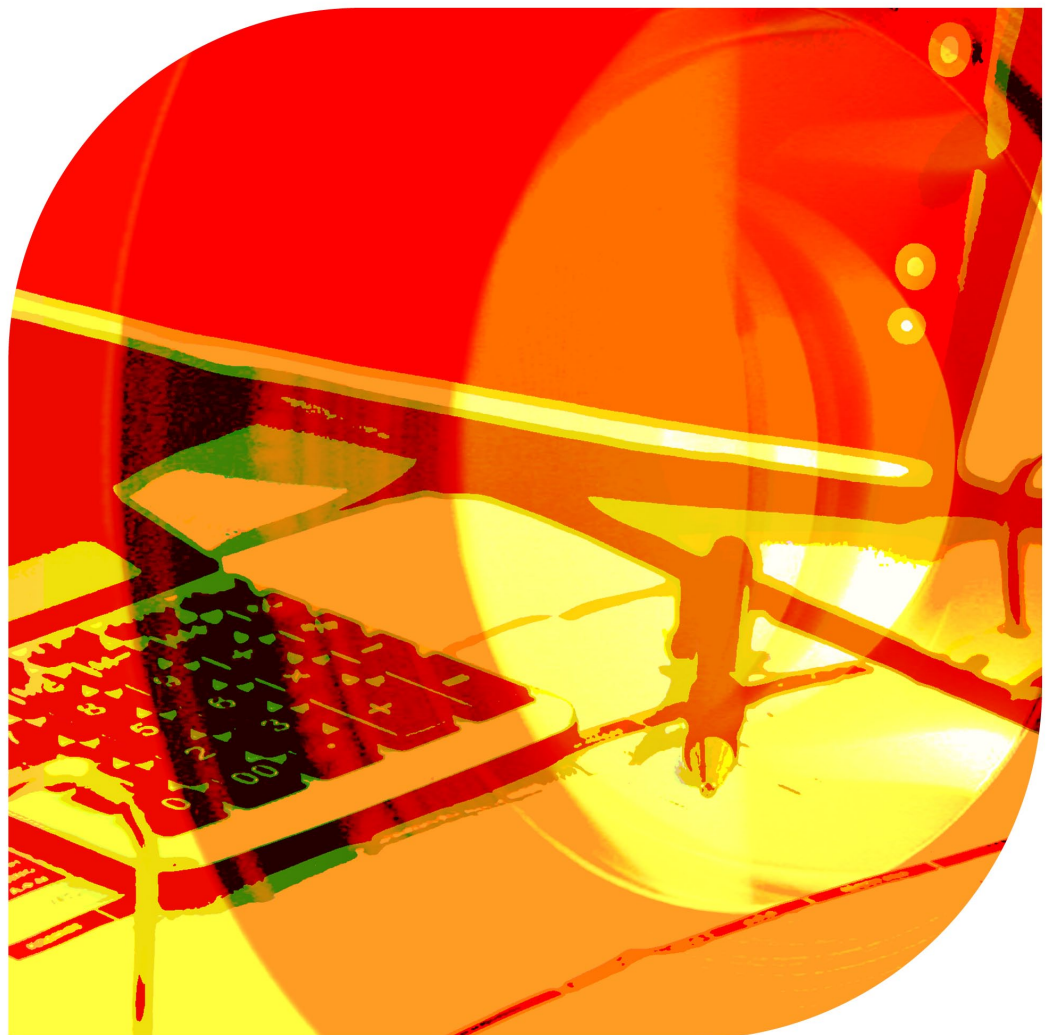
VIP Report

Product Review of StrategyEye Digital Media

In-depth, independent review of the product,
plus links to related resources

"StrategyEye's digital media intelligence service, StrategyEye Digital Media, launched in 2006, is an intelligence platform aimed at senior strategic decision makers who require insight and analysis to help them identify their next corporate deal or investment. The tool is also used to monitor brand performance."

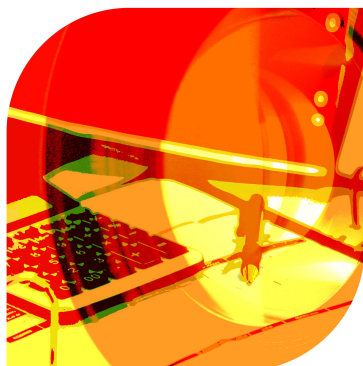
December 2011



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In-depth review of product by experienced researcher, including screenshots and commentary

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About this Report

VIP Report

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Contact Information

Free Pint Limited
4-6 Station Approach, Ashford,
Middlesex, TW15 2QN, United Kingdom
Registered Office: Delaport Coach House, Lamer Lane, Wheathampstead, Herts, AL4 8RQ
Registered Number: 3754481

Telephone: 01784 605000
International: +44 1784 605000
Email: support@vivaVIP.com
Web: <http://www.vivaVIP.com/>



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Penny Crossland
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Introducing StrategyEye Digital Media

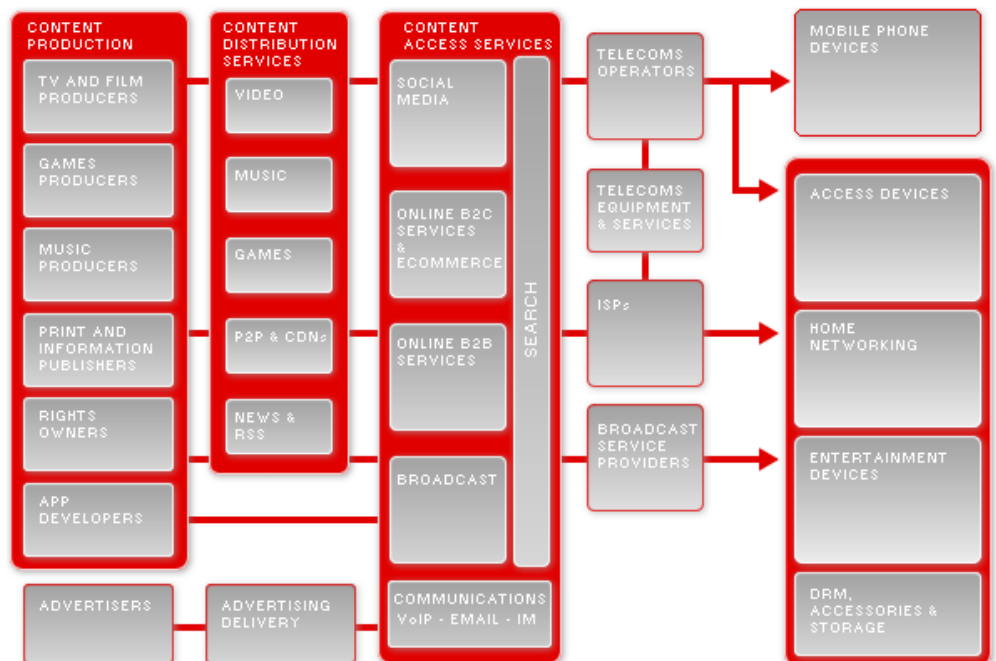
London-based StrategyEye was founded in 2004 by former investment banker Nick Gregg and management consultant Jeremy Phillips and is now backed by leading technology and publishing industry investors. The company has made a name for itself as a provider of cloud platforms which enable media partners to launch business-to-business (B2B) intelligence portals in niche industries such as wind power, defence and textiles. The company powers the Daily Telegraph's Tech Start-Up 100, for example.

StrategyEye's digital media intelligence service, StrategyEye Digital Media, launched in 2006, is an intelligence platform aimed at senior strategic decision makers who require insight and analysis to help them identify their next corporate deal or investment. The tool is also used to monitor brand performance.

StrategyEye Digital Media monitors all industries in the digital media value chain, from content production to distribution and access services, as demonstrated in [Figure 1](#). The image shows the digital media industry map devised and used by StrategyEye to scan the internet for relevant content on mergers and acquisitions, venture capital and partnership deals involving digital media. Information is presented in a highly structured dashboard format, providing users with all the information they need on one page.

"...StrategyEye Digital Media is an intelligence platform aimed at senior strategic decision makers who require insight and analysis to help them identify their next corporate deal or investment."

Digital Media Industry Map



[Figure 1: StrategyEye Digital Media – Digital Industry Map](#)

Like its closest competitors, Pearson's Mergermarket and Dow Jones' VentureSource, StrategyEye Digital Media has a team of researchers that provides value-added analysis to news stories.



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