

# MY INTEGRUM

## NEW TOOLS FOR RESEARCHING RUSSIA AND THE CIS

**MY INTEGRUM** service offers its customers up-to-date online information on specific topics of interest to them: any and all aspects of political, economic, social and cultural life in Russia, the countries of the former Soviet Union and the world.

Each individual customer can customize **MY INTEGRUM** to meet his/her interests by setting up personal **Themes**. Each **Theme** is divided into sub-themes, or **Subjects**, set either by the customer himself/herself or by **Integrum's** personal customer manager. Then, all relevant data (**Lenta** or **news feeds**) and analytical materials are configured according to the pre-set **Themes** and **Subjects**. In addition to providing personal news feeds and performing independent searches through mass-media archives, **My Integrum** automatically monitors **Subjects** periodically (at intervals set by the user) and generates analytical reports with the assistance of the **Media analysis** tool. This research tool makes it possible to follow mass-media publication trends in **Themes** of interest to the user and arranges them by region, time interval, print run, audience and the ratio of negative to positive publications. The results can be presented in both table and graph formats.

The customer can select **News feeds** and **Media** analysis separately for Russian and English publications.

The screenshot displays the MY INTEGRUM interface. On the left is a sidebar with three categories: "Russia - Culture", "Russia - Internal politics", and "Russia - Internal politics ENG". Each category has a list of "Все объекты" (All objects) with blue arrows pointing to specific news articles. The main area shows three news cards:

- Дети пирамид** (Children of the Pyramids) by Коммерсантъ, dated today 00:00. The article features a photo of a theatrical performance and discusses a series by the Bolshoi Theatre. A blue arrow points from "Большой театр" in the sidebar to the article.
- Тарифы - в рамках** (Rates - within the framework) by Ведомости, dated 13.07.2012 00:00. The article discusses political culture and party issues. A blue arrow points from "Партии и партийная культура в России" in the sidebar to the article.
- Political Opposition Sees Hope in a Small Ryazan Town** by The Moscow Times, dated 16.07.2012 00:00. The article discusses opposition leader Alexei Navalny. A blue arrow points from "Alexei Navalny" in the sidebar to the article.

## NEWS FEEDS

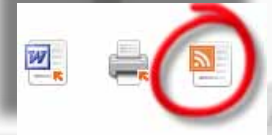
The News Feeds are updated and available online. The customer's monitor will therefore display a comprehensive compendium of the day's news relating to his/her **Themes** and **Subjects**. The news feeds are updated every hour. In addition to the online news feeds, the customer can request that the latest relevant publications be e-mailed hourly or daily.

## MEDIA ANALYSIS

MY INTEGRUM's **Media analysis** tool provides analyses and generates ready-made, formatted analytical **Reports**, all based on user-selected Themes.

The **Reports** may contain a selection of **full-text** mass media publications for a specified time period and/or analytical information in the form of charts and graphs using parameters set by the customer.

You can track documents relevant to your personal Themes and Objects as RSS feeds without having to visit our website



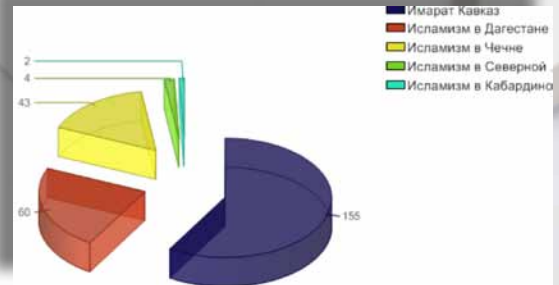
Caucases  
09.07.2012 - 16.07.2012

Сообщения | Объекты | Динамика | СМИ

Статистика | Характер упоминания | Рейтинг по количеству

Семантическая карта

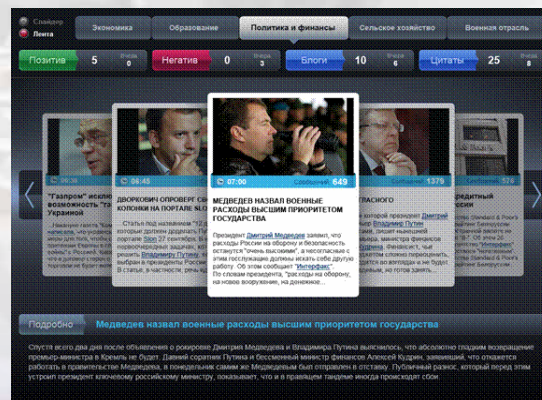
Объекты	Всего публикаций	Главная роль	Нейтральные публикации
Имарат Кавказ	155	11	90
Исламизм в Дагестане	60	42	59
Исламизм в Кабардино-Балкарии	2	0	2
Исламизм в Северной Осетии	4	2	4
Исламизм в Чечне	43	8	43



**MEDIA ANALYSIS** allows you:

- to view the ratio of positive to negative publications;
- to trace trends in mass media publications in all Subjects being monitored by the customer (once a day for weekly monitoring, once a week for monthly monitoring);
- to receive data on the mass media with the highest number (more than 2% of publications relevant to the Subjects being monitored);
- to trace trends in mass media publications in all Subjects being monitored over a specific time period;
- to sort the publications by region;
- to evaluate the readership of selected publications.

## USE MY INTEGRUM ON IPAD



**TO LEARN MORE ABOUT INTEGRUM'S SERVICES, SUBSCRIPTION OPTIONS, AND HOW TO RECEIVE A FREE TRIAL, PLEASE CONTACT OUR CUSTOMER SERVICE CENTER:**

TEL.: +49 172 313 06 73 (EUROPE)

TEL.: +1 201 573 94 59 (USA)

TEL./FAX: +375 17 216 14 36 (CIS)

TEL.: +7 499 754 57 59 (RUSSIA)

SUPPORT@INTEGRUMWORLD.COM

WWW.INTEGRUMWORLD.COM