Media Info Groep

Cutting through the noise of 100,000+ media sources with IDOL to deliver relevant and timely news items

Who is Media Info Groep?
Media Info Groep is the specialist media monitoring and analysis partner in The Netherlands. It monitors over 100,000 sources each day, including tens of thousands of websites and social media platforms, 50 national and regional radio and TV channels, and 3,000 newspapers, magazines, and trade journals for its 3,500+ clients, including Red Bull, ING, L’Oréal, Jaguar, Dyson, Suzuki, Sheraton, and KraftHeinz.

Online Media Era Requires Faster Search Response
Rather than just provide a news clipping service, Media Info Groep gives its clients the story behind the news, providing insights into trends and noting differences in tone of voice and sentiment. It delivers real-time content through online portals and dashboards. As time went on, and online media began to grow in importance, the number of sources grew from some 2,000 to over 100,000, requiring a sophisticated content archive, hosted in a Microsoft SQL database. It was at this point that the company decided it needed a more robust solution to search its database of over 250 million documents.

Mark Reisz, CEO of Media Info Groep, takes up the story: “The biggest challenge wasn’t even the number of documents, but the fact that every day we store up to 80,000 new documents. Whereas years ago, clients might have been happy to wait a couple of days for their news results, today a much more instant response is expected. This is where Micro Focus (now part of OpenText™) IDOL came to the rescue for us.”

IDOL Searches 250 Million Documents to Deliver Results in Seconds
OpenText™ IDOL provides a single processing layer that gives users a real-time contextual understanding of both structured and unstructured data. This enables Media Info Groep to access many different media sources to monitor and analyze the information in a single user interface. For radio and TV, Media Info Groep uses a speech recognition engine. This advanced

At a Glance
- **Industry**: Media
- **Location**: The Netherlands
- **Challenge**: Adapt to more sophisticated client requirements with the explosion of online media content and ensure a quality service filtered from 100,000+ sources
- **Products and Services**: IDOL
- **Success Highlights**:
  + 100,000+ sources generate 80,000 daily new documents
  + Reduced client response time from days to an hour
  + Simple search responses within seconds against 250 million documents
  + 50% reduced manual intervention by reader team through IDOL automation
  + AI-capability key in competitive benchmarking

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MARK REISZ
Chief Executive Officer
Media Info Groep
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IDOL AI-Capability Provides Added Value

AI-driven IDOL sentiment analysis and named entity recognition helps Media Info Groep clients understand how they are being presented to their customers, identify trends, and pinpoint regional sentiments. This enables them to quickly react to any negative information. “It still impresses me every day how we run an IDOL query against a database of hundreds of millions of documents and receive the results within a couple of seconds,” comments Reisz. “And not just a simple result listing, but a helpful summary and relevance ranking. We reduced our reader team by half and still produce the same quality of content with IDOL.”

He concludes: “IDOL provides us with a solid and reliable service that our entire business model depends on. Without IDOL we could not deliver quality content to our clients in a timely manner.”

Learn more at
www.microfocus.com/opentext