



PRNet, Turkey, is a Media Monitoring and Analysis company serving over 300 corporate clients.

The company acts as a strategic partner for communication specialists and executives, aiming to develop their corporate reputation and assess the results of their communication strategies. PRNet provides access to their online database where customers can search more than 25 thousand clips and 80 million results stored since 2000, survey 4,500 pages of newspapers and magazines, view videos of 74 TV channels recorded on a 24/7 basis, and access more than 1,000 Internet portals.

According to ISO 500 research, 7 of the top 10 Turkish companies, and 84 of the top 100, prefer PRNet for serving their media-monitoring and industrial information needs.

## Press Clipping Solution DALIAN 2.0 for PRNet

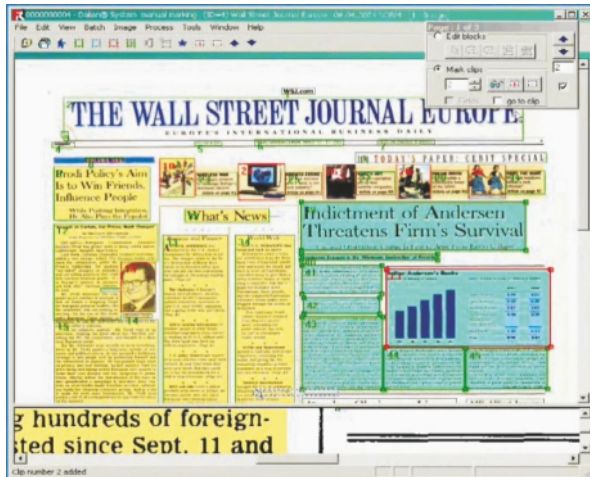
For more than a century, daily, systematic analysis of printed media has been an important tool for successful businesses worldwide.

For more than century, daily, systematic analysis of printed media has been an important tool for successful businesses worldwide. Throughout those years, the rustling of pages and jingle of scissors were the constant audio background for media clipping process.

The arrival of the digital age changed the scene. Fewer and fewer scissors were used as agencies switched to scanning printed material. Paper no longer left the scanner room, and reading was done from computer monitors.

Overall, the processing of newspapers and magazines still required too much human input to automate, so the amount of labor spent by media clipping companies remained largely unchanged. In the early-90s OCR programs worked for letters and faxes, but were useless when confronted with the complex layout and font variety of newspapers.





In 1997, a Turkish media research company named PRNet approached ABBYY Software House, the manufacturer of FineReader OCR products, with a request to design a system for streamlining the clipping process. Dalian 1.0 went into operation in 1998, delivering subscribers a previously unheard of service. As early as nine in the morning, subscribers could log on to PRNet's web site, click on their own customized albums, and view a new page with clippings from that day's morning newspapers. Only clippings containing this subscriber's keywords went to his/her albums. Content was delivered as text and pictures in HTML format, allowing the subscriber to copy & paste it into other software for distribution or editing. Pictures were also delivered and keywords were highlighted. All major Turkish publications were covered (50 titles). The clippings were preserved in an MS SQL Server database for long-term storage and future reference.

This was achieved with an average staff of 14 operators, a great efficiency compared to less-sophisticated systems. The workload was largely



shifted to unattended computers: OCR PCs were rack mounted 10-units-tall to fit into a single room, with one hot-switchable monitor for control.

When the new version of FineReader OCR was released, PRNet invited ABBYY to migrate Dalian to this new platform. In accordance with new corporate outsourcing policies, ABBYY transferred the project to ATAPY Software, an IT development company specializing in custom OCR tools. In addition to migration, PRNet asked ATAPY to add web-based administration, system statistics and reports, a web client for extended media search, improved output for clippings, along with other features and enhancements.

The new Dalian 2.0 went into operation in 2003. It provides media insights to approx. 80 clients, including the Turkish offices of Alcatel, Compaq, Toyota, Uniliver, Vestel, CNN, Reebok, and Siemens, as well as such local giants as members of the Koc Group and leading Turkish banks.

The dramatic improvement in recognition rate, the ability to employ home-based operators working through web interfaces, and other advancements in system functionality and manageability place Dalian 2.0 in the top ranks of modern press clipping software solutions.



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