



## News and Social Media Metabase

**Pull Moreover Technologies' industry-leading feed of feeds, then integrate into products or push content to employees, clients or website visitors via intranet, portal or other custom application.**

The Moreover Technologies Metabase offers timely access to the entire repository of news articles and social media posts. The Metabase powers business media and trend monitoring applications for Forbes Global 2000 organizations worldwide. Web-standard XML enables ready indexing by most search and database technologies and efficient deployment into virtually any application environment.

### How it works:

- 1 Select Metabase feed scope and frequency retrieval options and settings for news, blogs, microblogs, videos, photos, wikis, forums, reviews, and more;
- 2 Pull feeds on a requested schedule for filtering, formatting and storage within proprietary applications;
- 3 Present/distribute relevant, timely information to appropriate audiences.

**Metabase customers—including leading search engines, business networking sites, vertical industry search portals, financial information services, and news and social media monitoring companies—can:**

- Get a “feed of feeds” from the industry’s pioneering ping server—containing all desired news and social media headlines, extracts and original article links
- Present and/or distribute content—filtered and tagged based on viewer/user requirements
- Access nine million-plus locations through MetaCarta geodata; and conduct sophisticated OpenCalais semantic searches

*“...excellent content, easy-to-use interface and full integration with our intranet were key to acceptance with minimal effort required for change management and end-user training.”*

Rossen Roussev, Head of External Intelligence at Royal Dutch Shell, embedded Newsdesk for all staff

**More News. More Social. More Often.**

## Millions of News articles and Social Media posts

**From the trusted global news aggregation pioneer and Social Media monitoring specialist.**

Since 1998, Moreover Technologies has given corporate customers worldwide direct access to comprehensive, yet targeted, real-time relevant business and consumer information, from the Web’s most read and respected sources. Select from 800+ searchable industry categories across 100+ countries and 50+ languages. Go to [www.moreover.com](http://www.moreover.com) to get the latest source and result tallies in our rapidly expanding Metabase.

## Enhanced Social Media monitoring

- **Blogs** (e.g., WordPress and Blogger)
- **Podcasts** (e.g., NPR)
- **Microblogs** (e.g., FriendFeed, Google Buzz)
- **Social Networks** (e.g., Facebook, LinkedIn Answers)
- **User Comments**
- **Video/Photo Sharing** (e.g., YouTube and Flickr)
- **Forums** (e.g., vBulletin)
- **Consumer Reviews** (e.g., Amazon and TripAdvisor)
- **Wikis** (e.g., Wikipedia)
- **Classifieds** (e.g., Craigslist)

[www.moreover.com](http://www.moreover.com)

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