

net̄emic

Presentation to the
Global Information Industry Summit

i|feed

September 11th, 2008

Why we're in business

- Social media has transformed the new media environment
- Structured access is a vital requirement for a growing number of industries - from PR to digital publishing
- Enterprise users recognise this need and will pay for solutions that offer structured access to this fast-growing body of online content

The iFeed platform

- iFeed discovers, aggregates and republishes social media content
- iFeed has been built from the bottom-up, giving it superior discovery & aggregation abilities
- iFeed can be leveraged to a variety of user applications:
 - web-based UI for Agencies
 - data service for content aggregators
 - republishing device for media users

The iFeed interface

projects

[+ Create Project](#)

Project Name	Actions
BBC	
CW	
JWT	
London Mayor	
Market Rumours	
netemic	
Risk	
Royal Mail	
WPP	

monitor

[+ Create Category](#)

Candidates	(100+)			
Boris Johnson...	100+			
Ken Livingston	100+			
london mayor ...	15			
london mayora...	100+			

[Add](#)

Themes (0)

clipstream

[View all clips](#) [Share](#)

Pages: 1 2 3

Article	Actions
Sweaty Sutton-ites get shower surprise	
After London Deputy Mayor resignation, more Conservative problems	
Boris Johnson Admits He Was 'Misled'	
Ken Livingstone on Boris Johnson's	

project : London Mayor

Logged in as netemic [logout] iFeed

Items containing 'Boris Johnson mayor of london'

Video Results [hide]

powered by YouTube

Feed Results | Showing 100 items out of a total 100+ [hide]

Max Age: 1 Month Min Relevance: 0%

Categories: [Mainstream general \(100+\)](#) [Mainstream specialist \(52\)](#) [Recognised blog \(40\)](#) [Personal blog \(100+\)](#) [Forum \(5\)](#)

Countries: [United Kingdom \(100+\)](#) [United States \(100+\)](#) [Germany \(1.8\)](#) [Europe \(1\)](#) [United Kingdom \(0\)](#) [Other \(0\)](#)

[\[Mark all as read\]](#)

SEP 3 **Boris Johnson named GQ's Politician of the Year**

Relevance: 100%
Category: [Recognised blog](#)
Source: [24dash.com ATOM feed](#)
Country: [United Kingdom](#)

SEP 3 **Sweaty Sutton-ites get shower surprise** Published

Relevance: 12%
Category: [Personal blog](#)
Source: [PT Guru](#)
Country: [flag](#)
Posted By: Mike Berry

SEP 3 **London crime maps are launched - BBC News**

Relevance: 96%
Category: [Mainstream general](#)
Source: [BBC NEWS | UK | England | London](#)
Country: [United Kingdom](#)

London Mayor iFeed

[Share](#)

September 3, 2008 (1 item)

08:40 [Sweaty Sutton-ites get shower surprise](#)
Guru | Clipped less than a minute ago

July 9, 2008 (1 item)

19:06 [After London Deputy Mayor resignation, more Conservative problems](#)
Dear Kitty. Some blog

July 8, 2008 (2 items)

11:20 [Ken Livingstone on Boris Johnson's administration and women in...](#)
24dash.com ATOM feed

10:46 [Boris Johnson Admits He Was 'Misled'](#)
MayorWatch

July 6, 2008 (1 item)

23:00 [Livingstone blames Johnson for scandal involving deputy mayor](#)
The Independent - UK Politics RSS Feed

July 2, 2008 (1 item)

iFeed Agency

discover, monitor, engage

- Persistent search technology allows multiple online conversations to be identified and monitored right across the Web
- Easy-to-use User Interface enables users to zoom in on results that fulfill their own date & relevance preferences
- iFeed's unique *Clipstream* function lets users share results with others, enabling effective, real-time engagement strategies with consumers

About Netemic

- Founded in 1Q06, Netemic develops online content discovery & analysis technology under the iFeed brand
- 4 shareholders; £160,000 investment; zero debt
- Core revenues generated from iFeed Agency product launched in 4Q07
- Looking for funding and/or trade investment to broaden product and market reach

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