The Greater China Information Gateway

Presented by:

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Wisers Information Limited
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Wisers is DATA-POWERED

12,000+

sources of news & information

2.1 Billion

items archive dating back to 1979

3.5 Million

new items per day in average

- Originated since 1992 from Chinese University of Hong Kong
- Established in 1998
- World’s leader in Chinese media and marketing intelligence
- Coverage throughout Greater China, and all over the world
Difficulties

- Locate **regional** information sources
- Searching through **different platforms** and engines
- Consolidating **fragmentized** information
- Browsing **randomly** on various social media
- Reading **old physical** articles

How **Wisers** Makes a Difference

- Regional perspective
- **Single** platform
- **Total archive**
- Public opinion on social media platform from **one source**
- **Full digital** historical data
Case Sharing

“A social science researcher needs media sources of recent RMB depreciation in greater China region for comparative analysis.”
**News Comparison from WiseSearch**

13th August, 2015

**China Daily**
The first and unique international English newspaper in China

**South China Morning Posting**
Hong Kong's premier reputable English newspaper

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**Yuan’s devaluation a stabilizing move**

The devaluation of the yuan for the second consecutive day has attracted global attention, as the central parity rate of the yuan was reduced by 1.9 percent to 6.3086 against the US dollar on Wednesday, according to the People’s Bank of China's Foreign Exchange Trading System. Comments:

The monetary market is a complex mechanism that requires international coordination. China’s monetary authority should be given a little more time, but as long as the depreciation remains slight and moderate rather than a sharp drop, the advantages outweigh the disadvantages. This round of exchange rate adjustment doesn’t indicate that the yuan is just about to be revalued.

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**DEVALUATION RERUN JOLTS MARKETS**

**ECONOMY**

The yuan's devaluation move is aimed at making the currency more attractive as a reserve currency, reducing the current account surplus, and reducing the risk of asset bubbles. The move will likely lead to a slowdown in economic growth, as China's economy depends heavily on exports and foreign investment.

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13th August, 2015

**The Sun**
One of the most famous local Chinese newspaper in Hong Kong
Wise Search for Vertical Industries
A Great Research Tool with Specific Industry Focus

- Comprehensive & Classified Industry News
- Efficient & Powerful News Search
- Agile Comparative Analysis
- Real Time Event Tracking
- Deep Integrated Industry Report
Wise Search for Vertical Industries
A Great Research Tool with Specific Industry Focus

Covering 6 main industries in the region
- Automobile
- Medical
- Luxury
- Food & Beverage
- Banking
- Insurance

Extensive Industrial Coverage
- Up to 150+ Companies
- 900+ Models
For each covered industries

Media Coverage per industry
- Up to 800+ Printed media
- 110+ Websites
- 400+ Forums
- 30+ Blogs/ Sina Weibo
For each covered industries

Agile comparative analysis
- Customized campaign
- Side-by-side comparison

Intuitive Search
- Companies / Brands / Models
- Thesaurus keywords
- Specific period

Industry Report
- Real time event tracking
- Deep Integrated Reports
Wise Search for Vertical Industries
A Great Research Tool with Specific Industry Focus
WiseSNS
A Social Media Intelligence Solution
• Monitor reputation and public opinions
• Accurate sentiment analysis
• Auto keyword discovery

WiseEnterprise
Intelligent Media Monitoring & Analysis Solution customized for your specific needs
• Continuous Monitoring platform
• Automatic news tracking by folders
• Intelligent dashboard in real-time
• Well-categorized cross-media result
• Flexible DIY Folder

1,500+ influential social networks in Greater China, including FB, Weibo, WeChat...
We Provide

Information Database

Media & Market Intelligence

Industry Solutions

Customised Services
Denise Che
Chief Executive Officer

Thank You