The Greater China Information Gateway

Presented by:

Denise Che
Chief Executive Officer
Wisers Information Limited
11th September, 2015
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
Social Media
- Public opinions
- Social impacts

Website
- Live news
- Independent media

Print Ad
- Strategies
- Media spending

Broadcast
- Video and audio clips
- Visual facts

News Agency
- Press release
- Official announcements

Magazine
- Cover stories
- Analysis

Newspaper
- Editorials
- News covers

1998

2000

2007

2008

2011
Case Sharing

“A social science researcher needs media sources of recent RMB depreciation in greater China region for comparative analysis.”
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 15 percent to 6.8306 against the US dollar on Wednesday, according to the China 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 decline, the advantages outweigh the disadvantages. This round of exchange rate adjustment doesn’t indicate that the yuan is on track to weaken. The market is watching the yuan’s behavior closely, and the currency is expected to remain stable.

13th August, 2015
China Daily
The first and unique international English newspaper in China

DEVALUATION RERUN JOLTS MARKETS

DEVALUATION RERUN JOLTS MARKETS

DEVALUATION RERUN JOLTS MARKETS

ECONOMY

DEVALUATION RERUN JOLTS MARKETS

South China Morning Posting
Hong Kong’s premier reputable English newspaper

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
- Up to 900+ Models
For each covered industries

Media Coverage per industry
- Up to 800+ Printed media
- Up to 110+ Websites
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...
Thank You

Denise Che
Chief Executive Officer