



We've got Albanian media covered

Media Monitoring Experience

MCMonitoring has established a solid reputation over the years, working with numerous local and international clients providing News Media Monitoring reports as well monitoring of Advertising and Media Intelligence.

In News Media Monitoring,
MCM system process, capture and index monthly:
29,000 print articles and
350 Hours of video broadcast,
MCM system identifies and delivers monthly:
5200 relevant articles and stories,
50 hours of video and
60 customized news monitoring analysis.

In Marketing Activities Monitoring
MCM system process, capture and index monthly:
2,000 articles and
10,000 Hours of video broadcast,
MCM system identifies and store monthly:
7000 advertising events,
20 new TVC and
40 marketing analysis reports.

With great people, innovative technology, extensive coverage and rigorous research, our reports allows our more than 100 clients monitor their interests across media, and analyze their brand or message. We are proud to serve to companies like Vodafone, P&G, Birra Tirana, Sarantis, Red Bull, Usaid, Chipita, S.C. Johnson, Colgate-Palmolive, Elka, World Learning, Albancorp, Arseni, Media 6, Agna Group, Interbrands, Infosoft, Top Media, FMAA, Chemonics International, R&T Group, Pascalin, Amc, Publicis, Grey, New Moment, Ashley&Holmes, Jwt, Media&Advertising

Since the founding, MC Monitoring has always provide outstanding media monitoring service, by combining the analysis conducted by highly qualified and experienced team the well established and tested technology. At MC Monitoring, where a continuous effort is made to remain in tune with industry's best practices and technology offerings by partnering with leading providers internationally.

MCM
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