



Take control of your media

WHO WE ARE:

Push Observer is a state of the art media monitoring firm that also specializes in social media monitoring, media analysis, market insights, and digital media clipping. Push Observer provides an unmatched platform for capturing, storing, and reporting of broadcast content from multiple TV & Radio channels. Push Observer is Tanzania's first 24/7 real-time reporting firm and brings new levels of efficiency and transparency to critical broadcasting tasks.

WHAT WE DO:

- Digital Media Monitoring
- Social Media Monitoring
- Media Analysis
Market & Competitor Insights
- Digital Media Clipping
- Digital Media Repository

CHANNELS WE ARE CURRENTLY MONITORING

TV

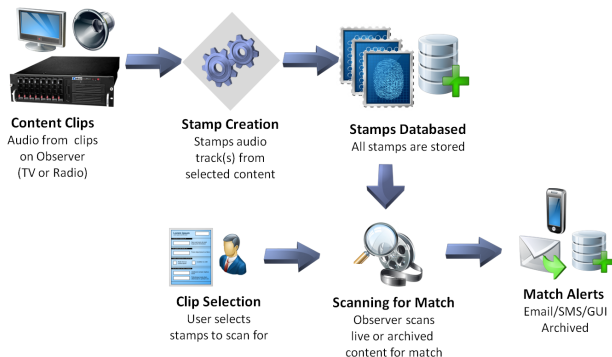
1. ITV
2. TBC
3. C2C
4. Channel 10
5. Star TV
6. EATV
7. Mlimani TV
8. ATN
9. Clouds TV
10. Capital TV
11. DTV

* New stations are constantly being added

RADIOS

1. Clouds FM
2. Radio Free Africa
3. East Africa Radio
4. Radio One
5. TBC 1
6. Kiss FM
7. Magic FM
8. Uhuru
9. Choice FM
10. Times FM
11. Wapo
12. Passion
13. Tbc local
14. Capital
15. Tumaini

HOW IT WORKS



THE PLATFORM



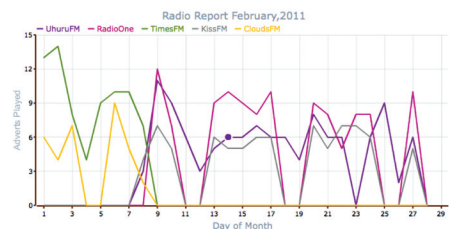
BENEFITS TO MARKETERS:

- Specifically tailored to marketers and agencies
- Provides reports every 5 minutes as opposed to weekly/monthly
- Get a regional perspective on where and when ads are being broadcasted
- Cost-savings – avoid leakage of ad revenue
- Insight on what your competitors and the industry as a whole are doing

KEY FEATURES:

- Easy-to-upload & manage your media plan
- Customized client web interface
- 24/7 web access!
- Standard e-mail and SMS reporting
- DASHBOARD

Radio Station Comparison Report



PRODUCTS

Observer BASIC (For up to 5 media stations monitored)

- Daily reports sent via email to up to 5 users within your organization.
- SMS alerts
- Basic Customer Specific Broadcast Reports
- Dedicated Account Manager

Observer PREMIUM (For All Stations Monitored by our system in Tanzania)

- Daily reports sent via email to an unlimited number of users within your organization
- SMS alerts
- Easy to Use Web-based Dashboard and Data Access Portal
- Portal access for an unlimited users within your organization.
- Basic customer specific market competitive insight Reports
- Customized Dashboard

Observer PROFESSIONAL (For All Stations Monitored by our system in Tanzania)

- Daily reports sent via email
- SMS alerts
- Portal access for an unlimited users within your organization.
- Advanced Industry Specific and Customized for Customer Requirements market insight Reports.
- Advanced Advertising Industry Insight Reports
- Customized Easy to Use Web-based Dashboard and Data Access Portal
- All reports, updated every 5 minutes
- Media Channel Contract Management
- Dedicated Account Manager
- Social Media Monitoring and Analysis
- Mobile Advertising Monitoring
- Dedicated Media Analyst
- Short Code SMS Feedback Loop

CONTACTS

Contact our Account Executives today.

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