

PRESS RELEASE

Levallois, 5th december 2021



Omedia announces a new press review service

Omedia, a market research and media analysis company in sub-Saharan Africa, is now making a new press review service available to advertisers, players and economic operators.

This personalised service is available in French and English and reports on both print and digital media. It is based on a review which deals with a wide range of generic themes such as current affairs, national economy and politics among others, as well as more specific themes related to the subscriber's sector, category, field of activity or brands, as requested.

This review mainly covers the daily press in Côte d'Ivoire, Senegal and Burkina Faso and also includes Pan-African digital media.

In plain terms, every morning, subscribers to the service receive an email summarising the day's articles relating to the chosen themes, with a direct link to their personal space on the Omedia web platform to find the summary and the entirety of each article sorted by theme and by section.

Karim Konaté, Managing Partner of Omedia, commented: ***"With this service, our customers can identify and quantify their media impact and assess its content to measure their reputation and adapt their communication, or even benchmark their competitors and monitor the market."***

Find out more: [click here](#)

PRESS RELEASE

Omedia extends its offering with a new press review service



About Omedia

Omedia is a market research and media analysis company in sub-Saharan Africa. The company brings experience and knowledge of the African continent, both through its established local operations and presence in Senegal, Mali and Côte d'Ivoire, and its current coverage of 16 countries in West and Central Africa: Senegal, Mali, Guinea, Guinea-Bissau, Gambia, Mauritania, Niger, Burkina Faso, Côte d'Ivoire, Togo, Benin, Gabon, Congo, Cameroon, Democratic Republic of Congo and Sierra Leone. Omedia also draws on the expertise of its advertising monitoring and media investment analysis department: TV, radio, press, posters and digital.

The company's understanding of local issues gives due consideration to the specific characteristics of each country. It is backed by a network of in-house trained interviewers, consistent with the objectives of its surveys, whether face-to-face or via its call centres based in Dakar, Abidjan and Bamako.

More information here : www.omeia-group.com/

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