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GENERAL SENTIMENT LAUNCHES TV BRAND MATCH TECHNOLOGY THAT OFFERS INSIGHT INTO THE BEST BRAND MATCHES FOR ANY TV PROGRAM OR NETWORK

Based on Social Analytics, TV Brand Match Discovers What Viewers Actually Care and Talk About

JERICHO, NY, August 17, 2011 – General Sentiment launched its new TV Brand Match technology today that discovers what viewers actually care and talk about, thus providing the best brand matches for any television program or network.

General Sentiment's patent pending TV Brand Match technology isolates the people that are involved -- viewers of television shows, advocates for brands and products and even people that just talk actively about certain topic areas, such as music, food, automobiles, smartphones, etc. By analyzing the number of people that exist in both TV Viewer and Brand Advocate channels, General Sentiment is able to deduce the best brand matches for any television program (or network), making the product attractive to not only the television industry but to media buyers and the brands themselves.

"The television advertising industry is a \$70B industry that is based on a very simple premise: If you are a brand looking to reach a large audience, then TV is the way to go," said Greg Artzt, CEO of General Sentiment. "Understanding the size or demographics of a television audience is only half the battle. The other half is understanding what these viewers actually care about. Now, with our leading edge technology based on social analytics, we can do this."

TV Brand Match is an intuitive product. You start your search by choosing either a network and corresponding television show or an industry, brand and product. From this point, you view possible matches based on ranked recommendations for your show or brand based on fans' common interests and online activity. Ultimately, the product allows users to examine Brand Match metrics to determine the most effective advertising buy.

Historically, the benchmark for determining the reach and cost for these ad spots has been controlled for decades by Nielsen.

“The only products in the industry that come close to General Sentiment’s TV Brand Match are survey-based studies like Simmons and MRI, which have been around for decades. But that’s history.... It’s too slow, too expensive and too small a sample,” said Artzt. “General Sentiment’s TV Brand Match will soon be a necessary component of every single television media purchasing negotiation.”

For more information on TV Brand Match, go to www.generalsentiment.com.

About General Sentiment

General Sentiment is a social media monitoring and analytics company delivering insights that change the way brands make product and marketing decisions. Fueled by large-scale natural language processing and text analytics developed over the course of seven years of university research, General Sentiment monitors and interprets online conversations, discovering actionable social insights for its clients.

General Sentiment is a trusted source of industry intelligence, offering quarterly reports which rank and analyze brands across various sectors. It also provides a dashboard, an API and a custom reporting service, all of which allow corporate executives to comprehensively understand brand perception, identify trending topics in specific industries and optimize the effectiveness of marketing campaigns.

For more information, visit www.generalsentiment.com.