



## **iQ media Expands Free SMS Text Alert Service**

*New Release of iQ messenger Provides Text Alerts with Video Playback*

Doylestown, PA, October 28th, 2013 – iQ media, the media intelligence platform technology leader, announced the second release of its free iQ messenger alert service.

The free service has already sent thousands of SMS text alerts to users whenever their designated terms are mentioned on TV. The new release provides a link to view a 30 second video segment around what they are looking for.

"Today's release is the first in a series of enhancements that leverage the web to deliver richer information to our text service users," said Kye Strance, Senior Vice President of Products at iQ media. "Users love getting notifications right on their phones, but there is only so much information you can squeeze into a SMS text message, so we've provided a way for users to now watch the video right from their texting platform."

Text messages will include information on the segment such as show title, date and time of airing and network. A link to the video is embedded into the text where users with smartphones can simply touch the link to see the video, which is enhanced for mobile viewing.

"This is the only SMS text alert service in the industry, so we've had a lot of interest," said John Derham, CEO of iQ media. "Today people are demanding information delivery to their platform of choice – and increasingly that platform is the mobile device they carry with them. We were proud to be the first company to introduce a free notification service that fills a critical need, and today we're proud to be taking it to a new level."

Current users of iQ media's messenger alert service will start receiving the improved messages immediately. New users can register for the service by [clicking here](#), and they too will receive the upgraded text messages when their search terms are mentioned on air.

### **About iQ media**

iQ media is leading the most important technology transformation in the history of broadcast TV, online news, and social media monitoring. It is the transformation from traditional media monitoring services to Media Intelligence Platforms. iQ media's cloud-based database, cliQ, empowers clients to move beyond media monitoring to proactively leverage media content to drive topline revenue and further their strategic communications goals. Learn more at [www.iqmediacorp.com](http://www.iqmediacorp.com).