**iQ Media Corporate Website**

**Stop-Gap Updates – August 2012**

**About Us Page**

Headline:

About iQ Media

Copy:

iQ Media is leading the most important technology transformation in the history of broadcast media monitoring. It is the transformation from traditional media monitoring services to media intelligence platforms. Our product, cliQ, empowers our customers to move beyond media monitoring to proactively leveraging media content to further their strategic communications goals.

Broadcast TV continues to be the most important influencer of public opinion and buying decisions, and it is the first place most people turn to for breaking news. Yet the technology infrastructure for monitoring TV media is aging, has not been fundamentally updated for years, and was not designed for the Internet age.

At iQ Media, we have developed the Optimized Media Cloud – a new way of accessing content that effectively integrates broadcast media with the new information delivery channels increasingly preferred by today’s end users: email, social media, and streaming content directly to smartphones, tablets, and computers.

Our customers use cliQ to find, share, manage, and leverage media content in ways that simply were not possible just two or three years ago. They have moved from relying on monitoring tools that only help them discover the past to actionable capabilities that enable them to use media content to change the future.

Any organization with an important message or brand needs to activate the media, not just monitor it. Our customers include political organizations, professional sports teams, universities, collegiate athletic programs, PR agencies, non-profits, and major consumer brands.

Seeing is believing – contact us for a short glimpse of what cliQ can do. Step up to the new world of possibilities that a media intelligence platform can deliver to your organization.