

pressrelations Becomes the First Media Intelligence Company with Presence in the Entire DACH Region

Vienna, June 1, 2021

International media intelligence provider pressrelations opens its first office in Vienna with a management team of five Austrian industry experts. This marks the creation of the first full-service provider of monitoring and analysis services with offices in all countries of the DACH region (Germany, Austria, Switzerland) and a comprehensive media set for the three markets. Jan Klima will take over the management of the newly created pressrelations Austria.

“We are very happy that we now also have representation in Vienna with Jan and his experienced team,” says pressrelations Managing Director Jens Schmitz. “Our clients now have the ability to monitor the entire DACH region with all essential media data and with unified criteria for analysis and benchmarking,” says Katrin Frei, Managing Director pressrelations Switzerland.

Six weeks ago, the media intelligence provider announced the merger with the former NR SWISS AG in Stans and Zurich and now has offices at twelve locations around the globe, including Austin (Texas), Dublin, Moscow, and Singapore. In addition to its international partnership network – pressrelations is a member of AMEC, FIBEP, and the GMI Alliance – new clients in Austria will also benefit from the numerous features of the proprietary media intelligence portal NewsRadar.

It comes with scalable modules which include customizable live dashboards, crisis alerting, and owned media monitoring, as well as content and influencer research. It is also equipped with a Fake News Monitoring feature that was developed in cooperation with NewsGuard and is unique in the industry; it allows for a prompt evaluation of the trustworthiness of the media source and can be set up as an early warning system.

“In pressrelations I have found an ideal partner to help me raise media monitoring and analysis standards in Austria to a new level,” says Jan Klima, Managing Partner at pressrelations Austria. “The award-winning tool for early trend detection FirstSignals and the virtual newsroom solution integrated into the NewsRadar technology will fully satisfy the requirements of communication experts.”

About pressrelations

pressrelations is a leading media intelligence firm providing insightful solutions to storytelling experts. It delivers an effective value-add to professional communicators and measurement practitioners across the globe through our proprietary, AI-driven technology and the vast expertise of our team of media analysts. pressrelations offers the award-winning trend detection technology FirstSignals, the industry-leading monitoring and analytics platform NewsRadar, easily scalable newsroom solutions as well as tailor-made PR evaluation projects. Today, with over 20 years of industry experience, pressrelations operates out of offices in Austin, Dublin, Vienna, Berlin, Zurich, Sofia, and other cities worldwide. The company works with over 700 global brands, government bodies, and NGOs on communication planning, controlling, and evaluation projects.