

InnoVatio Publishing Ltd created and has since been regarded as an influential platform for social change and innovation. Prof. Bela Kada, behind the Hungarian reforms that played a part in the collapse of communism, used InnoVatio as a vehicle for relaying the message to the Western World.

InnoVatio bloomed as a host for thoughtleaders. Seminars, conferences, and concerts held on neutral ground and it became the incubator for new universities, institutes, publishing houses and business hubs to understand the essence of business beyond just making money.

1989

After the fall of the Berlin Wall, InnoVatio coined the phrase, "wall in the head", in reference to the continuing state of mind of many Germans - Still used amongst the public today.

1993

InnoVatio founded the first Media Tenor Research Institute in Bonn, Germany, to study the influence of media on society and change based on pure content analysis.

1994

First Media Tenor Journal was published in

First study on the German federal election campaign and the political sentiment analysis by Media Tenor adequately captured the trends.

1995

Media Tenor founded the International Media Monitor Association in Washington D.C. in cooperation with the Center for Media and Public Affairs.

1996

Offices in Dover, UK and Ostrava, Czech Republic, and Leipzig opened.

> Pioneering in internet-based media intelligence through clippings and issues monitoring.

Media Tenor pioneered Media Tenor SA partner with real-time analysis of election debate, looking at visual and rhetoric strategies.

Ten Golden Rules of Reputation Management developed. Testing with Prof. Bob Eccles at the Harvard Business School and reputation experts from PWC confirmed accuracy and

2002

First studies regarding analyst statements' impact on share prices from internet and TV shows.

2001

The "Most Quoted Media" ranking published plobally, proving the relevance of media from a content point of view. Leading ind cators for Editor-in-Chief and Publishers added by Kerstin Klemm.

Offices opened in Pretoria, South Africa, and in New York, USA.

Leipzig.

1999

SPD and Gerhard Schröder mandated Media Tenor as part of their German election campaign. "Kampa" Image Analyses created. Ongoing internet monitoring of news groups launched.

Media influences on economic sentiment indicators: ifo business climate index and consumer confidence index developed.

U.S. media analysis begins. Development and testing of the Awareness Threshold Theory.

1998

1997

First English edition of Media Tenor International Research Journal.

the Presidency of South Africa during the UN Aids Conference in Durban.

Media Tenor SA partners with the Department of Environmental Affairs during the World Conference on Sustainable Development in Durban.

Media Tenor analyzes the EU elections in all member states.

Impact of terror news on stock prices and business climate by Prof. Jan-Egbert Sturm (Universität Konstanz) established.

Role of top management in corporate reputation published by Matthias Vollbracht and with Prof. Brettschneider.

2005

scientists and musicians invited to explore he new member states as part of the EU-RO-Caravan, starting in Slovenia and endng with the Beethoven Violin concerto at ne National Museum on Wenzels Square n Prague, Czech Republic

Offices opened in Switzerland, Russia and Namibia. Over 240 Media Tenor analysts are monitoring over 250 global media outlets on a daily basis.

Media Tenor SA's Co-Founder and Managing Director Wadim Schreiner and Prof. Frank Go (Erasmus University) explore the media as leading indicator for country and city branding.

First comprehensive study on the relation of media information on DAX30 companies and stock prices.

Study on the impact of TV news information on consumer sentiment with the IW Halle based on 1995-2005 time series.

2007

Harvard Business Review published our "Reputation Risk" research" with Prof. Eccles and Media Tenor's Roland Schatz.

2010

Launch of the "Trust meltdown" research paper series -Analyzing the role of media processing the financial crisis news and impact on corporate reputation in the banking

Roland Schatz founded together with Prince Ghazi of Jordan the C1 Foundation to support joint efforts with Tony Blair, the Bishop of London, the Grand muftis of Cairo and Bosnia-Herzogovina to overcome stereotypes in the inter-faith dialogue and media coverage.

The OECD nominated Media Tenor as official "Knowledge Partner."

2009

Implementation of Awareness Threshold into an insurance product - Turned into the Reputation Protect Service run first by Allianz SE in 2012.

Media Tenor invited to the present findings on central bank communication and the role of their reputation at the Kings College (Cambridge University) annual course.

2008

The KOF economic research institute (ETH Zurich) launches the European Monetary Policy Communicator Index based on Media Tenor's analysis of the monthly ECB president press briefing as an interest rate forecasting instrument.

Start of long-term analysis of inflation expectations as a co-funded (DFG, SNF) collaboration with the University of Hamburg and the Swiss Economic Research Institute

Results of index measuring the willingness of people in the US, Europe, Asia and the MENA states to dialogue with "the other religion" presented at Davos Summit 2008 for The World Economic Forum.

Published the Global Peace Report with the UN and the Institute for Economic and Peace highlighting the role of media in country image during and after catastrophe/conflict.

Agenda Setter Online Globe published with the German Publishers Association (VDZ) to better understand the role of opinion eaders on the internet.

First African Growth published by Media Tenor SA -Launched at the World Economic Forum in 2010.

Media Tenor SA is part of the communications team of Brand South Africa at the World Economic Forum. The country achieved top five ranking by media prominence during the summit.

On behalf of the National Academy of Science and Engineering and on the occasion of the Acatech round table, Media Tenor launches its analysis on factors of growth in Germany.

2011

Idea of the UN Academic Impact was one of the Agenda Setting Conference workshops under the leadership of Ramu Damodaran. 1,000+ university presidents around the world focusing on teaching and researching join the Millennium Development Goals.

Conference hosted by Media Tenor, together with the Arab League, Amre Moussa and the UN Alliance of Civilization, to understand the role of Social Media during the Arab Spring.

Concept of Agenda Setting Theory expands into the field of diseases. Think thanks, Dr. Christian Kolmer and the joint EU project analyze the role of media on the use of vaccines.

2012

After publishing the CSR Report for several years, Media Tenor joins groups trying to improve the standards defining sustainability on a global scale.

■ Landmark Development New Publication

■ Research Development

New Partnership Opening of a new office

New event

CELEBRATING

Media Tenor celebrates 20 years of accomplished research, partnerships and publications which continue to create benchmarks and indexes as leading indicators of social change.

Participation in a research project on the relation between media information and financial stability in the banking sector (University of Hamburg, Bundesbank).

Economist rating based on their performance regarding media communication, political advisory and academic research in artnership with the Frankfurter Allgemeine Zeitung launches.

Prof. Schwalbach (Humboldt University) confirms correlation of Media Tenor research to elite polls. Back testing of Media Tenor signals on Dow Jones Sustainability Index companies outperformed the market and leads to first Media Signal Driven Fund hosted by the Investmentbank Method in London.

2013

Media Tenor SA invited to be part of an industry panel to discuss the development of new measurements for media impact.

Media Tenor SA represented at the University of Pretoria and Harvard Business School Advisory board on Integrated Reporting.

Study released on the importance of media news regarding the Net Promoter Score TM in the global insurance industry with Bain, Allianz SE, TNS and the University of Munich.

Vietnam office becomes leading hub to work with colleagues in Australia, China and Singapore.