



# Thomson Reuters

## Introduction

This case study of Thomson Reuters is based on a July 2016 survey of 4C customers by TechValidate, a 3rd-party research service.



“The service is invaluable in giving Reuters the other side of the picture that we don’t get with face to face meetings with clients. Clients don’t always give the full picture. The Teletrax service allows us to understand exactly what is going on, and in some cases to the surprise of clients.”

## Use Case

Key objectives for TV monitoring:

- Client renewals
- Contractual compliance
- Copyright protection
- Competitive analysis
- Editorial Analysis
- Engagement and earned media tracking
- Management decision making

## Results

Saves more than 3 hours per week with 4C/Teletrax.

### Company Profile

Company:  
**Thomson Reuters**

Company Size:  
**Large Enterprise**

Key Vertical:  
**News Agency**

### About 4C

4C is a global leader in data science and media technology with solutions for multi-screen convergence. Brands, agencies, and media owners rely on 4C to improve effectiveness across channels and devices.

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