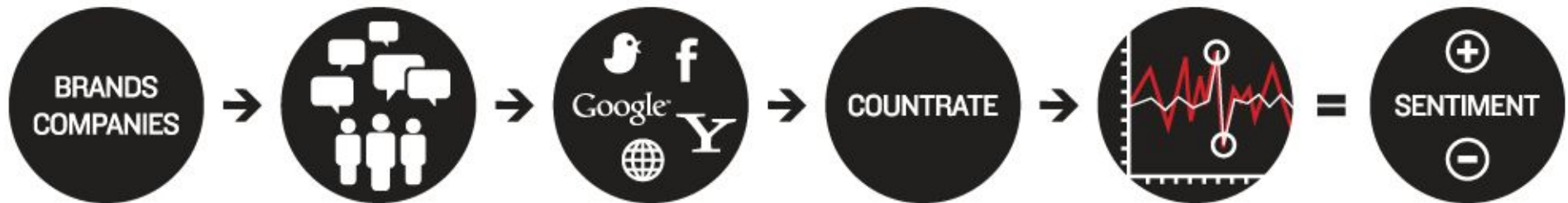


Countrate^{CR}
The world's first open ratings agency.

Quantifying brands through open sources



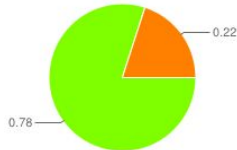
Countrate^{CR}

<http://countrate.com>

How do you quantify brands in online social media?

How do you reduce the answer to this question with something as simple as this pie chart where green is positive and orange is negative?

We believe the answer is Countrate.



Who are we?

We are a European based firm made up by a dedicated team who have spent most of their professional lives analysing and quantifying risk as well as analysing and quantifying creditworthiness of countries and companies. We have leveraged our collective skill sets to produce a live online model that quantifies internet user messages with brands every twenty-four hours, for a rolling 100 day period, using machine learning techniques and human analysis from open data sources.

What do we do?

Our prime objective is to quantify brands in messages in online social media by determining how much the language being used, is positive or negative.

How do we do it?

1. We express a brand **quantitatively** as a value between 0 and 1 where 0 is strongly negative (if your search term was a company, the stock price would have gone down) and 1 is a strongly positive (the compliment)
2. Our results are **deterministically repeatable**, so if you feed the same data into our model, it will always produce the same results
3. That doesn't mean we don't grow over time, we retrain our system **continuously** to accommodate the changing business environment.
4. Our model recognizes that more often than not, you see the same language in both positive and negative language, the **conditional probability** is just different for the two classes and we accommodate that.
5. Our model is most effective at predicting **extreme events**.
6. Our model not only expresses the average feeling of social media users towards your search term, but also **variance** in the sample population (do all the messages contain the same language) and **relevance** (how many messages makes up this language)
7. Our model is **language agnostic** and processes messages in any language.

Why does it matter?

We believe that it matters to know what people are saying on social media about your brand, we believe that it matters to know if it is good or bad and most of all we believe that it matters to know why it is good or bad. The continued exponential growth in mobile devices, network

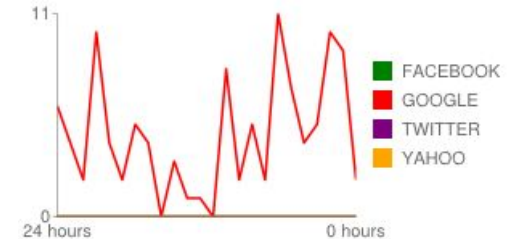
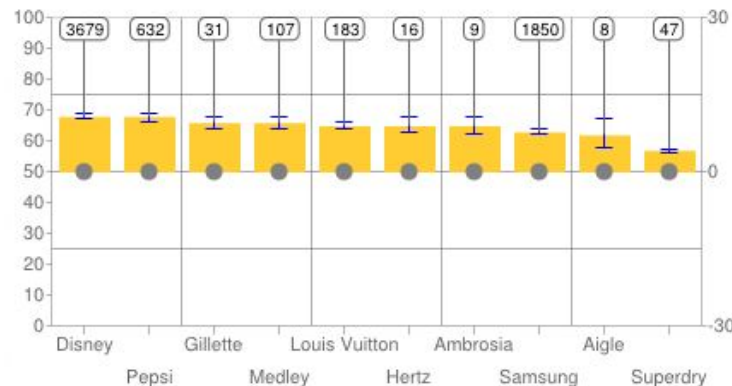
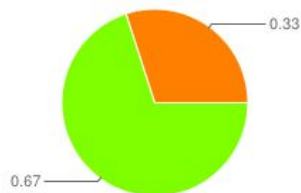
infrastructure and networked devices is driven in part by the social media activities of “likes, tweets, re-tweets, mentions, pins, re-pins” and as a result, mobile data traffic is forecast to grow 26¹ fold from 2010 to 2015. We believe that finding the what people say about your brand amongst all this online activity and incredibly large volume of data, matters.

Value proposition to support your brand

1. We quantify brands in online social media, no matter what language the messages we collect are in
2. No matter when you choose to look at the brands you are following;
 - a. we summarize your brand in a pie chart (green is good sentiment, orange is bad)
 - b. we show all publicly defined brands in a dashboard (you may choose to keep yours private)
 - c. we show the message count
 - d. we show the source of the messages

Total messages in the last 24 hours relating to this search. 4934

Current indicator using daily correlation



¹ Cisco http://www.cisco.com/web/solutions/sp/vni/vni_forecast_highlights/index.html#~Region

3. We correctly correlate with extreme values that represents this language
4. To ensure our reporting is always current, quantification is done hourly
5. We quantify this data from these messages using artificial intelligence methods
6. Our online model operates in real time and so messages with your brand are downloaded and classified automatically which can be viewed through your browser, anytime
7. To make campaigns more quantifiable and meaningful, we generate a unique number that is only used once and does not “collide” with any other numbers on the internet which can be used in conjunction with your campaign so that “tweeting or mentioning” this value anywhere in the world, ties it back **uniquely** to the campaign you are tracking
8. Like many before us, we also believe that if you can’t measure it, you can’t manage it

Why you can’t ignore quantifying your brand online

1. We believe that if you haven’t yet seen the [Socialnomics](#) video clip on YouTube by Erik Qualman about Social Media, then you should
2. Countrate is focused on detecting and quantifying extreme events (how happy or unhappy a user group is and how large that group is)
3. Your firm needs to take advantage of knowing what people in social media say or feel about your brand
4. If it’s important to you, you can understand what is being said about other brands from open sources or what is being said in market categories that are related to yours
5. We provide **objective quantification** as opposed to **subjective amplification**
6. It is humanly impossible to assess millions of messages every hour
7. Correlation in our results shows that our method of quantification works (i.e. we have a strong correlation with predicting stock movement based on our quantification)

8. You can better understand your campaigns this way, as you could
 - a. baseline quantification before, during and afterwards
 - b. see the message count
 - c. tie messages (in conjunction with a social media campaign) back **uniquely** to campaigns

Back-testing, does our model work?

1. No model will be useful unless there is some demonstration, using historical data, that the model produces consistent results
2. Our model should correctly predict a change in what people are saying about a brand when **major events** influence these values
3. We only use extreme values when we correlate our data points which means we ignore the daily “noise” and correlate with a 95% confidence level of the data and as a result, quantify events that have a real impact on their movement
4. As shown below, what is statistically significant (i.e. not to have occurred by chance) is the prevalence of correlations above 0.5 and the closer the values are to 1.0 the more meaningful our correlation is

Correlation with delta < 70% above or below average ignored

GOOG:	-0.26	0.22	0.04	0.33
SBMO.AS:	-0.36	1.0	1.0	1.0
SNE:	0.22	-1.0	0.35	0.08
ABNAMRO:				
FIRE:	1.0	-1.0	1.0	1.0
AAPL:	0.93	1.0	1.0	-1.0
PING:				
France:				
SAB.L:	1.0	1.0	1.0	1.0
Greece:				
RIMM:	0.93	-1.0	0.99	-0.04
VZ:	-0.51	-0.4	0.51	0.79
VOD.L:	0.38	-0.47	0.31	-0.95
MSFT:	-0.67	-0.27	-0.35	-0.45

A - Correct positive prediction

B - An inverted correlation (so stock price went down when the prediction was positive)

C - Uncorrelated event

Opinion

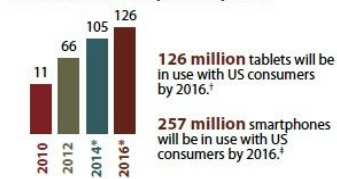
Ignore social media at your own peril !

The desire for people to be connected to the internet via a networked device and express their view or how they feel regarding things that matter to them in social media (Twitter, Facebook, Google+, Pinterest, YouTube or the new social media of the day) about products and/or brands that affect them will become a reality that will be near impossible to disregard as the proliferation of these devices and the networks that carry the traffic, continues to grow into the future.

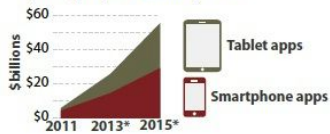
Is connectivity in this way, driven by that which it enables it or by that which it enables?

No matter what your view, market research firm Nielsen reports that currently, 50% of all mobile subscribers in the US use smartphones, Forrester puts the US market for web enabled devices such as smartphones and tablets at one billion by 2016 and Cisco's global forecast for 2020 puts networked devices at 50 billion. We believe that what Countrate offers now is relevant and will be even more so in the future as our correlation in correctly extracting sentiment from all this data, supports this.

Mobile device adoption explodes



Mobile apps are a \$6.0 billion market today, growing to \$55.7 billion by 2015.³

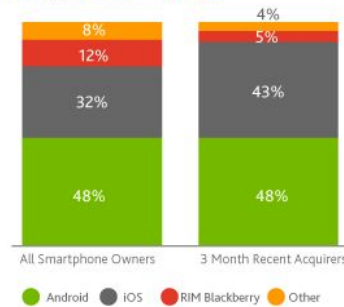


Sources: ¹Forrester Research Consumer PC And Tablet Forecast, 2011 to 2016 (US); ²Forrester Research Mobile Adoption Forecast, 2012 to 2017 (US); ³February 28, 2011, "Mobile App Internet Recasts The Software And Services Landscape" Forrester report
*Forecast



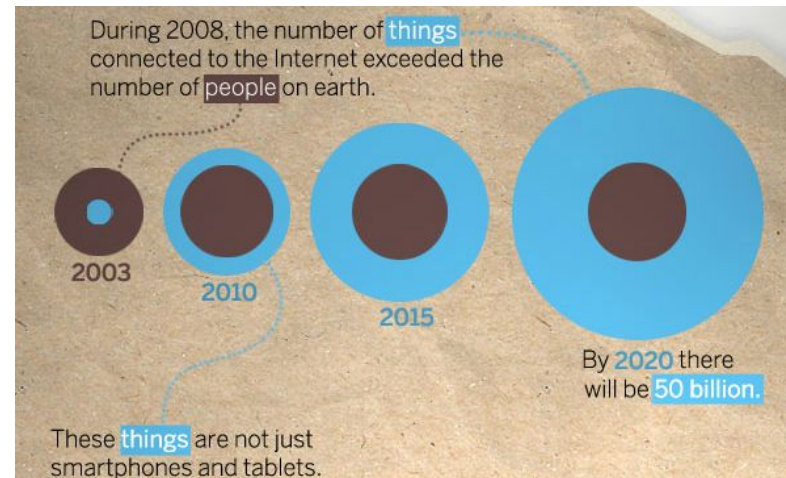
Smartphone Operating System Share

February 2012, Nielsen Mobile Insights



Read As: During February 2012, 48 percent of smartphone owners had a device that runs on the Android operating system

Source: Nielsen



Our basic terms of service

1. Register online and sign up for three months or an annual package
2. A "brand result" (BR) can either be a **brand name** e.g. "Nike" or a **pay off line** e.g. "Just do it"
3. You can define your BR's to be private or public
4. Private BR's will not appear on the dashboard summary but public BR's will
5. All publicly defined BR's in the model are available for you to view for free
6. We assign one user name and password per account
7. You can view the quantification online anytime through your browser or receive it in regular PDF email reports

Countrate^{CR}

Quantifying your brand in real time, online

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