

Global Editorial Cross-Media Communications

Communication Strategies for a Strong Global Leadership

Executive Summary



Every Country/Company/Organization needs a Vision
Every Vision needs a Strategy
Any Strategy needs a proper Communication

www.rocketmedia.at

Contacts:

Michael Grabner

CEO - Rocket Media Communications
Eurasian Commissioner for International Media Communications -
Eurasian Economic Cooperation Organization (EECO)

T: +43 664 85 19 160

E: m.grabner@rocketmedia.at

W: www.rocketmedia.at

W: <http://eurasianeconomic.org/eng>

Global Editorial Cross Media Communications

Television – Internet – Social Media – Print – Radio

We help our Clients to have an Own Voice in Global Media

PROJECT EXAMPLES

- *Ad-hoc Projects / News / Releases*
- *Event Communications (Sport, Culture, Economy, Tourism, Government-Relations)*
- *Country Communications, Crisis-Communications, Corporate Communications*
- *Commercial Advertising & Public Relations*

BACKGROUND

For Countries/Companies/Organizations it is more important than ever to manage, how they are perceived. International prestige and influence, foreign investments and crisis are all closely tied to the image.

With our unique global media communication services - using highest standards including Emotional Intelligence (EI) for production & Artificial Intelligence (AI) for analysis programs – our Clients can strengthen their role as a pro-active communications player such as counter-act any international media criticism – instead of getting interpreted / ignored by others.

To start a pro-active global editorial media communication, executed by an independent communication/information agency of a neutral origin, need to result in a strategic advantage & greater influence for our clients. This is our main co-operation intention & idea. According to the media business opinion, communication efforts from inside a country/company/organization are perceived as “propaganda”.

Additional to our media production & distribution services, we also offer a real-time monitoring & analysis program, which reports every single publication via TV, Print, Online & Social-Media on global level as well as a geographic feedback-analysis, how the communication campaign was perceived. With this technique we are able to steer any follow-up campaign for our clients!

WE PRODUCE

editorial content for TV, Internet, Print & Social Media, which is controlled & approved by our client.

WE DISTRIBUTE

this content to 6,500 TV-Channels + 22,000 News-Rooms + 120,000 Journalists + 5,000 Bloggers & Influencers. As an Austrian company, we are neutral without any colours or political believes. There are no borders to our campaigns.

WE MONITOR & REPORT

every single cross-media broadcast/publication in real-time on global level & provide independent media analysis (TV, Internet, Print, Social-Media).

WE ARE HIGHLY COST EFFICIENT

Equivalent Media Values between 100 Million – 500 Million Euro with a CPM (Thousand Contact Prize) between 0.5 – 2.5 Euro. THIS IS UNIQUE!

LINKS (please click on the links below to download files/videos)

[Presentation English](#)

[Presentation German](#)

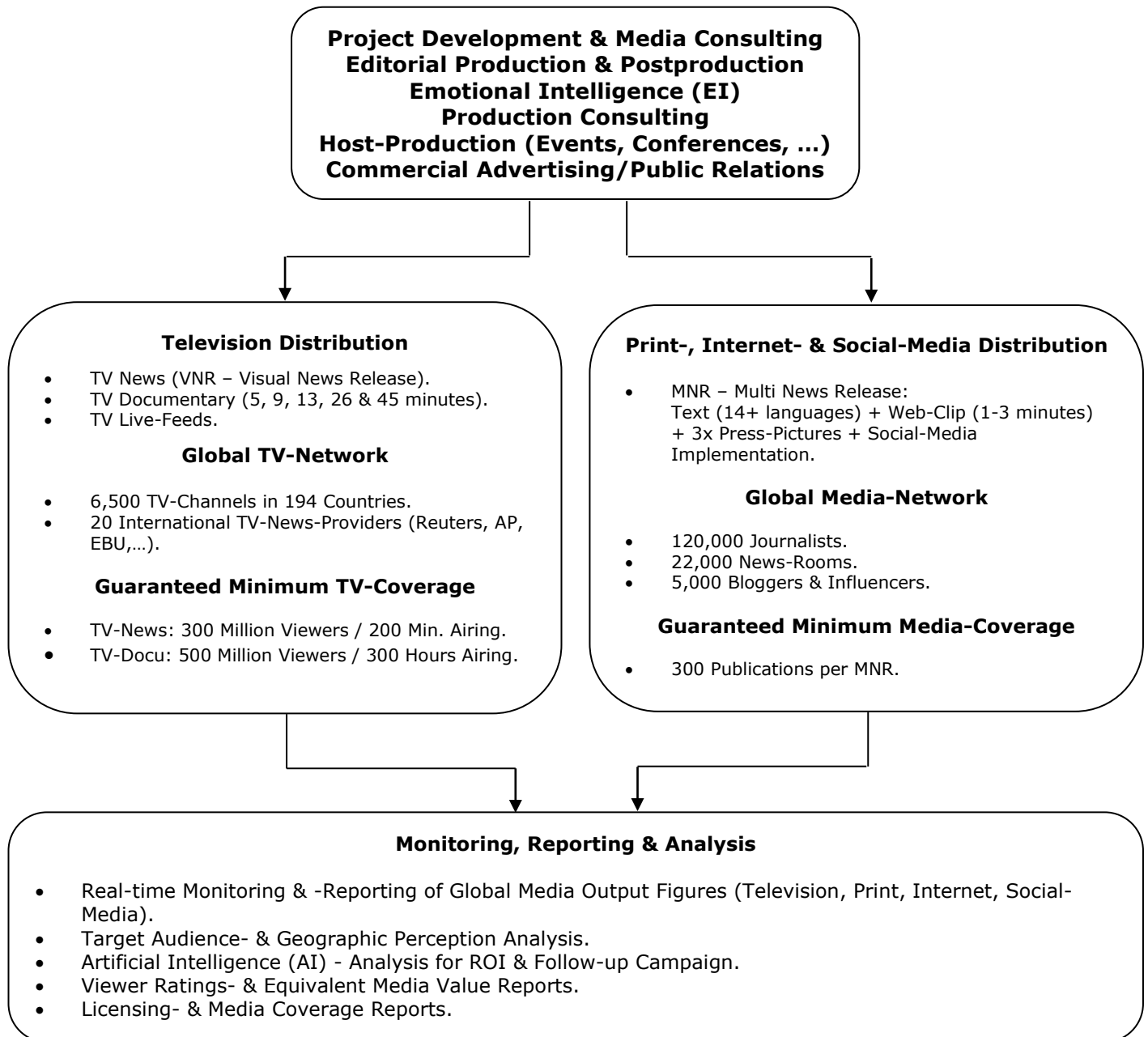
[Case-Study](#)

<https://www.youtube.com/user/rocketmediacom/videos>

Global Cross Media Communications

Television – Internet – Print – Social-Media

Service Portfolio



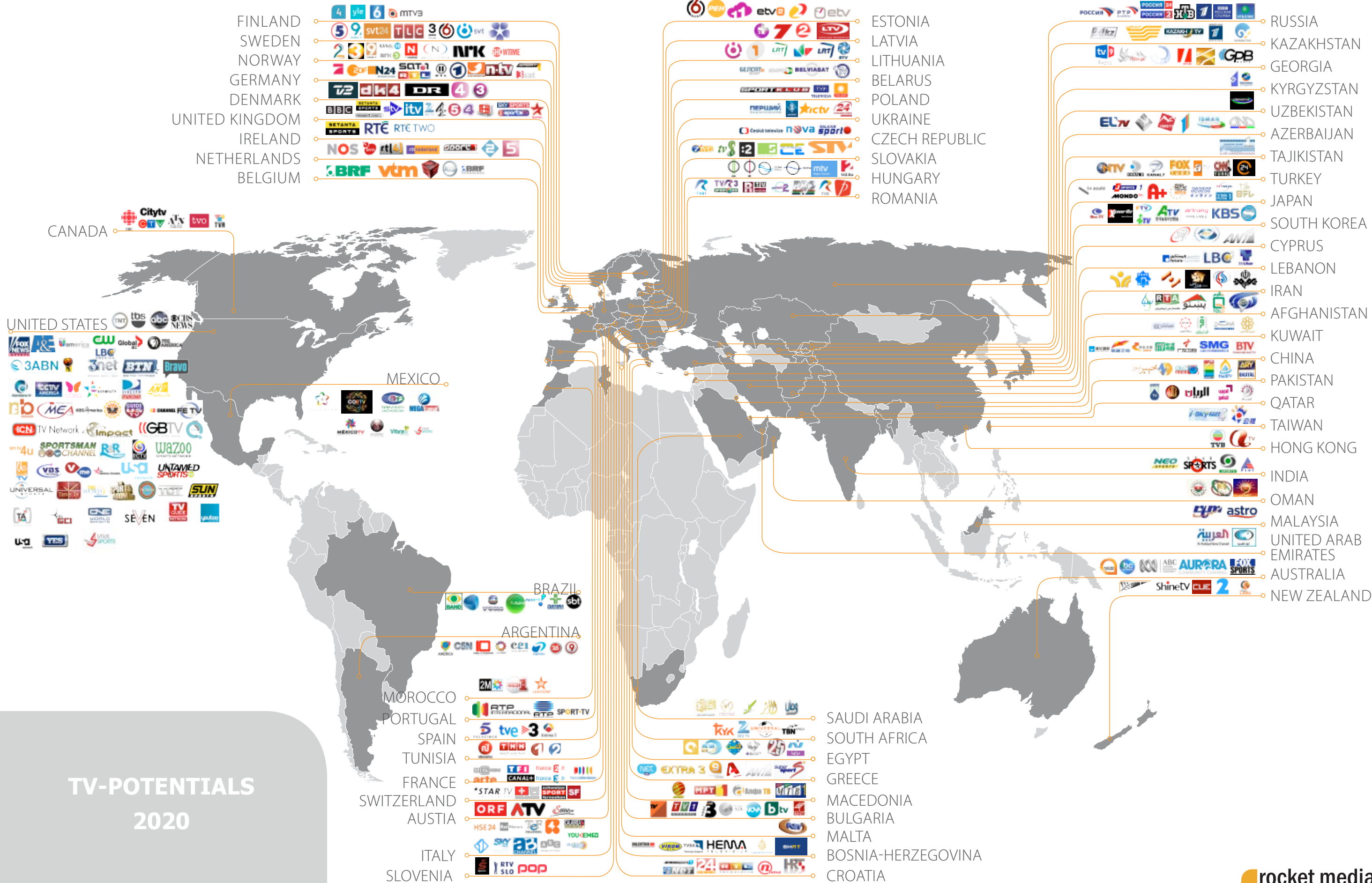
Our Clients, among others

Governments:

... enjoy highest discretion

International Organizations/Corporate Clients:

United Nations Organization, World Future Council, Energy Globe Foundation, World Ethnogames Confederation, Olympic Council of Asia, Ernst & Young, Cision, EuronewsNBC, BBC, CNN, CNBC, CBS 60minutes, CCTV, Saga Network China, ...



TV-POTENTIALS
2020



TV-POTENTIALS 2020



TV PROVIDER & TV NETWORKS Worldwide

WORLDWIDE



WORLDWIDE



144 TV CHANNELS

LATIN AMERICA



EUROPE, ASIA



Reference Project 2019

Case-Study from Cision:

<https://www.cision.com/us/resources/success-stories/RocketMediaCommunications/>

Nomad Universe

March 9-23, 2019 / Saudi-Arabia

Global Media Communications – Production, Distribution, Monitoring, Reporting
Television – Internet – Print – Social-Media

<https://www.rocketmedia.at/projects-details/items/nomad-universe-2019.html>

TELEVISION

- TV-News Feeds (Television, Editorial):

March 14, 2019:

<https://youtu.be/SiTtkuBu4gA>

March 24, 2019:

<https://youtu.be/OgeQITTx0IE>

- TV-Documentaries (Television, Editorial):

13min Russian: <https://youtu.be/YMRht-pNq0o>

8min Russian: https://youtu.be/9cRpEM_vvWk

13min English: <https://youtu.be/bgTw-R1btRg>

8min English: https://youtu.be/RLuY_imEMKI

PRINT / ONLINE / SOCIAL-MEDIA

Multi-News-Release (MNR) 1

<https://www.multivu.com/players/uk/8505551-ethnofestival-nomad-universe-in-riyadh/>

Multi-News-Release (MNR) 2

<https://www.multivu.com/players/uk/8509951-nomad-universe-started-in-saudi-arabia/>

Multi-News-Release (MNR) 3

<https://www.multivu.com/players/uk/8517651-success-for-nomad-universe-in-saudi-arabia/>

- Web- & Social-Media Clips:

Webclip MNR 2

<https://youtu.be/wOI5MKZ92Yo>

Webclip MNR 3

<https://youtu.be/mAXvgNrC77M>

- Web- & Social-Media Editorial "The Mission":

https://youtu.be/HvVrb_GIXiIs

Global Television- & Multi-Media Distribution Reports (Update April 28, 2019)

- **Television:** 550+ TV-Channels broadcasted 338+ Hours so far (TV-Distribution Report on request).
- **Print- & Online Media:** 1,400+ Publications (MNR Reports on request).

Independent Online Monitoring Report from Sonalytix, Germany for Download:

https://www.dropbox.com/s/wd5vw62lyi6gk4l/SONALYTIX_Monitoring%20Report_Nomad%20Universe%202019.pdf?dl=0

Global Cross-Media Communications

Reference Project November 2019 – Online, Social-Media, Print, Radio
MNR – Multi-News-Release Campaign

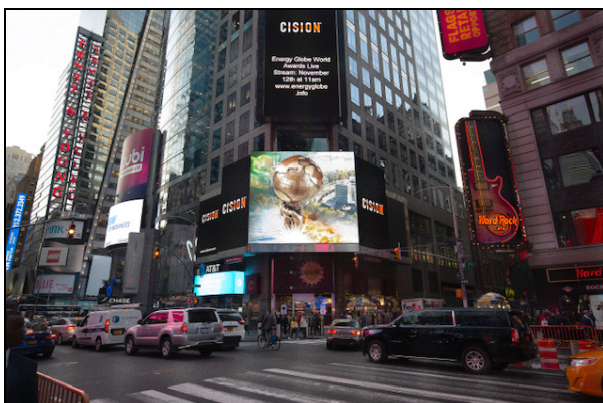


Global Media Output:

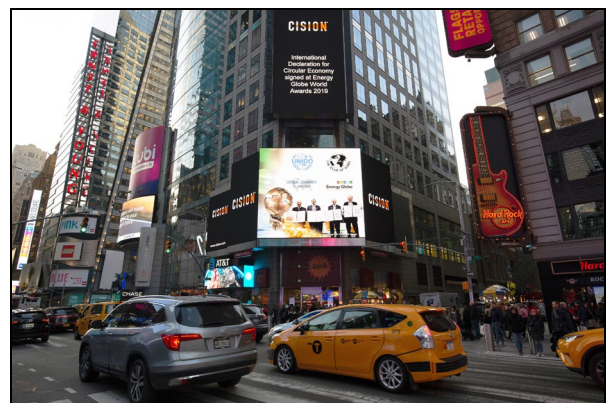
Report November 22, 2019 – Click to download files

497	Online Publications	Download Report MNR 1
1,372	Offline Publications (Print, Radio, Bloggers)	Download Report MNR 2
747	Million Potential Viewers	Download Online Monitoring Report

- [MNR 1 \(Playout November 7th, 2019 – Announcement\)](#)
- [MNR 2 \(Playout November 14th, 2019 – Follow-Up\)](#)
- Global Media Distribution Network:
120,000 Journalists + 22,000 News-Rooms + 5,000 Bloggers
- Times Square New York:



Monday, November 11 (10am – 3pm / 5x per hour)
Announcement EGA Live-Stream



Thursday, November 14 (10am – 3pm / 5x per hour)
International Declaration signed at EGA