

Technology/Application	Dow Jones	Collecta	Technorati	BackType	BoardReader	Trendrr	Social Mention	Techrivy	TweetBeeps
Technology Description	Social Media Monitoring Technology	Real-Time Search	Blog Search Engine	Comment Search Engine	Forms and Message Board Search Engine	Brand Monitoring	Real-Time Search	Social Media Monitoring	Brand Alerts
Individual Searches (Keywords)	Yes (Through Factiva)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Search Profile	Yes	No	Yes	Yes	No	No	No	Yes	No
Blogger Influence	No	No	Yes	No	No	No	No	No	No
Blogger Demographics	Yes	No	Yes	No	No	No	No	No	No
Social Maps/Linking	No	No	No	No	No	Yes	No	No	No
Real Time News Monitoring	Yes (Through Insight)	Yes	Yes	No	No	No	Yes	Yes	No
MultiMedia Functionalities	Yes	Yes	Yes	No	No	Yes	No	Yes	No
Charts	Yes	No	Yes	No	Yes	Yes	Yes	Yes	No
Reporting	Yes	No	Yes	No	Yes	Yes	Yes	Yes	No
Volume	Yes	No	No	No	Yes	No	Yes	Yes	No
Share	Yes	No	No	No	No	No	No	No	No
Tone	Yes	No	No	No	No	No	No	Yes	No
Topic Clouds	No	No	Yes	No	No	No	Yes	Yes	No
Brand Mention Alert	Yes (Through keywords)	No	No	Yes	No	No	No	No	Yes