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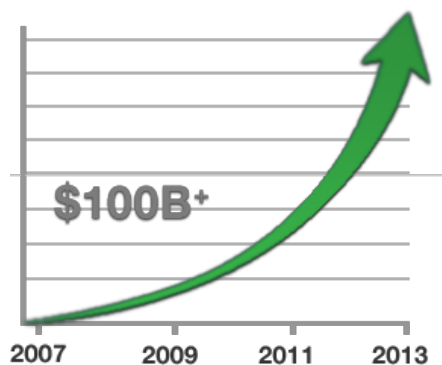
**“ Learn How ONE Company Has Carved Out Exclusive Rights To A Breakthrough Social Media Technology in the U.S. and Europe... and How You Can Profit ”**

## OTCQB: **MEDA** The Social Media Juggernaut

### FEATURED COMPANY

Media Analytics Corp.  
**OTCQB: MEDA**  
[www.media-analytics.us](http://www.media-analytics.us)

With its entrance into North America and Europe, Media Analytics Corp. stands to literally change the way companies approach social media, and dramatically increase their ROI in the process. The next few pages will give you the essential details of exactly how they plan to execute their strategy — and most important, how you can profit right along with them.



“Stock Report Baron” stays on top of the key trends, industries and companies in today’s international marketplace. Of course, we’re not just looking for stocks that can beat the market — our goal is to identify companies that take a revolutionary approach to business, and whose share prices could skyrocket along with their outsized influence. In this issue, we’ll take a look at the newest example of such an opportunity that our analysts have uncovered: Media Analytics Corp. (OTCQB: **MEDA**)

**Short-term Target Price: \$ 5.88**

**Long-term Target Price: \$ 8.22**

The Social Media boom continues to grab headlines like **"Facebook stock hits all time high"** and **"Twitter IPO speculation picks up feverishly"**. But who has the key strategies to help companies monetize this fast-growing

sector? Media Analytics Corp. does. (OTCQB: **MEDA**)

## 2013 WALL STREET'S HIDDEN GEM

# “How This Fastest-Growing Social Media Company Stands To Grab Massive Amounts of Market Share in the U.S. & U.K.”

According to the “2012 Social Media Marketing Industry Report” conducted by Social Media Examiner, 94% of marketers use social networks to promote their businesses. It won't be long before that number effectively hits 100%, as business leaders invest even more heavily in social media as an advertising mechanism over the course of the next few years.

The dollar figures and growth expectations are astonishing. Social media advertising expenditures are anticipated to rise from \$4.6 billion in 2012 to \$9.2 billion by 2016. Moreover, Duke University's renowned Fuqua School of Business forecasts that companies will spend 11.5% of their advertising budgets on social media in the upcoming year — with plans to increase that percentage to 21.6% by 2018.

Pretty amazing when you consider that social media is an industry that simply didn't even exist a decade ago.

As with all disruptive technologies, social media has brought challenges along with the benefits: Primarily, for businesses, that comes in the form of collecting, tracking, bogging amounts of data.

Now, a techno-media company that recently went public — Media Analytics Corp. (OTCQB: **MEDA**) — is ready to address those challenges head-on and it could represent a monster profit potential for early-in investors.

## (OTCQB: **MEDA**): Revolutionizing the Way Businesses Measure and Monetize Social Media

Today's big buzzword when it comes to social media is “monetizing.” Media Analytics has developed proprietary technologies to effectively support the entire social media spectrum — generating social intelligence and optimizing marketing campaigns to support data-driven social media and digital marketing initiatives. Along with the benefits: Primarily, for businesses, that comes in the form of collecting, tracking, segmenting, refining, and analyzing mind-boggling amounts of data.

Now, a techno-media company that recently went public — Media Analytics

## “A Look to the Past...Could Give a Glimpse into (OTCQB: **MEDA**) Future”

At launch, some of today's hottest social media properties were considered crazy. Yet, look at what happened:

- YouTube, created by former PayPal employees in February 2005, was purchased by Google in November 2006...for \$1.65 billion.
- Facebook, created in a college dorm in 2004, went public with a market cap of \$104 billion.
- Twitter, founded in 2006, now ranks among the 10 most visited sites on the internet with a potential value of \$10 billion.
- Google, which was incorporated in 1998 by a couple of Ph.D. students at Stanford, has grown into the titan of the internet — with a market cap of \$292 billion.

**With those legendary launches in mind, and the outrageous gains you could have made as an investor, consider...**

## Experienced Management Team

### Stephen Wong, CEO/Co-Founder

Exceptional experience in social media and digital marketing. Winner of the Grand Award and Most Innovative Award in the 2007 EMax Entrepreneur Competition.

**“It is only by recognizing all of the benefits delivered by social media marketing that the complete value of these efforts can be understood.”**

**- Forrester Research**

Corp. (OTCQB: **MEDA**) — is ready to address those challenges head-on. And it could represent monster profit potential for early-in investors.

“While it may be easy for the average small business to say it’s worthwhile to be on Facebook, most would agree monitoring it and posting 24/7 would be a waste of resources. The only way to know how much social media is enough is to have some sort of gauge on your return on investment.”

—Forbes, “How To Measure Your Social Media Return On Investment”



The result? Not only will companies know which social media are most effective, they’ll know exactly what the return on investment (ROI) is from each component.

In other words, using Media Analytics to dissect their social media campaigns means a company will make more money with less effort. It’s a no-brainer. How do we know Media Analytics will be successful? Because their cutting-edge Klarity technology has already been proven to be successful in Asia, with clients such as Japanese cell phone manufacturer Kyocera...now it’s just a matter of transferring those same technologies to high-potential, untapped multibillion-dollar markets in the U.S. and Europe, where they have exclusive worldwide rights to expand with a cutting-edge technology tool...

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## (OTCQB: **MEDA**): Battle-tested and Ready for Launch

Clients such as Kyocera in Japan and Hang Lung Properties in Hong Kong are among the users of Klarity over the past 3 years. But it’s equally important to understand that, on the customized social/mobile applications side, the developers have built campaigns for names such as Procter and Gamble and Circle K. Their expertise is technical development of tools and applications integrating social media aspects. The team also has a good understanding of Western and Eastern requirements, for example, in building mobile apps support by Sina Weibo (weibo.com), a popular Chinese microblogging site that is like a hybrid of Twitter and Facebook that is used by about 30% of internet users in that country.

Brands, agencies, and publishers are struggling to better understand how they rank against the competition, win new clients, and streamline their social media initiatives while getting the best bang for the buck. Media Analytics allows them to optimize their social media with tools such as Media Analytics Social Tracker, Media Analytics Social Campaign Manager, and Media Analytics Social Publisher.

**“A new study by LinkedIn shows that 90% of affluent consumers (defined as individuals with investable assets between \$100,000 and \$1 million) use social media.”**

**- Business Insider**

Media Analytics will initially focus on targeting small and medium size companies as well as ad agencies, both in the U.S. and subsequently in the U.K. While many larger corporations have already partnered with analytical companies such as Social Bakers or HootSuite, the smaller "do-it-yourself" / online CRM markets are largely untapped — and the company has already made significant inroads in employing strategic regional partnerships.

## The Most Robust & Comprehensive Social Analytics Platform



Enter Klarity, the social media sector's most comprehensive tool, with more proprietary metrics and superior analytics compared to anything else around:

- In a single user-friendly interface, it assimilates Facebook, Twitter, YouTube, Google+, Instagram, and Pinterest results.
- In addition, for companies with an international presence, it includes Sina Weibo and Tencent Weibo — the key mainland Chinese social platforms, which there are currently NO English language tools for.
- It allows for multiple comparisons of as many as 6 brands at a time, while all other tools only offer 1 to 1.
- Users can measure reach, engagement and mentions, and identify key conversations and influencers.
- Detailed analyses of Likes, Shares, Comments, Tweets and Re-Tweets, Reposts, and more.

In contrast, even the best of the competition can only handle Facebook, Google+, and YouTube, and not nearly in such a sophisticated way.

In a nutshell, Klarity provides more information in a better interface — it's like the Swiss Army knife of social media management

## Media Analytics Corp. OTCQB: MEDA

### Social Media Usage Is Soaring

Social networking sites now reach 82 percent of the world's online population, representing 1.2 billion users around the world — ComScore

618 million people use Facebook on a daily basis and 23 percent of those users check their News Feed five times a day or more — Facebook

Google+ is the second-biggest social platform worldwide with 343 million active users, and 25 percent of worldwide Internet users are active at least once a month — GlobalWebIndex

Since Twitter surfaced on cyberspace, there have been 163 billion tweets sent out, and about 175 million are sent each day — SironaConsulting.com

Every second, a new user signs up on Instagram so he or she can see the 3,480 newly uploaded photos every minute — DigitalBuzzBlog.com

In just 3 years, Pinterest has grown to nearly 50 million users, and average usage is more than 14 minutes per visit — Mashable

**“In June 2013, Yahoo agreed to buy the popular blogging service Tumblr for about \$1.1 billion in cash. The deal would be the largest acquisition of a social networking company in years,**

surpassing Facebook's \$1 billion purchase of Instagram last year."

- New York Times

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## Why EVERY Ad Agency, Marketing Firm, and Corporation Should Be Seeking "Klarity" for Their "Big Data"

### Latest Press Releases

September 16, 2013

Fansport Inc Changes name to Media Analytics Corporation

September 14, 2013

Media Analytics Corporation Appoints New President

Media Analytics' breakthrough product is Klarity ([www.klarity-analytics.com](http://www.klarity-analytics.com)), a dashboard-styled platform that aggregates social media "big data," analyzes the information collected and presents it in a meaningful manner. (Of course, the company has also developed a number of customized online and mobile social applications for a variety of clientele.)

"In a nutshell, Klarity provides more information in a better interface — it's like the Swiss Army knife of social media."

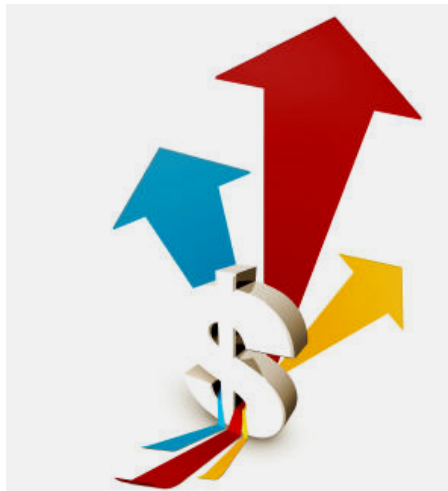
Amazingly enough, even though they're spending billions of dollars, most companies take a somewhat scattershot approach to measuring social media. It's a difficult and time-consuming process because the platforms are so different — it's like comparing apples, oranges, and pineapples. The resulting confusion has ad agencies, marketing firms and corporations and any company that uses social media wondering if they're spending their money wisely.

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## 2 Key Ways (OTCQB: **MEDA**) Could Be on the Fast

## Track To Massive Gains



Media Analytics has business-savvy positioning that could put them on the fast track to success in two ways — and potentially create huge gains for investors... even 100%, 200% or even 1000% return on their money.

1. **Virtual monopoly.** If Media Analytics' business takes off, they could dominate the social media analytics niche. They've carved out worldwide rights (excluding Asia) for expansion into U.S. and European markets with the Klarity interface. Once word gets out — delivering practically instantaneous ROI — it could be off to the races. With an influx of cash, and new capabilities, they could even start buying up the competition.
2. **Acquisition.** A second possibility is that one of the big internet hitters — whether a social media giant like Facebook, Yahoo!, or the granddaddy of 'em all such as Google — could want to snap up Media Analytics in the early going for their outstanding intellectual property value.

At the moment, Google has about \$50 billion ready to make acquisitions, even after making 16 corporate purchases in 2012.)

Or perhaps one of the major worldwide agencies — such as WPP, Publicis, Omnicom, Zenith, or Group M — would want to grab them up as a way of elbowing out the competition from having the industry's breakthrough technology.

**Practically instant ROI and user-friendly interface makes Klarity's innovative "Social Intelligence" Analytics Tool a must-have for ANY company**

Think about what would have happened to your portfolio if you'd been an early investor in...

- Wavii, which Google bought in April for \$30 million
- Or Summy, which Yahoo! paid \$30 million for in March
- Or RockMelt, which Yahoo! snapped up for \$50+ million in July
- Or if you want to dream a bit bigger, think Instagram, which Facebook purchased in April 2012 for a reported \$1 billion.

Either way, Media Analytics Corp. wins...and investors with the foresight to get in early do, too. You could be looking at a rise from today's price to an acquisition premium price of \$8, \$9 or even \$10.

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**The Time Is NOW for (OTCQB: MEDA)**  
**The 2013 "SOCIAL MEDIA" Juggernaut**

Information and technology aren't the only aspects of the internet that move at light speed. If you've got the right business formula, profits do, too.



Media Analytics' superior **"Klarity"** social media technology tracks and crunches the numbers and data in unprecedented ways

As an investor, you also need to consider timing. The fact is, new social media companies are starting up all the time, which increases the complexity of managing all of the new data streams that result — it's a situation that's going to get worse.

No company is better positioned than Media Analytics to address this booming market, helping companies manage data, understand their ROI and adapt to changing conditions. Their breakout news could happen at any moment!

- Technology that's been developed and proven for 3 years in Asia
- Proprietary software that represents a significant intellectual property asset
- Exclusive rights to expand within the North American and European markets

The question for companies struggling to get the most ROI from their social media investment isn't "Why would you use Media Analytics?"...It's "Why wouldn't you use Media Analytics?"

The same, as it happens, is true for investors.

Media Analytics  
Corp.  
**OTCQB: MEDA**  
www.media-analytics.us

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**(OTCQB: MEDA): earns our STRONG BUY rating, with a short-term target price of \$5.88 and 12-month price of \$8.22.**

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\*More information on Media Analytics Corporation can be received by emailing the company at [ir@media-analytics.us](mailto:ir@media-analytics.us), or at <http://www.media-analytics.us>. Further, specific information, filings and disclosures as well as general investor information about publicly traded companies like Media Analytics Corporation, advice to investors and other investor resources are available at the Securities and Exchange Commission website [www.sec.gov](http://www.sec.gov) and [www.finra.org](http://www.finra.org). Any investment should be made only after consulting with a qualified investment advisor and after reviewing the publicly available financial statements of and other information about the company and verifying that the investment is appropriate and suitable. Investing in securities is highly speculative and carries a great deal of risk especially as to new companies with limited operations and no history of earnings. The information contained herein contains forward-looking information within the meaning of section 27a of the Securities Act of 1993, as amended, and section 21e of the Securities Exchange Act of 1934, as amended, including statements regarding expected growth of the featured company. In accordance with the safe harbor provisions of the Private Securities Litigation Reform Act, Stock Report Baron notes that statements contained herein that look forward

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