ANNUAL MEDIA REPORT

Infinite Inc.

2,903
Total Mentions

70.6M
Potential Impressions

Bar chart showing Mentions and Impressions by month (Jan–Dec). Y-axis left: Mentions (0–350); Y-axis right: Impressions (0M–9M). Legend: Mentions, Impressions.

"

We're so excited to put this redesigned line of products in the front window for 2023, and judging by the reviews I've seen, we're not alone in that feeling!

Bradley Smith, VP of Sales

Top Stories

- Elena Mackintosh's comments on digital transformation

- Launch of #togetherwewin diversity campaign

- ONLY IN TEXAS: People on horseback wait in line at new east Texas Infinite Inc. HQ

Top Sources

89 mentions
New York Magazine

14 mentions
CNBC

13 articles
Business Insider

Sentiment

Donut chart showing 41% Positive. Legend: Positive, Neutral, Negative.

41%
Positive

Positive   Neutral   Negative

Top Journalists

Horizontal bar chart of Mentions (axis 20–100):
KATIA HETTER, CNN
JAKE GROVUM, The New York Times
NATHAN CROOKS, Bloomberg News
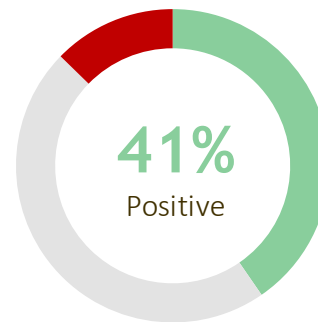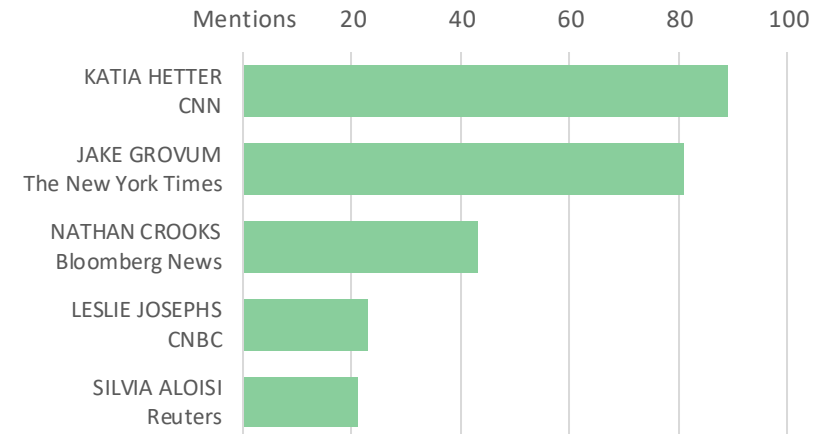LESLIE JOSEPHS, CNBC
SILVIA ALOISI, Reuters

Infinite Inc.

2,903
Total Mentions

70.6 M
Potential Impressions

613
Prominent Mentions

Elena Mackintosh's comments on digital transformation

Infinite Inc. is offering an App to assist its blind & visually impaired customers

Launch of #togetherwewin diversity campaign

ONLY IN TEXAS: People on horseback wait in line at new east Texas Infinite Inc. HQ

COVERAGE TREND

Mentions — Impressions

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Infinite Inc.

Infinite Inc.
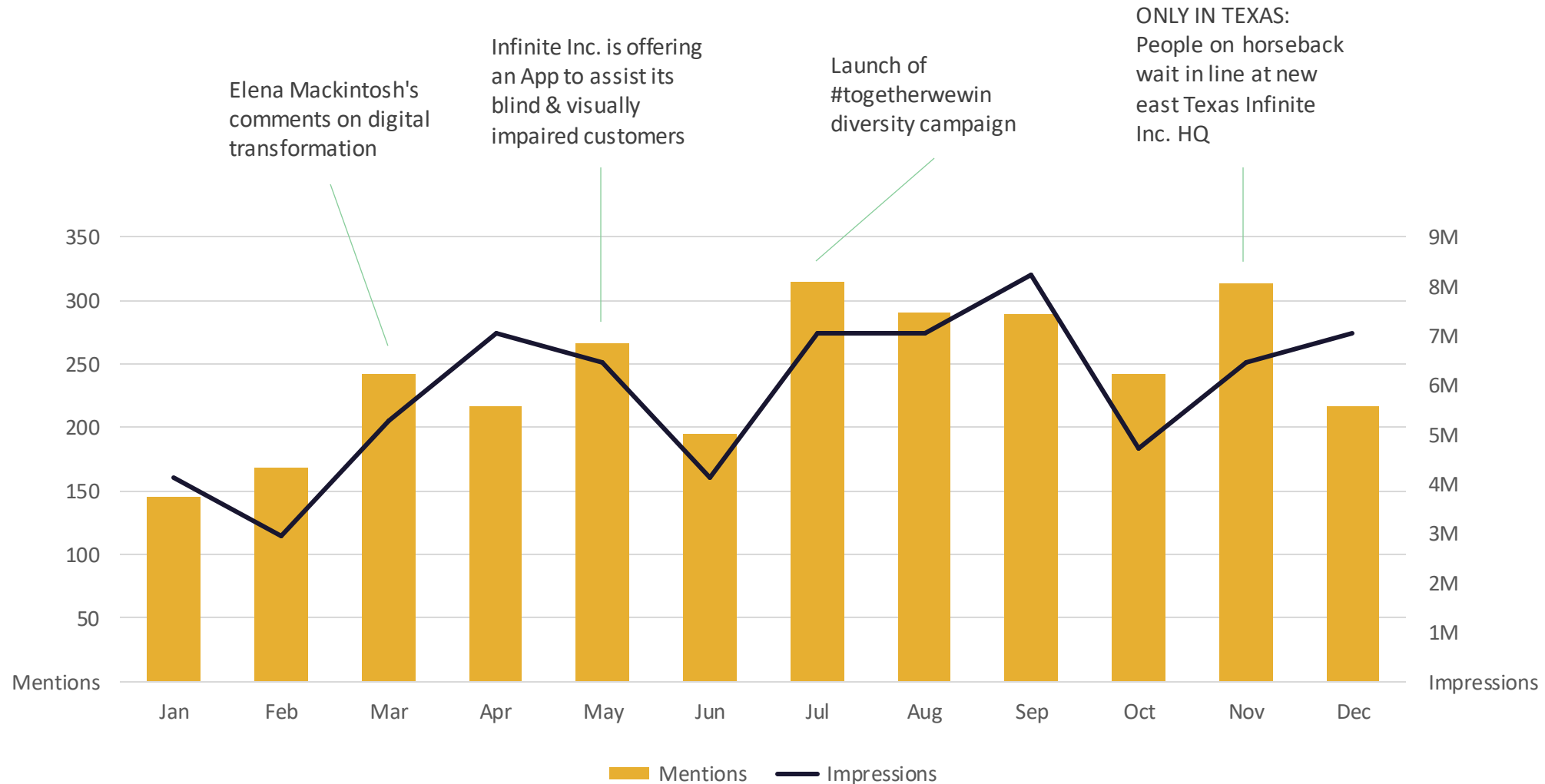
Top Outlets By number of mentions

Outlet	Mentions
USA TODAY	
CNN	
FORBES	
NBC NEWS	
THE WASHINGTON POST	
THE NEW YORK TIMES	
THE WALL STREET JOURNAL	
CHICAGO TRIBUNE	
NEWSDAY	
CBS	

0 20 40 60 80 100 120 140 160 180
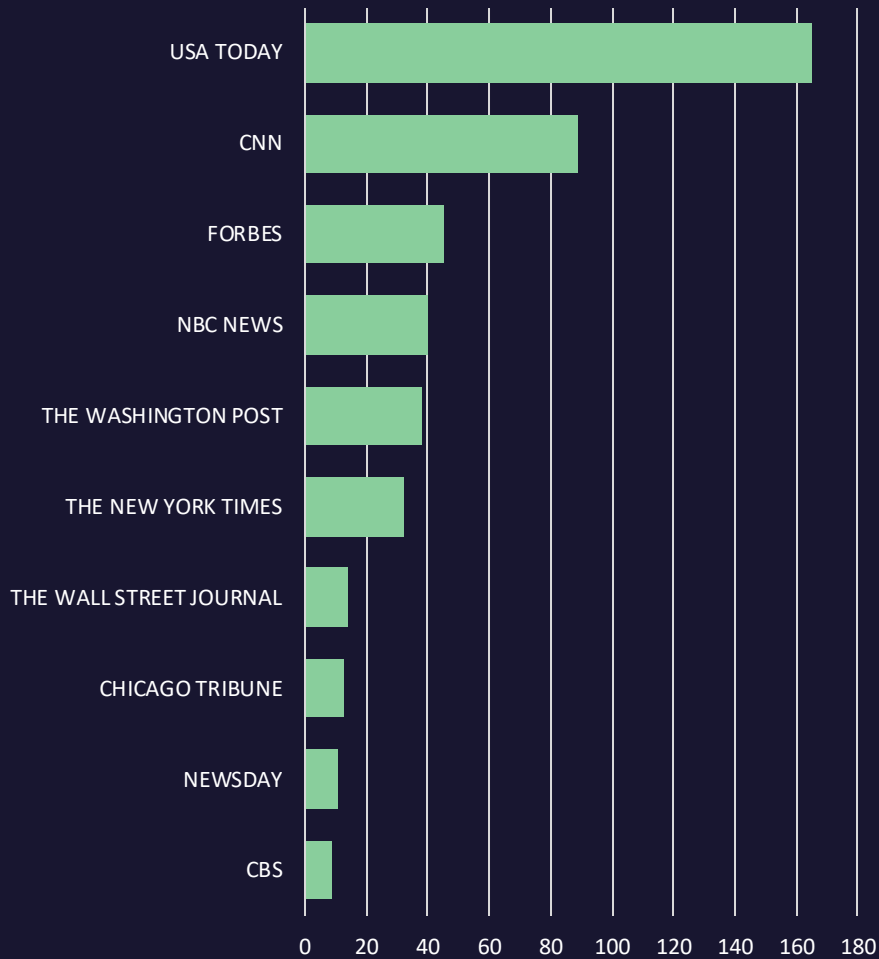
Top Journalists By number of mentions

Mentions 20 40 60 80 100

Journalist	Outlet
KATIA HETTER	CNN
JAKE GROVUM	The New York Times
NATHAN CROOKS	Bloomberg News
LESLIE JOSEPHS	CNBC
SILVIA ALOISI	Reuters
JORDAN VALINSKY	CNN
JEFF ARNOLD	Forbes
MARY MEISENZAHL	Business Insider
VALERIE HERNANDEZ	KBIG-FM
TARRAH GIBBONS	Audacy

Infinite Inc.
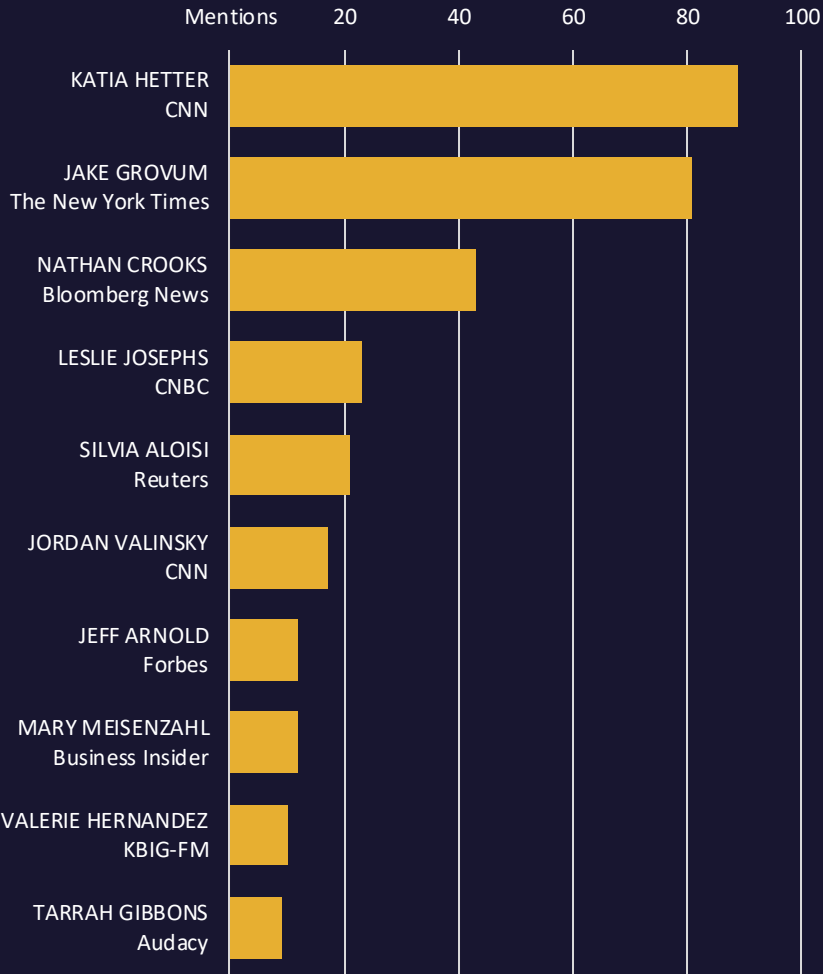
Top 10 Cities By number of mentions

Los Angeles
New York
San Francisco
Burbank
Chicago
Seattle
Southfield
Englewood Cliffs
Phoenix
Columbia

0   50   100   150   200
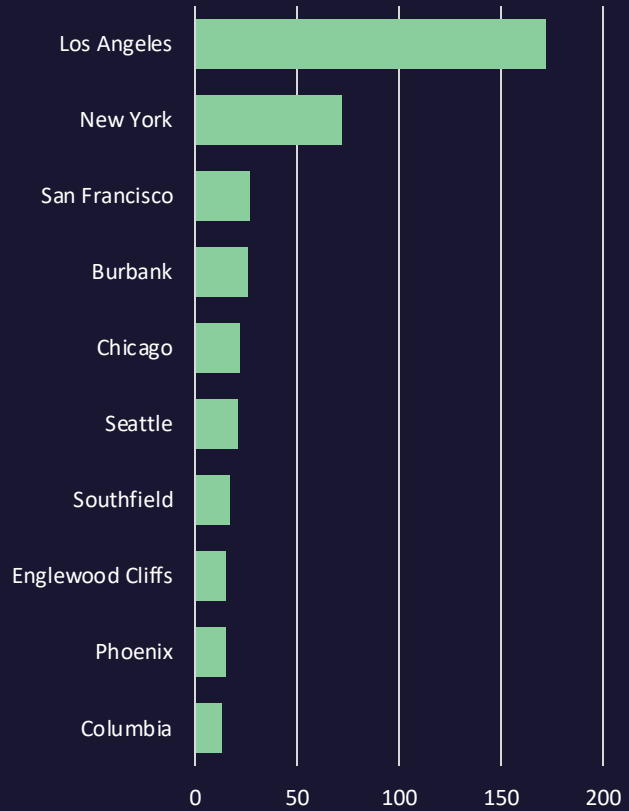
Top Regions by number of mentions

Mentions

409

207

5

Powered by Bing
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Infinite Inc.
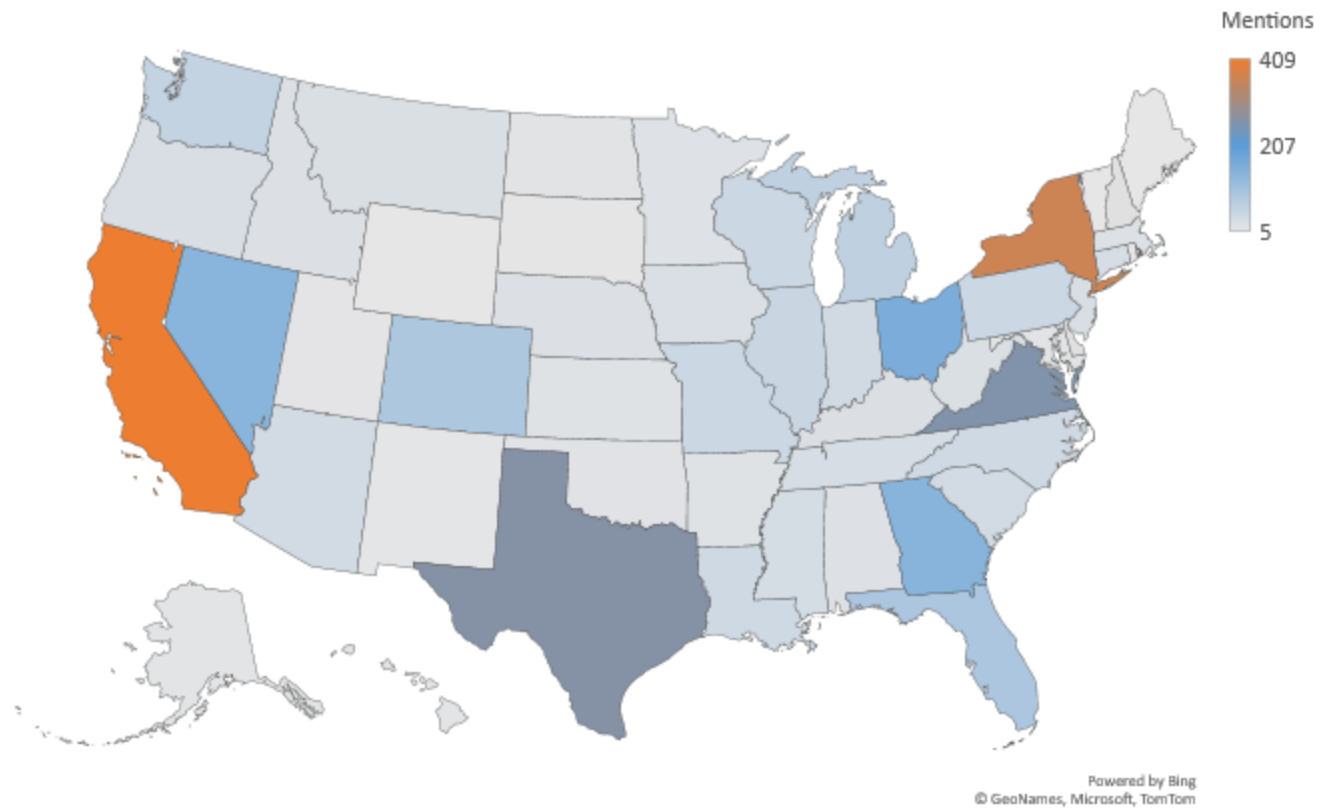
OPTIONAL ADD–ONS

Competitive Coverage Trends

Get a detailed share of voice breakdown, showing the amount of coverage you received as compared to your competitors.

Sentiment Trends

Not all coverage is good coverage. See how you fared for positive, negative, and neutral coverage in each month of the year.

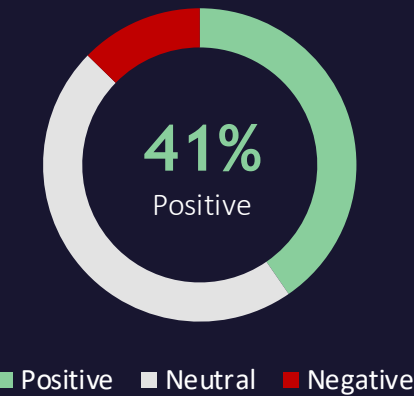### Mention Prominence Analysis

Go beyond coverage quantity to understand the difference between feature stories and passing mentions in your coverage.

Something else? Contact us about your custom monitoring and analytics requirements today.

Media Sentiment Overall

41%
Positive

■ Positive   ■ Neutral   ■ Negative

Positive Coverage
Launch of the diversity campaign, together with outreach on diversity thought leadership and positive product references.

Neutral Coverage
Reference to Infinite Inc. in various industry articles especially trade and aggregator websites

Negative Coverage
Criticism of company's diversity initiatives in light of the minor representation of women in senior roles. Product downtime impacting customers over a two-day period.

Sentiment Trend month over month

■ Neutral   ■ Positive   ■ Negative
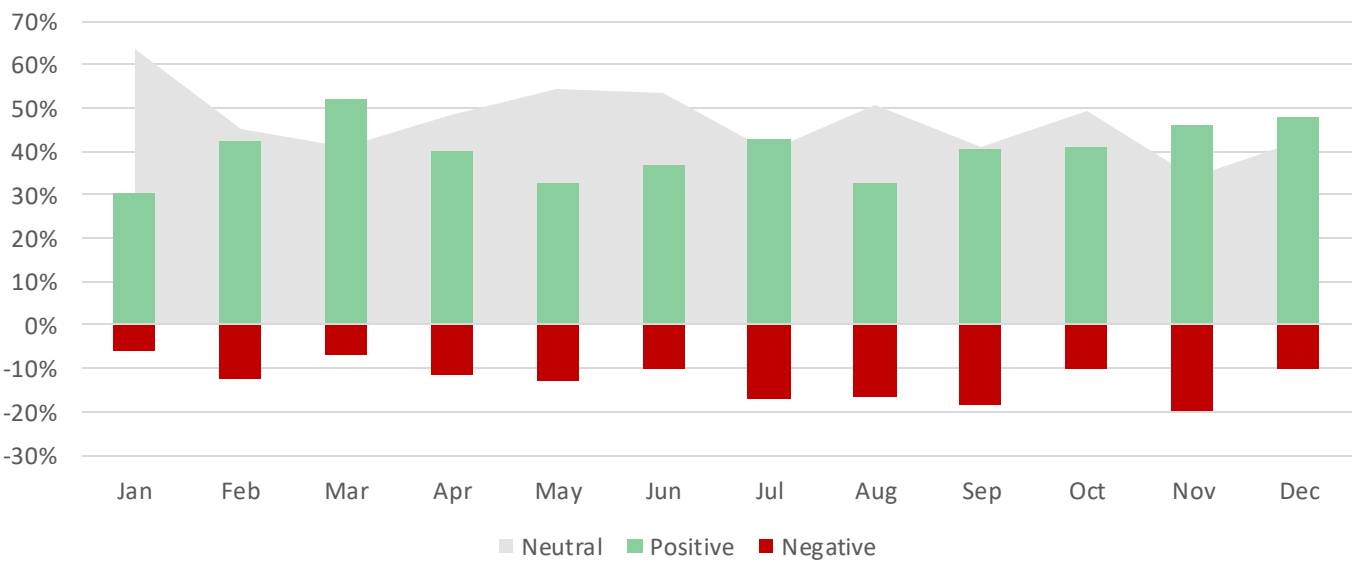
Sentiment Examples

Positive
- Launch of #togetherwewin diversity campaign
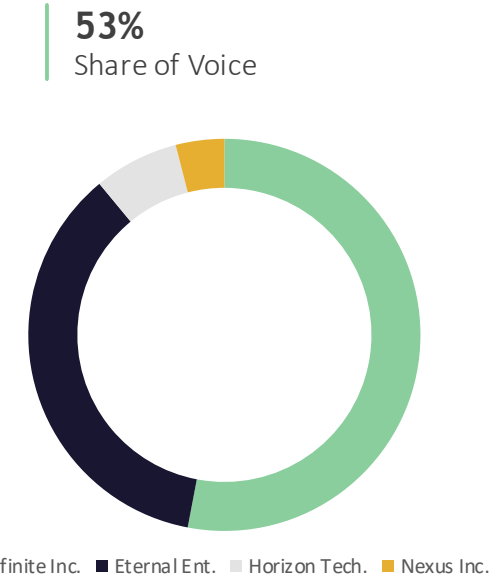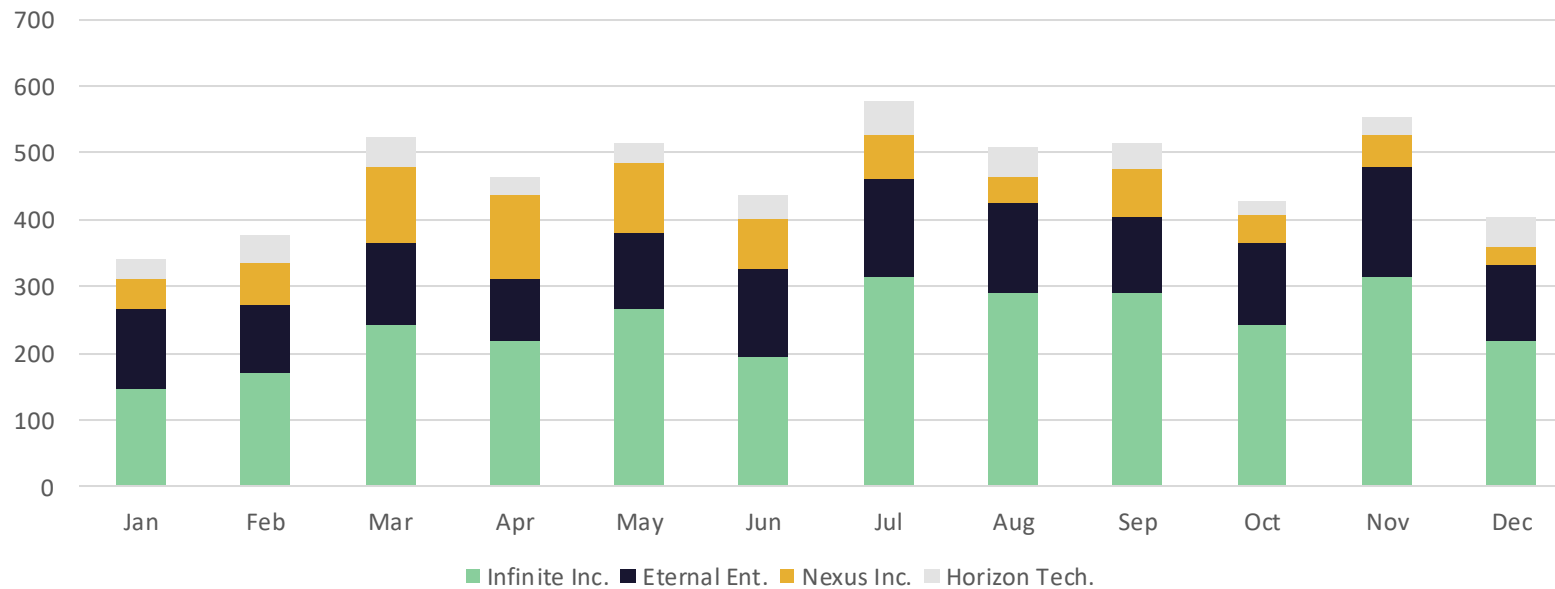- Elena Mackintosh's comments on digital transformation

Neutral
- Passing references to Infinite Inc.'s various products

Negative
- Customers impacted due to brief platform outage
- Following diversity campaign, Infinite Inc. criticized for lack of diversity in senior roles

Infinite Inc.

53%
Share of Voice

Infinite Inc.   Eternal Ent.   Nexus Inc.   Horizon Tech.

Infinite Inc.   Eternal Ent.   Horizon Tech.   Nexus Inc.

Key Competitor Stories

Eternal Enterprises

- Earl Grayson steps down as Eternal Enterprises CEO

- Katherine Winters back in after Earl Grayson steps down as Eternal Enterprises CEO

- Infinite-Con attendees furious after free Wi-Fi malware incident
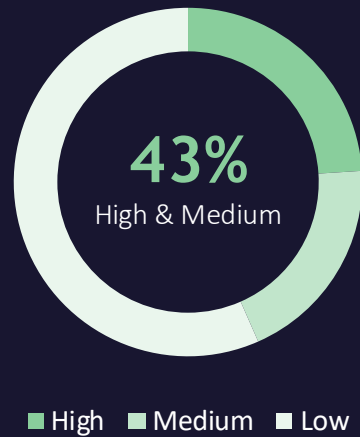
Nexus Inc.

- Former Vast Ventures partners win big with Nexus Inc. tech play

- VC firm still confident despite multiple botched launches

Horizon Tech.

- Remember Horizon Tech.? Here are three surprising things they got right

- Horizon Tech. founder Jason Thornhill in legal trouble again

Infinite Inc.

Coverage Prominence Overall

43%
High & Medium

■ High ■ Medium ■ Low

High Prominence
Launch of the diversity campaign, together with outreach on diversity thought leadership and positive product references.
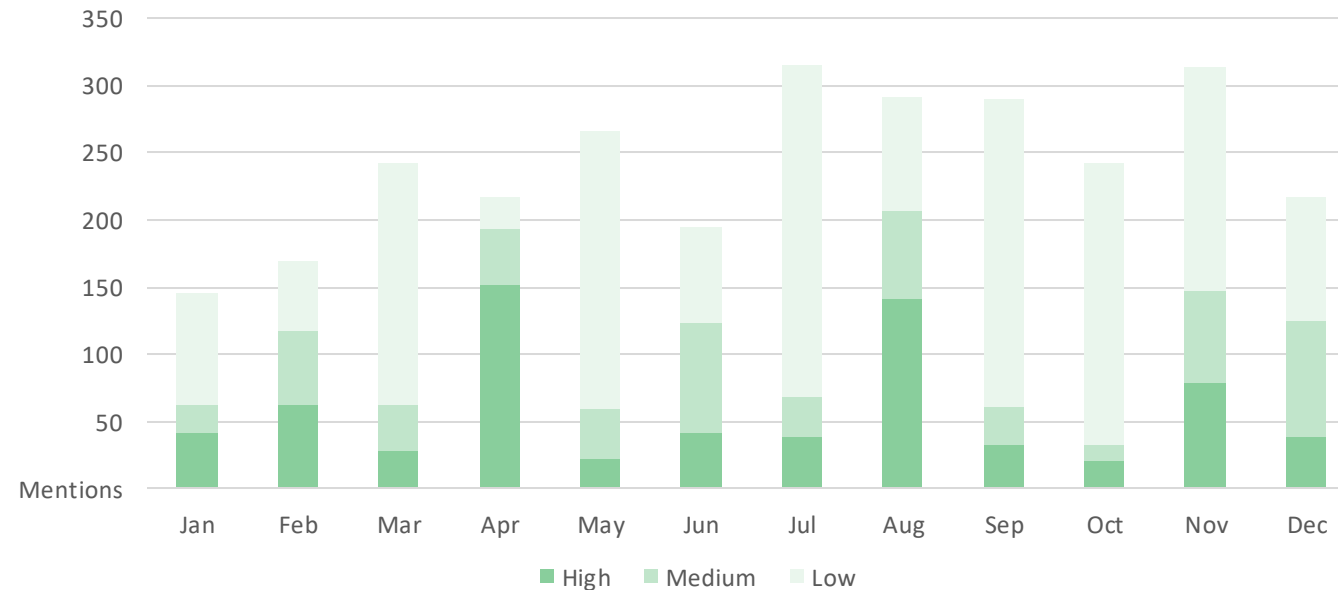
Medium Prominence
Reference to Infinite Inc. in various industry articles especially trade and aggregator websites.

Low Prominence
Passing mentions of Infinite Inc. technologies in articles focused entirely on other topics.

Volume Trend by mention prominence

■ High ■ Medium ■ Low

Sentiment Examples

High Prominence
- Launch of #togetherwewin diversity campaign
- Elena Mackintosh's comments on digital transformation

Medium Prominence
- Customers impacted due to brief platform outage
- Coverage of tech industry touching on various leading companies including Infinite Inc.

Low Prominence
- Passing references to Infinite Inc.'s various products

Infinite Inc.

Objective

To provide an overview of the media coverage for Infinite Inc. US.

Traditional Coverage

Online, print and broadcast coverage was collected through Agility PR Solutions' media monitoring platform. Mentions were collected using keywords and topics agreed upon between Agility PR Solutions and the client. More specifically for this report, only those articles from the US region that has at least two mentions of Infinite Inc. keywords in the lead, headline, or body were considered. Similar logic was also applied to competitors' coverage.

Sentiment

Sentiment is manually assigned based on a sample of mentions.

Social Coverage

Social Content is gathered using keywords and hashtags agreed upon between Agility PR Solutions and the client. This report covers social content from Twitter, Facebook, Instagram, YouTube. A sample of posts from the US region was included specifically for this analysis.

Glossary of Terms

Mentions

A single print, online articles or broadcast segment in one outlet. A syndicated article will be counted every time it appears in a different outlets.

Impressions

The potential views of a single mention or a group of mentions. For online mentions the unique monthly visitor value of the website is counted as the impressions reach, for print it is the circulation value and for broadcast it is the audience reach of the station. For social posts, impressions are the total following of the poster.

Coverage Trend

shows the number of mentions and potential impressions that included the brand's keywords during the reporting period.

Top Publications

list the publications who mentioned the brand's keywords most frequently.

Top Journalists

list the journalists who mentioned the brand's keywords most frequently.

Media Type

shows which media types mentioned the brand's keywords most frequently.

Coverage Prominence

indicates the both how focused a mention is on the brand, so you can distinguish feature stories from passing mentions.

Top Influencers

shows social media posters who included the brand's keywords most frequently.

Top Regions and Cities

show which regions and cities had the most media mentions including the brand's keywords.

Social Trend

shows the number of social media mentions and potential impressions that included the brand's keywords.

Coverage Sentiment

indicates the tone of mentions that include the brand's keywords. Sentiment is automated and based on the overall sentiment of the article/clip.

Social Channels

lists the number of mentions by social media channels.

Social Sentiment

indicates the tone of social mentions that include the brand's keywords. Sentiment is automated and based on overall sentiment of the post.

Agility | PR Solutions

We help PR professionals generate and monitor media coverage, measure results, and demonstrate their value. We love seeing them use our tools and insights to evolve and increase their impact. Serving our clients is our reason for getting up in the morning, and we're honored that they rank us #1 for *customer support* and *ease of doing business with*.

Users Most Likely To Recommend — Enterprise — SUMMER 2023

Fastest Implementation — Mid-Market — SUMMER 2023

Momentum Leader — SUMMER 2023

Best Est. ROI — SUMMER 2023

Easiest To Use — Enterprise — SUMMER 2023

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