

Press Release

++ 08.07.2013 – *Fiebinger Polak Leon Attorneys-at-Law* advise market research institute GfK on acquisition of Sensemetric Web & Social Media Mining GmbH.

***Fiebinger Polak Leon Attorneys-at-Law* (under the direction of Bert Ortner) have advised one of the world's largest market research institutes on the acquisition of an internationally active social media mining company and its subsequent integration into the GfK Social Media Intelligence Center.**

Sensemetric Web & Social Media Mining GmbH was founded in 2012 and went on to develop a digital crowd-sourcing platform, with the help of which social media analysis can be carried out in any country around the world. As social media has become a critical forum, in which marketing and word of mouth can influence both a brand and its sales, it has also established itself over recent years as a source for market research with regard to brand effectiveness. Moreover, it functions as a source of information concerning public mood, as well as the market acceptance of companies and products.

The acquisition of Sensemetric Web & Social Media Mining GmbH now enables GfK to gather and analyse social media data worldwide and therefore expand the social media offer globally. As a result GfK is now in the position to generate entirely new knowledge about the relationship between the impact of social media and the sale of products.

Alongside Bert Ortner (47), the leading partner, Wolfgang Sieh (33) oversaw the transaction with regard to the applicable corporate law.

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About Fiebinger Polak Leon Attorneys-at-Law:

Fiebinger Polak Leon Attorneys-at-Law was founded in 1990. It is an internationally oriented, commercial attorney law firm, which has proven expertise in consulting multinational clients in Austria and Eastern Europe. It regularly accompanies large Austrian companies as they undertake commercial activities both in Austria and abroad. The law firm's clientele comprises companies of all sizes, both private and listed, as well as national and multinational organisations. Artists, cultural institutions, universities, local and national governments, non-profit organisations and private individuals are also among its clients.

For further information about Fiebinger Polak Leon Attorneys-at-Law, visit www.fplp.at.

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