Innovatio Publishing Ltd created and has since been regarded as an influential platform for social science and innovation. Prof. Bela Kada, behind the Hungarian reforms that played a part in the collapse of communism, used Innovatio as a vehicle for relaying the message to the Western World.

Innovatio bloomed as a host for new ideas, seminars, conferences, and concerts held on neutral ground and it became the incubator for new universities, institutes, publishing houses and business hubs to understand the essence of business beyond just making money.

After the fall of the Berlin Wall, Innovatio coined the phrase, "wall in the head", in reference to the continuing state of mind of many Germans - still used amongst the public today.

Innovatio founded the first Media Tenor Research Institute in Bonn, Germany, to study the influence of media on society and change based on pure content analysis.

First Media Tenor Journal was published in German. First study on the German federal election campaign and the political sentiment analysis by Media Tenor adequately captured the trends.

Innovatio founded the International Media Monitor Association in Washington D.C. in cooperation with the Center for Media and Public Affairs.

Innovatio SA partners with the Department of Environmental Affairs during the World Conference on Sustainable Development in Durban.

Media Tenor analyzes the EU elections in all member states.

Impact of terror news on stock prices and business climate by Prof. Jan-Enebert Sturm (Universität Konstanz) established.

Role of top management in corporate reputation published by Matthias Vollbracht and with Prof. Breitschneider.

Group of 150 entrepreneurs, journalists, scientists and musicians invited to explore the new member states as part of the EU-RO-Caravan, starting in Slovenia and ending with the Beethoven Violin concert at the National Museum on Wenzels Square in Prague, Czech Republic.

Media Tenor invited to the present findings on central bank communication and the role of their reputation at the Kings College (Cambridge University) annual course.

The KOF economic research institute (ETH Zurich) launches the European Monetary Policy Communicator Index based on Media Tenor’s analysis of the monthly ECB president press briefing as an interest rate forecasting instrument.

Start of long-term analysis of inflation expectations as a co-funded (DFG, SNF) collaboration with the University of Hamburg and the Swiss Economic Research Institute (KOF).

Results of index measuring the willingness of people in the US, Europe, Asia and the MEA states to Dialogue with "the other religion" presented at Davos, Summer 2008 for The World Economic Forum.

Launch of the “Trust meltdown” research paper series -Analyzing the role of media processing the financial crisis news and impact on corporate reputation in the banking sector.

Roland Schatz founded together with Prince Ghazi of Jordan the CFI Foundation to support joint efforts with Tony Blair, the Bishop of London, the Grand marquis of Calio and Bosnia-Herzegovina to overcome stereotypes in the inter-faith dialogue and media coverage.

The OECD nominated Media Tenor as official "Knowledge Partner.”

Implementation of Awareness Threshold into an insurance product – Turned into the Reputation Protect Service run first by Allianz SE in 2012.

Media Tenor invites to the events on central bank communication and the role of their reputation at the Kings College (Cambridge University) annual course.

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Published the Global Peace Report with the UN and the Institute for Economic and Peace highlighting the role of media in country image during and after catastrophe/conflict.

Agenda Setter Online Globe published with the German Publishers Association (VDZ) to better understand the role of opinion leaders on the internet.


Media Tenor SA is part of the communications team of Brand South Africa at the World Economic Forum. The country achieved top five ranking by media prominence during the summit.

On behalf of the National Academy of Science and Engineering and on the occasion of the Acatech round table. Media Tenor launches its analysis on factors of growth in Germany.

Idea of the UN Academic Impact was one of the Agenda Setting Conference workshops under the leadership of Ramu Damodaran. 1,000 university presidents around the world focusing on teaching and researching join the Millennium Development Goals.

Conference hosted by Media Tenor, together with the Arab Spring. Media Tenor SA partners with the Department of Environmental Affairs during the World Conference on Sustainable Development in Durban.

Concept of Agenda Setting Theory expands into the field of diseases. Thanks to Dr. Christian Moller and the joint EU project analyze the role of media in the use of vaccines.

After publishing the CSR Report for several years, Media Tenor joins groups trying to improve the standards defining sustainability on a global scale.

Participation in a research project on the relation between media information and financial stability in the banking sector (University of Hamburg, Bundesbank).

Economist rating based on their performance regarding media communication, political advisory and academic research in partnership with the Frankfurt Algemeine Zeitung launches.

Prof. Schwabacher (Humboldt University) confirms correlation of Media Tenor research to elite polls. Back listing of Media Tenor signals the Dow Jones Sustainability Index companies outperformed the market and leads to first Media Signal Driven Fund hosted by the Investmentbank in London.

Media Tenor SA invited to be part of an industry panel to discuss the development of new measurements for media impact.

Media Tenor SA represented at the University of Pretoria and Harvard Business School Advisory Board on Integrated Reporting.

Study released on the importance of media news regarding the Net Promoter Score TM, the global insurance industry with Bain, Allianz SE, TNS and the University of Munich.

Vietnam office becomes leading hub to work with colleagues in Australia, China and Singapore.