



**MEDIACOM**  
Public Relations

A Division Of Comnet Media Ltd.

Comnet Media Ltd., 10, 1st Floor, Madhu Estate, P B Marg, Worli, Mumbai - 400 013.  
mail@mediacompr.com www.mediacompr.com T/F: 022-40280800

## INDIAN MEDIA MAGAZINE – MEDIA, TELEVISION, MOVIE AND CELEBRITY NEWS

just an indian media news aggregator - driving traffic to original sites ...

URL: <http://imediomag.com/indian-media-news/new-market-research-tool-combines-ethnography-with-video-streaming/>

Date 4<sup>th</sup> November 2011

## NEW MARKET RESEARCH TOOL COMBINES ETHNOGRAPHY WITH VIDEO-STREAMING

The new tool, christened 'Ethnostream', captures customer's use of an existing product or service, or the environment in which a potential new product or service may be used. read more by clicking here .....