eMedia Monitor appoints Larry Thomas as Vice President, Americas, to lead U.S. expansion

Appointment builds on eMM's fast-growing U.S. network, reinforcing the company's long-term commitment to the American market

NEW YORK, NY, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- eMedia Monitor (eMM), the broadcast intelligence platform and global leader in real-time radio, TV and online video and audio monitoring, today announced the appointment of Larry Thomas as Vice President, Americas. The hiring of a proven senior public relations and marketing technology executive reflects eMM's continued investment in the U.S., where the company has built a television, radio and podcast monitoring network across all 210 DMAs and 50 states, and marks the next stage in expanding its business operations in North and South America.

Thomas brings more than two decades of experience building and scaling media intelligence and PR technology businesses in the U.S., most recently leading U.S. business development for UNICEPTA after driving growth for Talkwalker prior to its acquisition by Hootsuite, and for Bulletin Intelligence both before and after its acquisition by Cision. Earlier in his career, he was a founding executive and president of MultiVu, PR Newswire's video PR subsidiary, and later COO of Medialink Worldwide, a NASDAQ-listed broadcast PR and media technology leader, where he helped bring Teletrax, a content-verification venture with Philips, to market.

In his role, Thomas will lead eMM's growth strategy across the Americas, sharpening the company's focus on deep, local-market coverage across the U.S. while building its client base among U.S. communications and data analytics professionals, supported by expanded marketing, customer success and research teams. The expansion also gives U.S. clients the opportunity to consolidate onto a single supplier, with the option to fold in their international needs alongside their U.S. coverage under one solution with consistent methods and metrics, saving them the cost and burden of managing multiple vendors. As an AI-first company, eMM applies AI throughout its monitoring and analysis, structuring its dataset so clients can seamlessly integrate it with their own AI tools and environments.

Larry Thomas, Vice President, Americas, eMedia Monitor: “I’ve spent my career helping global media intelligence companies establish and grow their U.S. businesses, and I’m excited to bring that experience to eMM at such a pivotal point in its American growth story. There is a real opportunity to give U.S. organizations the kind of comprehensive, cross-border broadcast insight

that has often been missing from their toolkit, and I'm looking forward to building that out."

Thomas Netousek, Founder and CEO, eMedia Monitor and a board member of the International Association for the Measurement and Evaluation of Communication (AMEC): "Larry has built U.S. operations for some of the most respected names in media intelligence, and he has a proven track record of turning that groundwork into lasting growth. Bringing that experience in-house is a significant step in our U.S. strategy, and we're thrilled to have him leading it."

eMM's network currently comprises 1,811 television and radio channels and 55,800 podcasts in the U.S., with these numbers increasing weekly. This sits within the company's global footprint of 4,500+ broadcast channels and 130,000+ podcasts across 94 countries and 42 languages, monitored in real time, 24 hours a day, with the potential to examine up to 4 million podcasts. Brands and organizations wanting to track or discover more about the trends shaping U.S. broadcast, radio and podcast content can reach out to eMedia Monitor to discuss how the company can support them.

About eMedia Monitor

eMedia Monitor is a broadcast intelligence platform and global leader in real-time radio, TV, web-TV and podcast monitoring, founded in Vienna, Austria in 2007.

eMedia Monitor offers 24/7 real-time monitoring of audio-visual content across 94 countries in 42 languages across 4,500+ broadcast channels and 130,000+ podcasts.

eMedia Monitor received recognition for outstanding measurement and insight at the DataComms Awards 2026 (Gold for Best Use of Data to Assist Reputation Management) and the AMEC Awards 2025 (Gold for Most Effective Planning, Research and Evaluation).

eMedia Monitor's broadcast and audio-visual monitoring technology supports media monitoring and media intelligence companies globally, and is used by leading brands, PR and marketing agencies, and government institutions.

Larry Thomas
eMedia Monitor
+1 646-290-0453
larry.thomas@emediamonitor.net
Visit us on social media:
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/943119719

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.