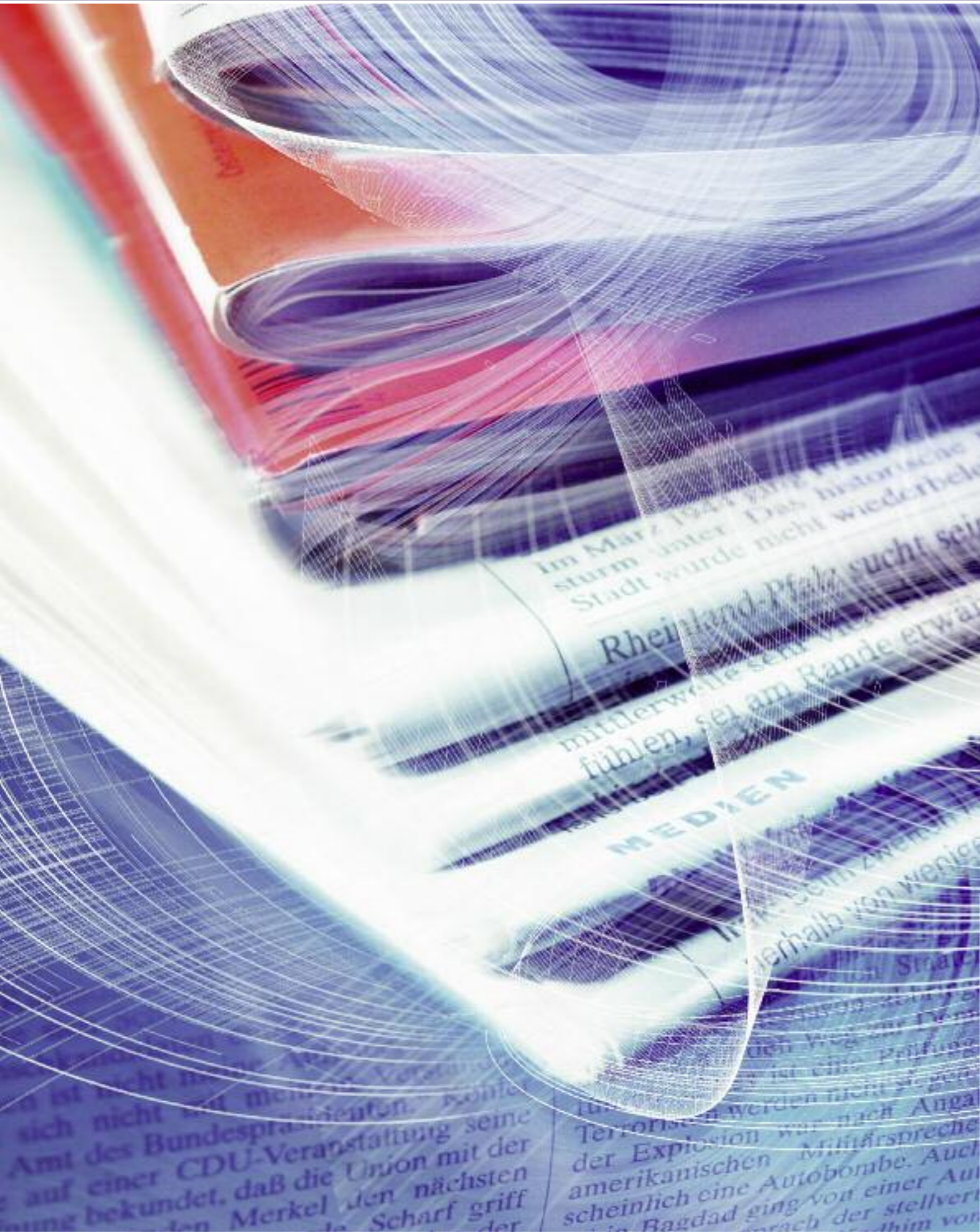


Media monitoring –
simple, fast
and professional

www.presse-monitor.de

PMG Presse-Monitor GmbH
Markgrafenstraße 62 · 10969 Berlin · Germany
Tel. +49 (0)30 284 93-0 · Fax +49 (0)30 284 93-200
info@presse-monitor.de
www.presse-monitor.de





One partner – multiple offers

A key part of effective press relations is the extensive analysis of printed and electronic media. PMG allows you to monitor information from hundreds of newspapers, magazines, trade publications and the internet – at the office or on the go. The possibility to create electronic press reviews and media analyses, combined with an extensive legal package, makes PMG an unrivalled partner for all your press relations.

► Comprehensive

PMG offers you instant access to the most comprehensive German-language press database containing all the latest articles, photos and infographics from hundreds of newspapers, magazines and Internet portals for your very own press analysis. Use your mobile, Blackberry or PDA to take advantage of this offer while on the go – with PMGmobil.

► Impressive

Use the Presse-Monitor® System to create professional and up-to-date press reviews in minutes – online and automatically to your specifications. Add the finishing touch to your press review with PMGbox. This software enables you to design a cover sheet, generate a table of contents automatically, insert your own material and incorporate logos.

► Sophisticated

At the push of a button, the electronic media analysis tells you how your company or institution is perceived by the public, and enables ongoing control of your press relations.

► Worth storing

The extensive rights allocated to PMG by publishers mean you can archive electronic press reviews for up to ten years – including a full-text search.

► Legally sound

PMG allows you to create and publish electronic press reviews according to copyright. In doing so, PMG provides the necessary rights to all those who digitise press contents themselves. And with PMG, you can also publish newspaper and magazine articles on your own website.

► The advantages at a glance

- Access to newspapers, magazines, agency announcements and online media via full-text search and using an individual search profile
- Up-to-date information from 7 a.m. at the latest, also to your mobile
- 24-hour availability
- Integrated analysis portal
- Easy operation therefore minimum training
- Rights acquisition even for own digitising

Electronic press reviews require two things: **articles** and **licences**

The Presse-Monitor® System is unique in that it combines the search for your electronic press review with the necessary licence acquisition. Just want the licences because you do all your own scanning? No problem!

▶ A sea of news ...

The German media landscape has never been bigger: just under a dozen national daily newspapers and several Sunday newspapers, a multitude of local and regional subscription newspapers and even more general-interest and trade publications, not to mention key online portals, are crowding the information market.

▶ ... to navigate

At the same time full and therefore reliable electronic press reviews about politics, the market and competition are of strategic importance – setting the benchmark for all press relations. The Presse-Monitor® System allows you to benefit from the huge amount of information available – quickly, easily and effectively.

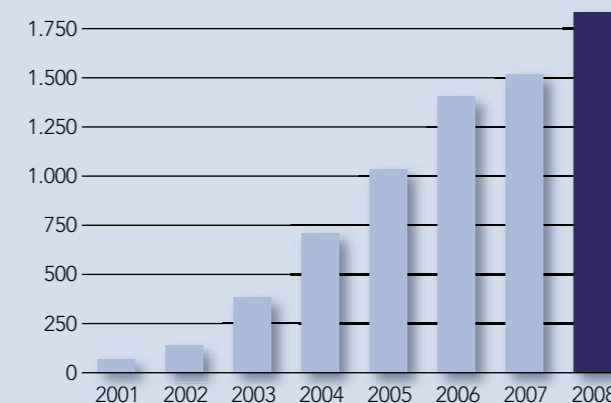
▶ Companies, authorities, agencies ...

Anyone who creates digital press reviews and makes them accessible to employees of a company, an authority or other institutions must obtain the right to do so. PMG offers various products that facilitate press analysis and the necessary licensing considerably. Choose from one of three options:

- PMG Digital – carry out an electronic search with the Presse-Monitor® System, download articles, acquire licences and create press reviews in minutes
- PMG Rights Acquisition – press review licences for your own digitising – simply acquire online
- VG Wort § 49 of the Copyright Law (UrhG) – create electronic press reviews by doing your own digitising within the narrow confines of the paragraph on press reviews

▶ Increase in sources at a glance

The number of titles available via PMG has been steadily increasing since 2001. These now also include significant European publications.





The Presse-Monitor® System in 3 words: comprehensive, sophisticated and simple

The PMG press database currently gives you access to over 100,000 new articles a day, which you can search through using a full-text search. This means in future, you won't miss a thing ...

▶ Perfect text search

While the full-text search and category search functions are key parts of the Presse-Monitor® System, the system's other features are also impressive. You can be notified by e-mail when the system has found the search terms you entered in one or more articles. You can change the search profile at any time without incurring costs. And because the editorial environment of an article is often essential to assessment, you can download the newspaper page of key titles as a full-page PDF together with the article – a major advantage over standard press reviews. Your press review articles are identical to the contents of the print edition. The articles relevant to you can easily be processed and published in HTML and XML format or as a PDF.

▶ Photos and graphics

The press database contains not only the full texts of hundreds of newspapers, magazines and online portals, but in many cases also the corresponding photos and infographics, which are as easy to use as the texts.

▶ The Presse-Monitor® System at a glance

- Full-text search
- Category search
- E-mail notification
- 24-hour availability
- Highlighted search terms
- Preview article option
- Full-page PDFs
- Photos and graphics
- Online creation and circulation
- Can be sent to Blackberry and PDA
- 100% legal certainty
- Friendly and expert support

▶ Information in advance by e-mail

You will automatically be informed of the results of your search by e-mail. And you can obtain an overview of all articles containing the search terms you entered on a regular basis, several times a day.



Simply automatic: let the system work for you

The Presse-Monitor® System can not only relieve your workload, it is also easy to operate. Just log on and off you go.

► **At your disposal**

The Presse-Monitor® System is very easy to use: simply log on, enter your search terms and see the results within seconds. Via an individual search profile, you can define your own search terms for repeated queries. In addition, a full-text search gives you every opportunity to react spontaneously to information needs. You can change and combine the number and type of search terms as often as you like. A category search can be used as an additional tool for refining your search.

► **As regards training**

What can we say? If you can use the internet, you'll be able to master the Presse-Monitor® System in no time at all. Expert support is also available, should you need any help.

► **E-mail notification**

You decide when and how often you want to run query routines and be notified of hits.

► **Costs**

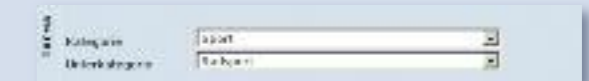
Want to know how much it costs? It all depends on you, and the number of articles and photos you choose. But you won't be making a blind purchase because, depending on the package, you can use the preview function to check the photos and read the articles before you buy them. A list of current prices can be found at www.presse-monitor.de.

1 Search

Simply enter your search terms here or define your personal query.

2 Category search

The category search is an extended full-text search and allows you to search for topics and terms.



3 Search profiles

The queries and source profiles are linked under profile management.



4 Source information

This gives you an overview of all titles listed with PMG, including copies circulated and figures from the independent media watchdog IVW.

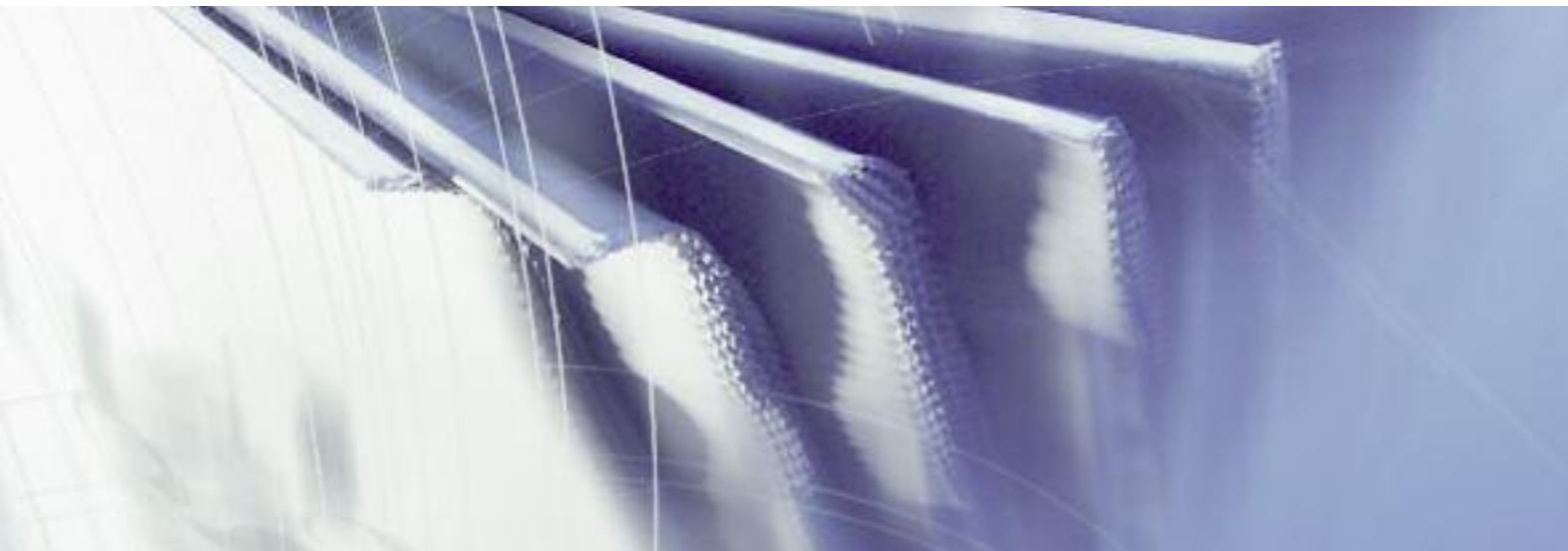


5 Define source profiles

Simply select and save the sources relevant to you from our extensive portfolio.

6 Preview function

Click on the "View" button to view the full article on screen.



► **Extensive design options**

PMGbox offers you various options for designing your own press review. From designing the cover sheet, integrating PDF pages and creating thumbnails, right through to releasing PDF and/or HTML versions.

► **Integrated archive database**

All articles for which archive rights for press reviews have been acquired can be managed via PMGbox. An integrated database enables you to archive articles and run targeted searches.



► **Statistical analysis and automatic categorisation**

Integrated media analysis combined with automatic categorisation allows you to evaluate your own press reviews while creating them. How and where terms such as people, companies, etc. appear can be shown in the

form of coloured diagrams. At the same time, self-defined terms can be added to categories already specified. An automatically generated register completes the press review.

The perfect look for your electronic press review: **PMGbox 2.1**

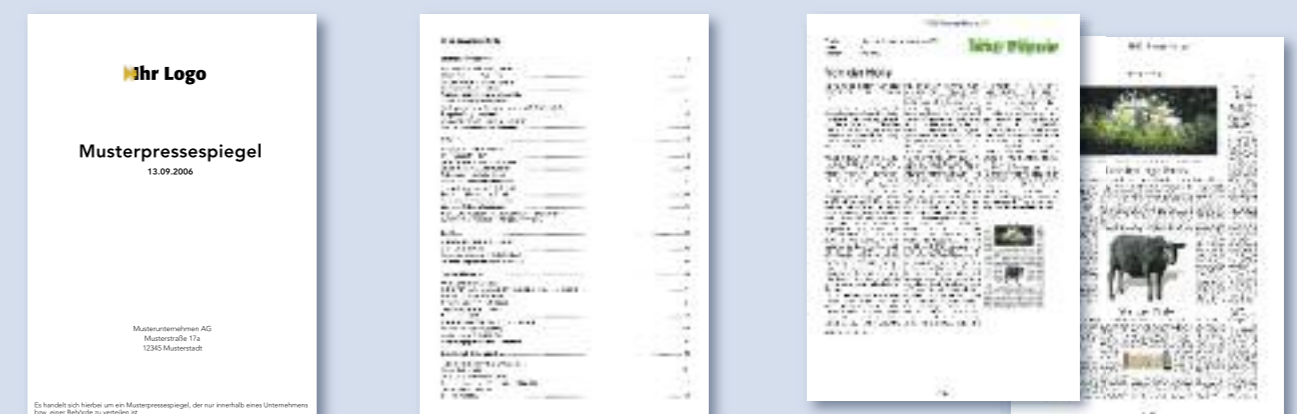
Content completeness and legal certainty are one matter, while a clearly arranged and professional format are another altogether. PMGbox 2.1 software makes your press review exemplary.

► **One, two, three ... done!**

The press review software PMGbox 2.1 makes compiling articles for electronic press reviews child's play. Just a few mouse clicks is all it takes to turn the articles you have chosen into a clearly arranged and structured press review. A version in HTML format can be published on the intranet and a PDF version can be e-mailed to employees or published on the intranet immediately. And that's not all PMGbox 2.1 is capable of:

- Flexible design
- Automatic creation of tables of content and figures, registers, etc.
- Integrated archive database
- Automatic categorisation
- Freely definable sections
- Incorporation of own texts, e.g. press releases
- Order of articles can be individually specified
- Integration of photos or graphics (JPEG, GIF, PDF)
- Integration of own logos
- Highlighted search terms (marked in colour)
- Integration of page PDFs with thumbnail option

► **The press review**



Up to date at all times and wherever you are: **your press review to go**

The Presse-Monitor® System gives you access to around 1,200 newspapers, magazines, agency announcements and online media every day via a full-text search and individual search profiles. PMGmobil even gives you exactly the same information while travelling on business or at a meeting – up to the minute.

► **Everything you want to know**

PMGmobil sends you the requested articles or even entire press reviews from the Presse-Monitor® System directly to your mobile device. This keeps you up to date with everything that's going on without you having to be in the office or informing a member of staff. And it leaves you one step ahead in the knowledge stakes, which could just win you valuable time in critical situations.

Incidentally, the articles are displayed exactly to suit mobile devices! You can choose the settings that are right for you. This means everything from the headline and a short summary of the article to the full article can be displayed on your mobile phone or PDA. What's more, you can search the Presse-Monitor® System while on the go and without your notebook.

► **Is that all?**

No! PMGmobil can also forward articles found automatically to predefined user groups, without you or your staff having to do it by hand.

► **Benefits at a glance**

- Up-to-date and comprehensive mobile information (to your mobile)
- 24-hour availability, even at weekends
- Easy operation
- Legal certainty
- E-mail notification

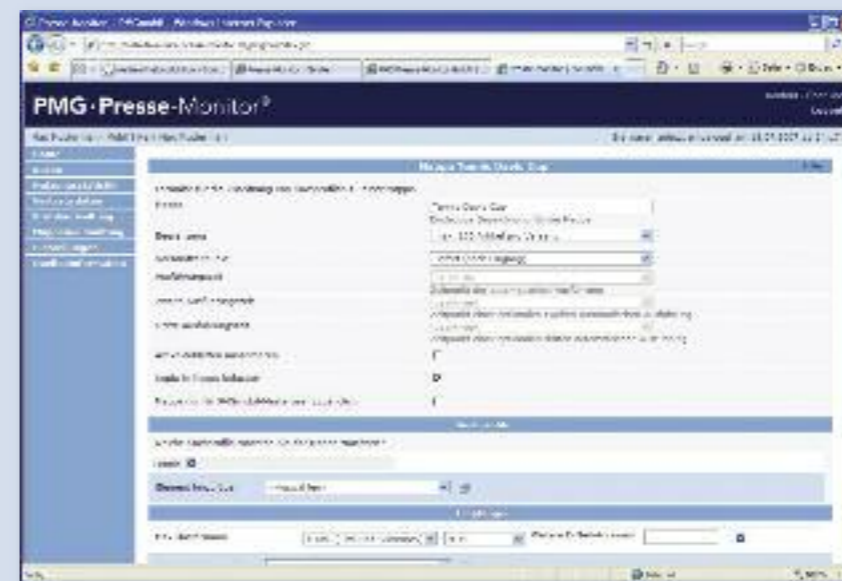
► **Configuration? No problem!**

PMGmobil has a clear and convenient editorial system for configuring search profiles and subject folders. There is also a user administration and the option of

setting up e-mail notification for individual users – meaning it is fast, reliable and very practical.

1 **PC folder management**

The folders are defined according to subject, thus facilitating everyday work. Simply create a folder, choose a distributor or place an article in the relevant folder – and everyone knows what they need to know.



► **Very clearly arranged**

The articles from the Presse-Monitor® System are stored in subject folders. Once you have logged in to the PMGmobil portal, an overview of all available folders will

be shown immediately and, of course, all important information on the respective articles, i.e. the type of medium, when the article was added, the length of the article, etc.

2 **Search by mobile**

Small and clear: the search panel is also easy to use on small displays.



3 **List of articles**

A well-structured list of articles ensures a quick overview and easy selection.





Now you have even more rights: put your articles on the internet

In the past, we could only offer you the right to publish electronic press reviews for closed user groups within a company or authority – now that's all changed!

► **Let others say nice things about you ...**

For example via your website. With PMG, you can now publish your electronic press review or individual articles from it on your website, thus actively using it for your press relations. Your articles are given an entirely new emphasis in press/public relations and provide a good reflection of your successful PR.

It's just as easy to purchase the necessary licences as it is to buy licences for electronic press reviews – one click and you're done! Via the Presse-Monitor® System of course. For more details and current prices, please visit our website at www.presse-monitor.de.

In addition, you can enrich the content of your customer newsletter and make it even more informative using interesting articles from key publications. At the same time you can launch articles relevant to your industry on your website, reflecting possible trends or changes in the market.

Electronic media analysis: in-depth media monitoring

Some questions used to be difficult to answer: How often have we been mentioned in the press? Was it a positive or a negative report? What kind of an impact does our press release make? Effective press relations depend on analysing reports, having knowledge of trends and directly targeting media representatives.

► Press relations call for press analysis

Media monitoring is often twofold: there's a press review providing a daily overview and there's media analysis (e.g. analyses of media presence or image and subject monitoring). With electronic media analysis, PMG gives you the option of combining both, elevating your press analysis and press relations to a new level.

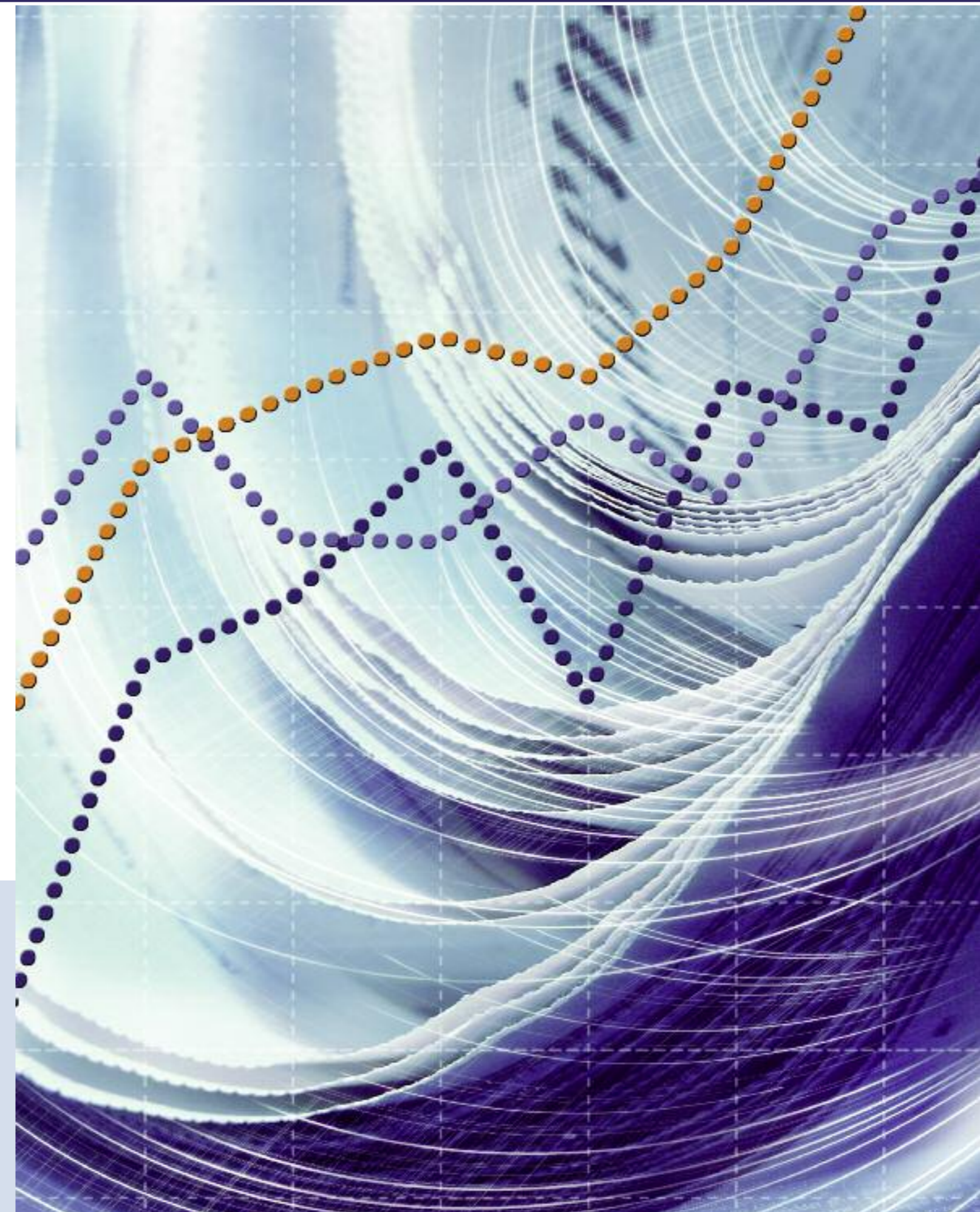
Employees of PMG work with you on creating an individual analysis concept and guarantee the latest, reliable results using computer-aided analysis. Experienced analysts search through hundreds of articles to find key results and interpret and comment on the results of graphically illustrated analyses. But that's not all:

- The online analysis portal allows instant access to all the latest findings and annotated monthly reports on monthly reports!
- The linking of graphics and texts in statistical analyses and relevant media articles ensures comprehensive searches and transparency.
- The full-text preview function can be used for all articles analysed during the last seven days.

PMG's electronic media analysis thus ensures a transparent and complete digital workflow: from obtaining the text from the Presse-Monitor® System and other sources right to graphical analysis via the analysis portal.

► An overview of analyses

- **Analysis of media presence:** Which media report about your company and how often?
- **Image analysis:** Which company topics are reported and how are they rated?
- **Management analysis:** How is your company's executive management positioned in the media?
To what extent does your executive management characterise the reports?
- **Issue analysis:** How do important issues in the media affect your business?
- **Player analysis:** Who says what about certain issues and/or your company?
- **Competitor analysis:** How prominent are your competitors in the media and what image do they have?
How does your company position itself compared to its competitors?
- **Press release analysis (input/output analysis):** How often and to what extent are your press releases accepted by the media? What core messages can be communicated?
- **Equivalent advertising spend analysis:** How much advertising spend does your PR work generate?
- **Scorecard analysis:** What are your company's communication targets and are they being achieved?



Legal certainty has a name: PMG Presse-Monitor GmbH

In the field of electronic press reviews, copyright issues are not always straightforward. That is unless you work with PMG.

► Have rights, obtain rights

PMG is the first port of call when it comes to acquiring licences and user rights for articles, photos, graphics and full-page PDFs for electronic press reviews. This applies to all those who create their own press reviews in-house or assign service providers to do it for them. The advantage of PMG is that you can acquire all the licences you need conveniently from a single source with a simple mouse click.

► PMG rights

PMG has all the rights you need for incorporating articles of publications on offer in your electronic press review and distributing them internally. The articles may be stored for up to four weeks, a digital copy for up to one year. Articles from all available publications, currently over 1,500, and from all available categories may be incorporated into your press review. No matter whether the articles are licensed through PMG Rights Acquisition or acquired directly by downloading a digital copy from the press database, PMG Digital and PMG Rights Acquisition contain the same extensive rights. PMG is now also offering the rights to make articles accessible on the internet to a wider section of the general public.

► Press review paragraph § 49 of the Copyright Law

Besides PMG rights, the press review paragraph represents an additional clear restriction on the creation of press reviews. Section 49 of the Copyright Law (UrhG) allows articles on current political, economic or religious matters to be published in a press review. Digital articles may be held for a period of no more than seven days, may only be published in the form of a graphical representation of the original article and the intensity of use of the electronic press review may not exceed that of the press review as a hard copy. The saving or archiving of press reviews beyond this period is not permitted. Articles published in accordance with this law are subject to a charge stipulated by the collecting society VG Wort. Due to a cooperation agreement with VG Wort, this type of electronic press review can also be paid for via PMG.

► Archiving: instant access

Additional archiving rights can be acquired for press reviews for up to ten years for almost all titles under contract to PMG. The archived articles can also be made accessible to all press review users via the customer's in-house database system.

A PMG principle: strength in numbers

PMG works closely with many partners – and not just our customers.

▶ Partner for service providers

PMG works with many service providers such as media observers, PR agencies and clipping services that monitor the media, scan articles, acquire licences and compile press reviews on behalf of their clients. If you would like to learn more about the companies we work with, please visit our website at www.presse-monitor.de.

▶ Partner of VG Wort and VG Bild-Kunst

In 2003, PMG reached a comprehensive agreement with VG Wort which concerns the cooperating on the provision of electronic press reviews. According to the agreement, PMG is allowed to market not only the articles of publishers bound to it by contract, but also those electronic press reviews which fall under the confines of § 49 of the Copyright Law.

An agreement was reached in 2004 with VG Bild-Kunst concerning the use of photographs and images in electronic press reviews.

▶ Partner for publishers and content providers

PMG has been working with publishing companies for many years, particularly with regards to ensuring the technical availability of articles coming directly from newspaper and magazine production systems.

▶ Our customers (excerpt):

- Generali Deutschland Holding AG
- AOK Bundesverband GbR
- Bayer AG
- Bayerische Hypo- und Vereinsbank AG
- Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- Daimler AG
- Deutsche Bank AG
- E-Plus Mobilfunk GmbH & Co. KG
- ExxonMobil Central Europe Holding GmbH
- Flughafen Köln/Bonn GmbH
- Gesamtverband der Deutschen Versicherungswirtschaft e.V.
- Henkel AG & Co. KGaA
- HSH Nordbank AG
- Nestlé Deutschland AG
- Siemens AG
- Toyota Deutschland GmbH
- UBS AG
- Verband der Chemischen Industrie e.V.
- WestLB AG





Test our service: we're sure you'll be satisfied

Try out the advantages of the Presse-Monitor® System for seven days free of charge – at no risk and in the full version!

► Find out for yourself

With the Presse-Monitor® System, you can not only save time, but also production and distribution costs. Creating a press review with the press database is not only very efficient, but professional and economical, too. The Presse-Monitor® System, PMGbox 2.1 and PMGmobil give you unlimited access to the full range of services seven days a week – at no risk whatsoever.

► What you'll discover

There's nothing faster and more effective. Your search results are complete and up to date, you can create a press review in no time at all and you'll be impressed by the professional result. And just in case you do have any questions, our friendly team of experts are there to support you. PMG gives you access to the latest comprehensive information, keeping you up to date and well informed at all times, wherever you are.

► Give us a call...

Should you have any questions or suggestions, please do not hesitate to contact us – we're always happy to help.

+49 (0) 30 2 84 93-0

► ...or send us an e-mail!

info@presse-monitor.de

► Our partners

