



# AI license for press review creation

Would you like to summarize, modify, or analyze your press clippings using generative AI? No problem with PMG's AI license for press review creation. It allows you to further process articles – whose usage rights you have acquired under your press review contract – for internal purposes using AI applications, simply and in full legal compliance.

## Answers to the most important questions

### → How can I obtain the AI license for press reviews?

Get in touch with us! You can acquire the AI license via an addendum to the General Terms and Conditions ("Special Conditions") of your press review contract with PMG. Every article you purchase via PMG MediaMonitor will then automatically include the AI license.

### → What is permitted under the AI license?

You may convert articles into machine-readable or alternative formats, for example by transforming text into speech.

In addition, the analysis, indexing, segmentation, and evaluation of content are permitted, as well as enriching it with metadata, summaries, or translations.

The license also allows the visualization, extraction, and creation of new content based on existing information. It includes conducting trend analyses and deriving concrete recommendations for action.

Finally, you may integrate the processed content into internal layouts and designs in order to optimally incorporate it into your existing systems and processes.

### → What is not permitted under the AI license?

The AI license is limited to *internal use* within your organization. This means that content may only be used in an internal, protected environment and solely in the context of the press review application.

Making content publicly available or sharing it with third parties is not permitted – this also applies to analysis results or excerpts. The use of the content for training or fine-tuning AI models is explicitly excluded.

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**€ 100 per month per order\***

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\* plus applicable VAT