

PMG MediaMeter Digital Media Analysis

easy · direct · do-it-yourself



**Free trial
without obligation.**

www.pressemonitor.de/analysis

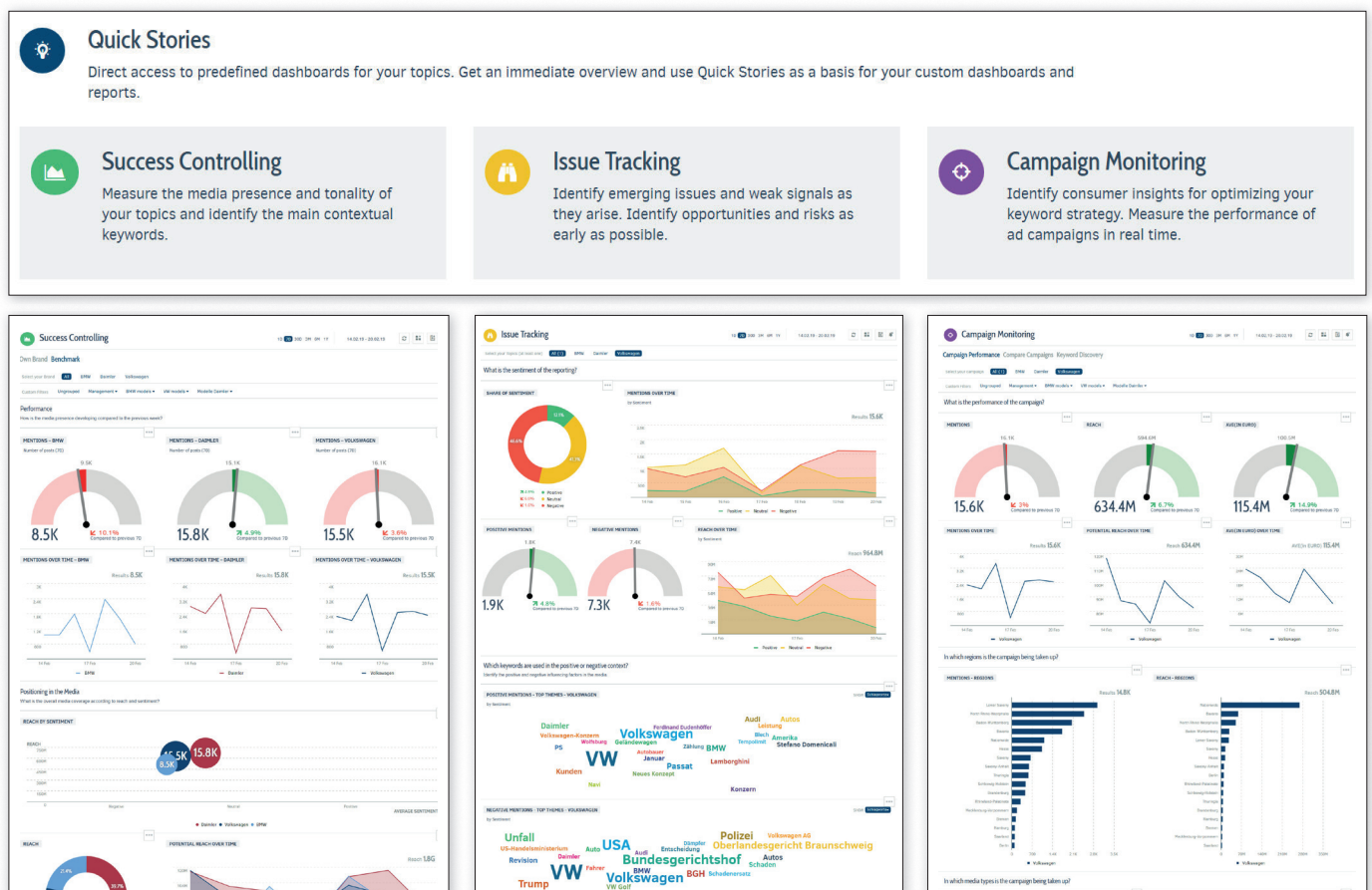
Highlight successful
communication with the right
key figures in seconds

1. Search and find

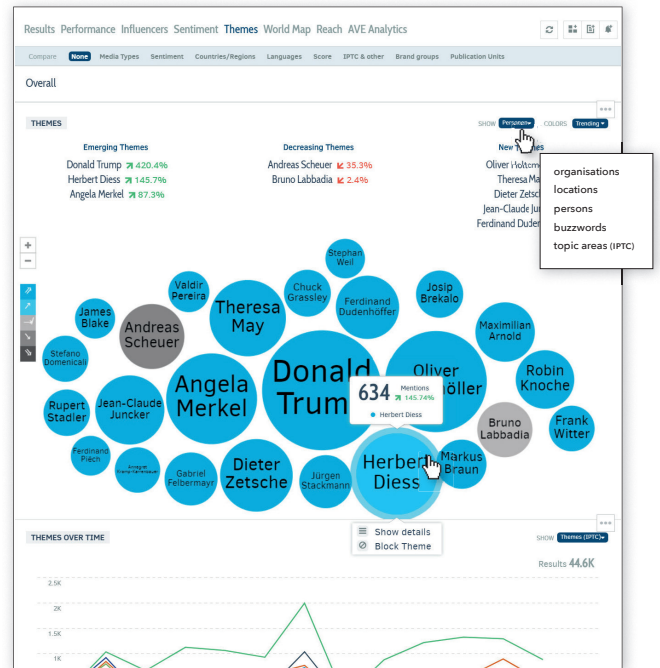
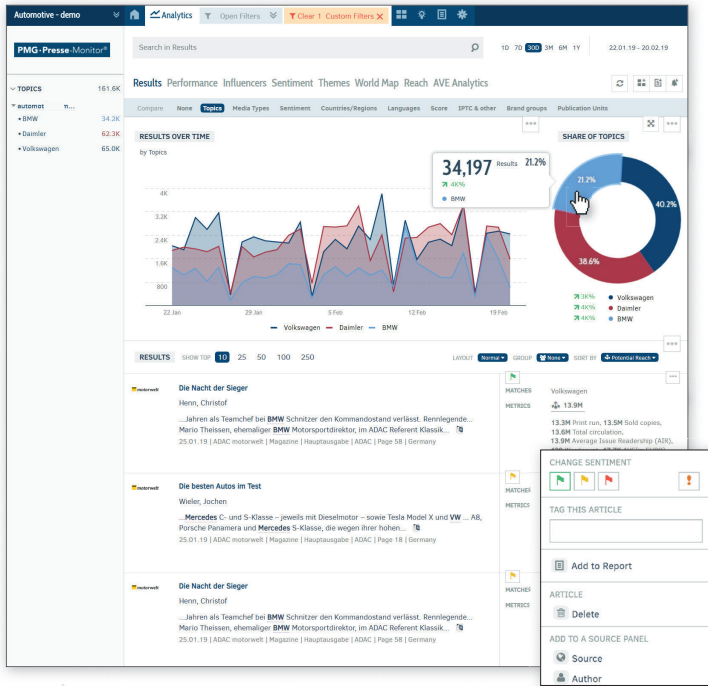


Profit from the largest daily press database in the German-speaking world. Find all relevant, continuously updated daily results as well as one-month retrospective results for your topics. Use the ad-hoc search for your questions about current media events. Read articles as text excerpt or view the full text on your screen. You can rely on media data like circulation, coverage and advertising value of the highest quality.

2. Analyse, evaluate, summarise and edit



Quick Stories – instant recognition of relationships: With a pre-configured dashboard set for the classic issues of communication controlling, you have access to ready-to-use evaluations. Use the Quick Stories for your success monitoring (Erfolgscontrolling), issue tracking, and campaign monitoring (Kampagnenmonitoring). Or choose the relevant analysis filters and graphs yourself for evaluation.



Measure the success of your campaigns. Compare yourself to competitors. Identify the media presence of your topics and opinion leaders. Determine the tonality of articles in crisis situations. Add your own tags and keywords to the results according to your own system.

Recognise issues: Support your insights with automated content-opening technology, which offers you topics, people, organisations and places in the context of your search.

3. Report and share



Dashboards: Create and share individual and extensive dashboards or single charts with your colleagues or customers.

Export: Download reports in various formats such as PowerPoint, Word or PDF. Automatically send them to your distributors at scheduled intervals.



Alerts: Configure regular newsletters on your topics, if desired. Configure ad-hoc alerts for your critical issues or potential trends.



PMG MediaMeter – services and tariffs

Media analysis with PMG - digital, simple, direct.

Would you like to know how often you and your competitors are the subject of reports in the media or establish the reach of your most recent campaign?

PMG MediaMeter offers communication controlling by a mouse click and available at a fixed cost. Provide your superiors and colleagues with relevant, up-to-date information from current media reports. Identify critical topics as soon as they arise and implement suitable communication measures on this basis. Keep a close eye on media coverage with automated reports and alerts.

Scope of services

| | | Small | Medium | Large |
|--|---|------------------|------------------|------------------|
| | | € 3,000 per year | € 6,000 per year | € 9,000 per year |
| Search and find | Number of topics* | 1 | 5 | 10 |
| | Number of users/logins | 2 | 3 | 5 |
| | Media basis: more than 2,500 regional, national and international newspapers, journals, magazines, online media, newsletters and agencies | ✓ | ✓ | ✓ |
| | Retrospective analysis | | 31 days | |
| | Results incl. hit list and text excerpt | | Unlimited | |
| | Data storage (metadata/snippets) for unchanged topics | | 15 months | |
| Analysis | Presence, tonality, subjects | ✓ | ✓ | ✓ |
| | Opinion leaders, circulation | ✓ | ✓ | ✓ |
| | Buzzwords, topic areas (IPTC), organisations, persons and locations | ✓ | ✓ | ✓ |
| | Custom filters | ✓ | ✓ | ✓ |
| | Reach (gross contact) | | ✓ | ✓ |
| | Advertising value / AVE (unweighted) | | | ✓ |
| Reporting | Create and send reports/alerts | ✓ | ✓ | ✓ |
| | Compile dashboards | ✓ | ✓ | ✓ |
| | Export item lists | ✓ | ✓ | ✓ |
| 24-month contract: 5% discount and price guarantee | | € 2,850 per year | € 5,700 per year | € 8,550 per year |
| Flexible contract with monthly termination option | | € 300 per month | € 600 per month | € 900 per month |

* A topic is a combination of keywords using Boolean search syntax, e.g. a company, brand, product, person, subject or issue.

The stated prices are exclusive of statutory VAT at the current rate of 19%. Additional price calculations can be provided on request. Package solutions are available for large customers and agencies.



PMG MediaMeter – your **options**

Customise the digital media analysis by adding the options that suit your requirements.

For example, you can read full-length articles in a preview or purchase them directly from the portal for your press review (article purchase option). You are welcome to add additional users or topics. For long-term analysis, prolonged use of analysis data beyond the standard 15 months is recommended.

Optional extras

| | |
|---|--|
| Article preview / full text view (retrospectively for up to 31 days) | € 100 per month |
| Per additional topic* | € 65 per month |
| Per additional user | € 30 per month |
| Reach (gross contact) | € 50 per month |
| Advertising value / AVE (unweighted) | € 25 per month |
| Per 5 additional custom filters | € 25 per month |
| Per 5 additional dashboards | € 25 per month |
| Per 5 additional reports / alerts | € 25 per month |
| Archiving of analysis data beyond 15 months | € 10 per month |
| Branding / insert your own corporate design | One-off fee of € 300 |
| Article purchase option for press reviews (available for 12-month or 24-month contract) | No extra charge if you have a press review contract. This is a prerequisite and is used as the basis for calculating article downloads and licensing. Please contact us for further information. |

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Test now for free.

www.pressemonitor.de/analysis

More information about PMG MediaMeter and registration for a free trial period without obligation can be found at www.pressemonitor.de/analysis.

PMG Presse-Monitor

PMG Presse-Monitor GmbH & Co. KG is a company founded by a group of major German newspaper and magazine publishers. PMG is the leading German company for digital media monitoring and analysis, with the largest press database in the German market. PMG markets content and licensing rights for 800 newspaper and magazine publishers with more than 4,000 sources.

From its company headquarters in Berlin, PMG caters to about 5,000 customers, comprising companies, organisations, public institutions as well media monitoring companies and PR agencies.

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