

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

#### About us

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 900 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.

Associations/Cooperation:



amec

agma<sup>TM</sup>



Shareholders:

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

Handelsblatt  
III MEDIA GROUP

Hubert Burda Media

DER SPIEGEL  
DAS DEUTSCHE NACHRICHTEN-MAGAZIN

Süddeutsche Zeitung

axel springer



## PMG MediaMeter Digital Media Analysis

easy · direct · do-it-yourself



Free trial  
without obligation.

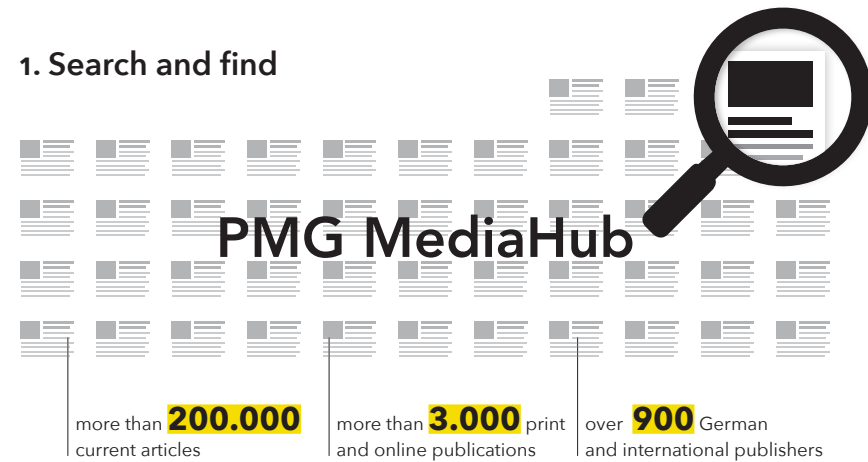
[www.pressemonitor.de/analysis/](http://www.pressemonitor.de/analysis/)

Highlight successful  
communication with the right  
key figures in seconds

# PMG MediaMeter

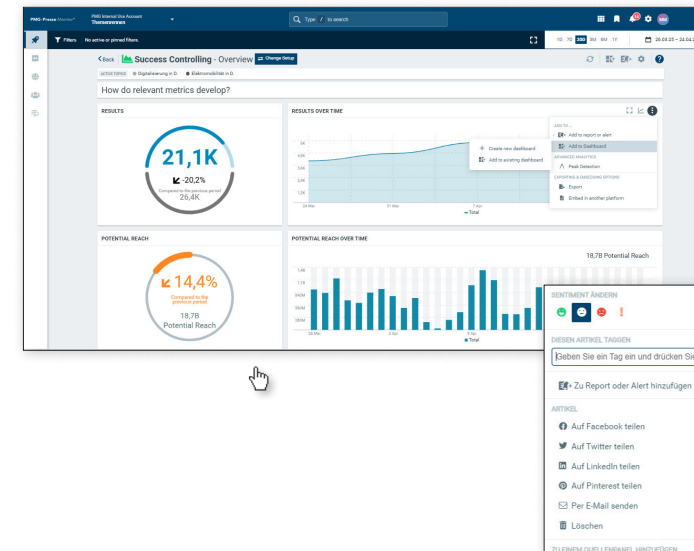
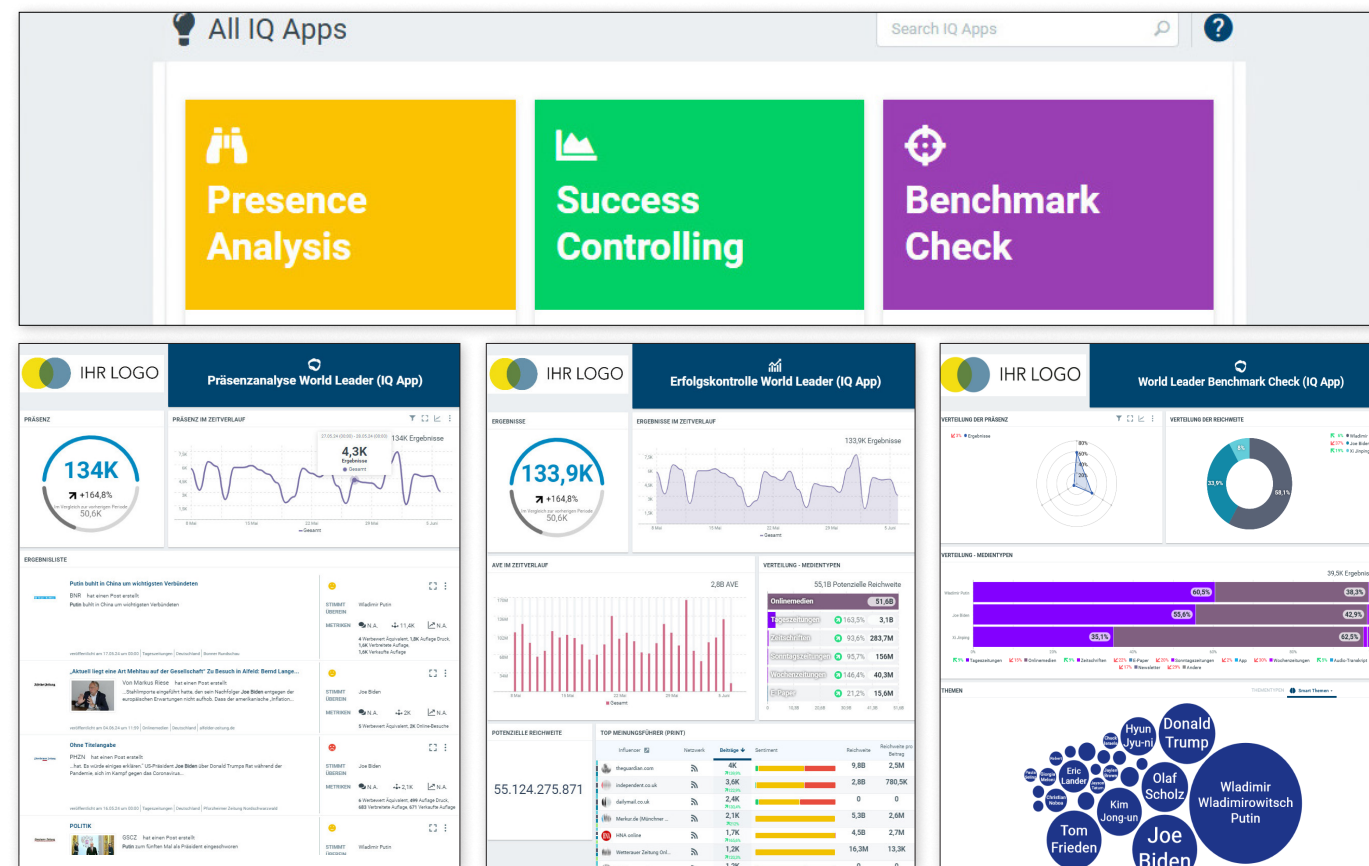
Media analysis with one mouse click – simply self-made.

## 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

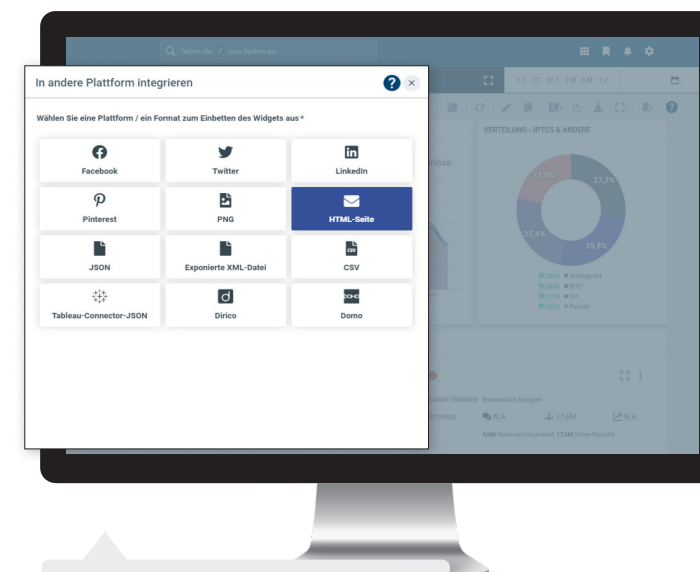


**Measure the success of your campaigns.** Compare yourself to competitors. Identify the media presence of your topics and opinion leaders. Determine the tonality of articles in crisis situations. Add your own tags and keywords to the results according to your own system.



**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.

**IQ Apps - 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 IQ Apps for your presence analyses, success controlling and benchmark checks. Or choose the relevant analysis filters and graphs yourself for evaluation.



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