

Digital Media Monitoring and Analysis



Search for items

The PMG press database can be searched according to key words, titles, dates or media.



Sources of items

More than **200.000** up-to-date media items

In more than **3.000** print and online titles

From more than **900** German and international publishers

How would you like to use the PMG press database?

Media monitoring and creating press review

PMG · MediaMonitor

Always keep an eye on the relevant reporting. Create customised **press reviews** for colleagues, costumer and superiors at the click of a mouse.



Select items

From the search results, you select what is to be included in your press review.



Create and send your press review

By using **PMG press review manager** you can send items directly to your recipients - quickly and simple from the press database.

Add your own contributions to your press review and create clarity thanks to thematic categories. Even automated, if required. This saves valuable time every morning.



Acquire licenses

All necessary usage and distribution rights for the selected items are acquired automatically.

Start your media analysis

PMG · MediaMeter

Communication controlling with one mouse click with PMG MediaMeter. You receive important insights like **reach** or **tonality** from print and online media - digital, easy, direct.



Analyse, assess summarise and supplement

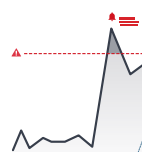
Measure the success of your campaigns. Benchmark yourself against competitors. Identify the media presence of your topics and relevant opinion leaders. Categorise media items according to your own system.



Report and transfer

Create and share customised **dashboards** and **individual charts**, and activate these for your colleagues.

Download **reports** in various different formats.



Observe your topics

Receive regular **e-mails** concerning your topics and issues. Configure **ad-hoc alerts** for critical topics or potential trends.

All services can be individually combined to suit your needs.

→ **Contact us for advice or try out our service for free at www.pressemonitor.de/en**