



## **Monitoring and Analysis:** An Overview of Our Tool and Services

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of Our Services  
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# Who We Are



With more than **250 employees at 12 locations** in Düsseldorf, Berlin, Frankfurt, Leipzig, Stans, Lucerne, and Vienna, as well as Austin (Texas), Dublin, Shanghai, Singapore and Sofia, we are one of the leading providers of media monitoring and analysis services. Our core competencies lie in **cross-media** data collection and evaluation, as well as drawing insights from key figures and marketing data. With our all-in-one cross-media analysis tool **NewsRadar®**, we are considered the premier media monitoring company in Germany. Our performance has earned us the German Prize for Online Communication DPOK twice (2011 and 2019).

Since our foundation in 2001 we have been combining our proprietary technology with the experience and expertise of our news managers, analysts, and consultants. On this basis, we supply more than 1,000 customers with **practical insights and recommendations which help them control and evaluate their communication work**. Our technical applications and solutions, such as NewsRadar® and its underlying media capture technology, are used to the benefit of media observers in countries all over the world (including Switzerland, Belgium, Ireland, and the USA).

# How We Work



**Our approach is defined by four characteristics:**

**HYBRID**

We combine our technical capabilities with human expertise.

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**DIGITAL**

All information and analyses are 100% digitally prepared and processed. Through the use of artificial intelligence, we offer smart solutions for your unique situation at all times.

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**CROSS-MEDIA**

Worldwide real-time monitoring and analysis of print, online, social media, radio, and TV.

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**SERVICE-ORIENTED**

With us, you will work with dedicated account managers and a permanent team that is familiar with your requirements down to the last detail.

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We would be happy to answer all your questions about media monitoring and analysis.

# Your Goals and Requirements



## This is how we proceed:

We start by examining your requirements. What are your goals for media monitoring? **Which questions** would you like us to help you answer? Together we will find answers and define the **media set, search terms and topics** you want us to monitor. We then create **test queries** to develop precisely tailored **search profiles** for the respective media sets **and refine the terms even further** if necessary.

We constantly adapt search terms and media sets to your **current needs** - especially in crisis situations or before events or product launches. We are also happy to discuss in advance the best practices when it comes to crisis communication.

# Our Media Sources

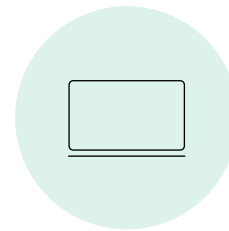
## Comprehensive and international

The basic prerequisite for an effective media review is professional monitoring and a comprehensive media set that is continuously adapted and expanded as required.

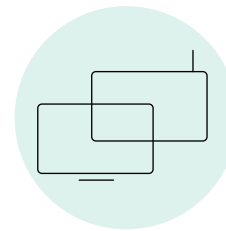
Whether print, online, social media, radio or TV, specialist media, blogs, forums or fan pages - benefit from a **broad spectrum of national and international media** thanks to our global presence and network.



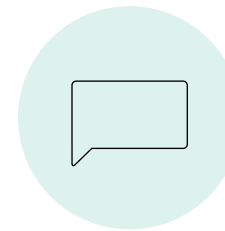
58.000  
*Print media*



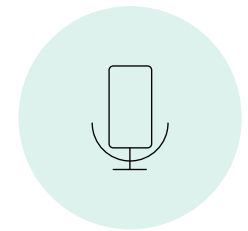
250.000  
*Online news  
pages*



4.200  
*Radio and  
TV stations*



12+  
*Social media  
channels*



15.000  
*Podcasts*

# 1.0 NewsRadar®

## Using the Power of Data

**NewsRadar®** combines all the data that is important for monitoring the success of your communication. With just a few clicks, cross-channel results from earned and owned media can be linked, analyzed and clearly displayed with relevant key metrics such as reach, interactions, sentiment, and hashtags.

[You can find more information about NewsRadar® here](#)



## 1.1 NewsRadar®

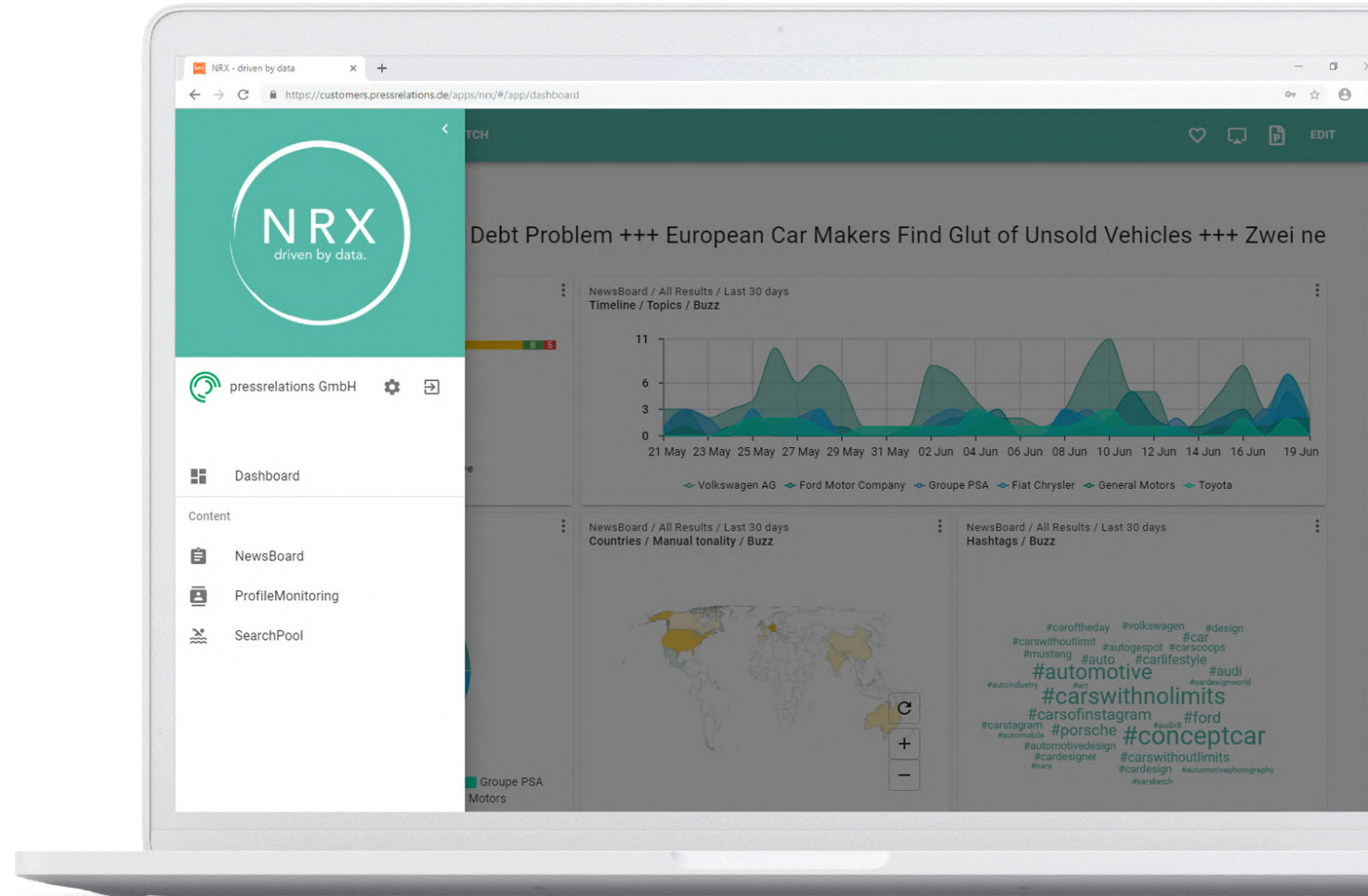
### In-Depth Insights with One Click

At the core of our offering is our award-winning NewsRadar® portal, which we are **continuously updating** and tailoring to meet your needs. This enables us to guarantee you the **highest standards** in terms of usability and reliability.

The following services are available to you digitally via NewsRadar® on request:

- real-time monitoring of various media channels (print, online, TV, radio, social media, podcasts)
- a media review system
- interactive dashboards with comprehensive analysis functions and integrated AI

NewsRadar® is designed as an **“open“ system**. This means that, if required, external software solutions - e.g., for editorial planning, sending press releases, etc. - can be connected easily via **interfaces**. Thanks to its **responsive design**, your NewsRadar® can be used on all devices (smartphone, tablets, desktop, etc.) without any problems.



## 1.2 NewsBoard

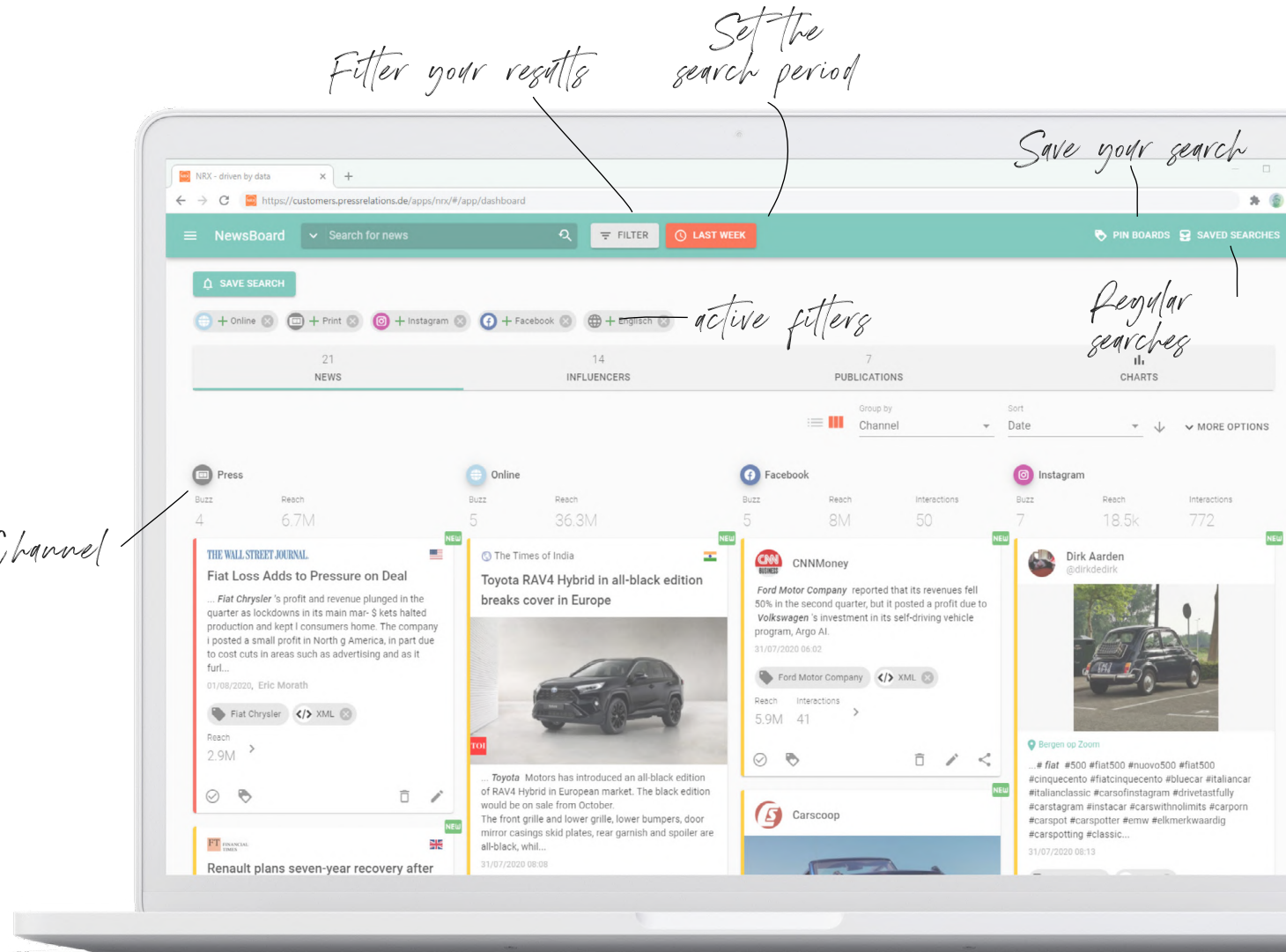
### Essential Information from All Media

Via your NewsBoard you can **view all posts** we have made available for you at any time. Numerous **filter and search functions** allow you to search through articles, reassemble them or carry out your own analysis. If desired, users can be assigned different rights - you can, for example, grant read-only rights or a release only for certain topics. With just a few clicks you can call up your most important media sources, identify relevant influencers, check KPIs or create individual media reviews.

If you want to share individual news or metrics from the NewsBoard with your team, you can do so using our numerous export formats or directly via our **Microsoft Teams integration**.

In addition, all hits and metrics can also be integrated directly via **API** into your business intelligence tools such as Tableau or Power BI, where they can be further customized or combined with other data sources.

[Find more information about the NewsBoard here](#)



### 1.3 SearchPool

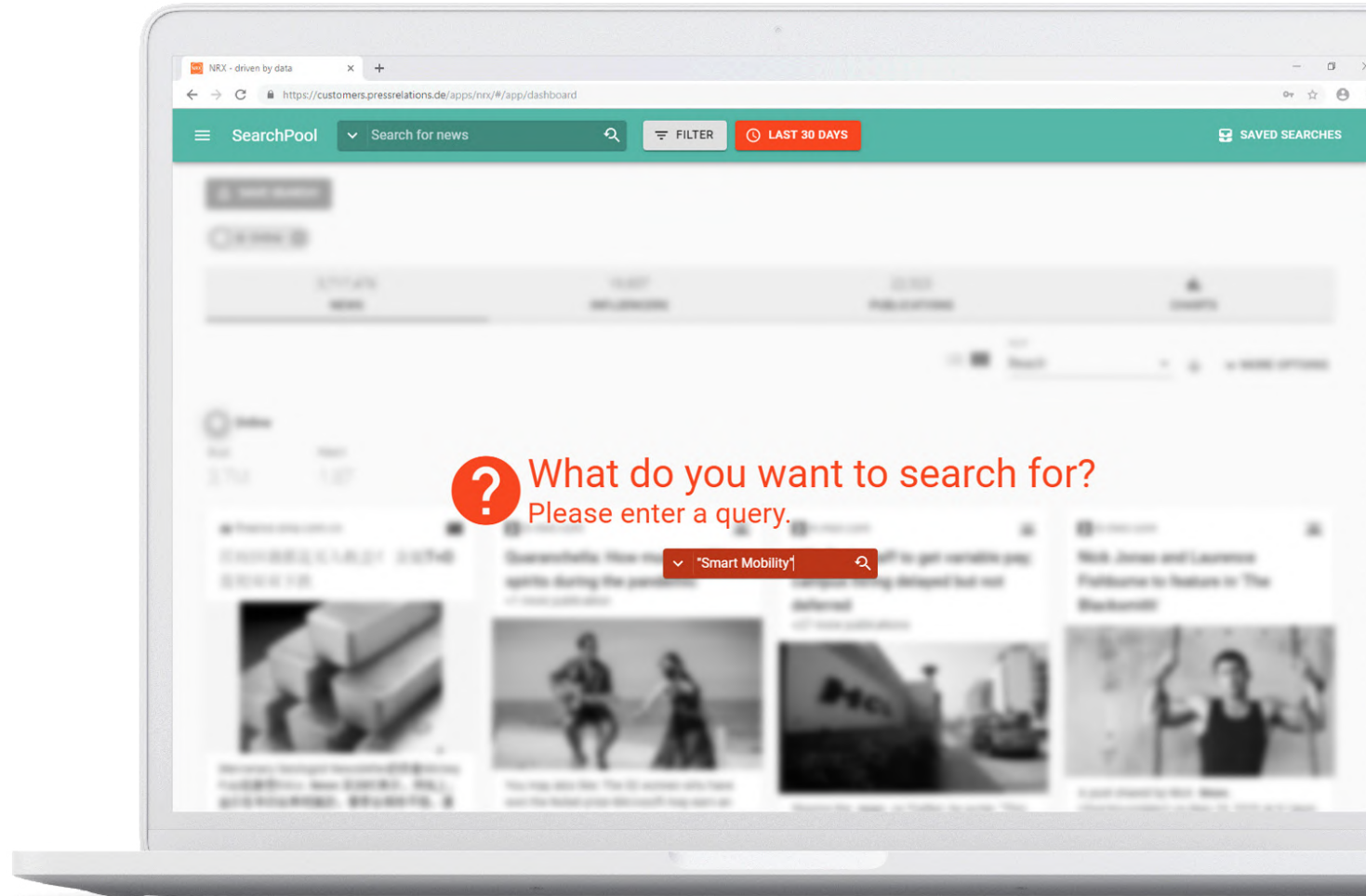
#### Independent Market Overview and Open Retrospective Search

Research independently with SearchPool in **all available online and social media sources**. Without prior setup and independent of us, you can search for content on specific topics or see what specific sources have published online on a certain topic at any given time.

Each search can be refined with **numerous filter functions** to give you a targeted and complete overview of content, media and opinion leaders over the last 12 months. With its comprehensive source set and its quick and easy handling, SearchPool is the ideal tool to support your content planning and optimization.

The integrated **alert function** also makes it easy to respond to and prevent media crises.

[Find more information about the SearchPool here](#)



## 1.4 Alert Systems

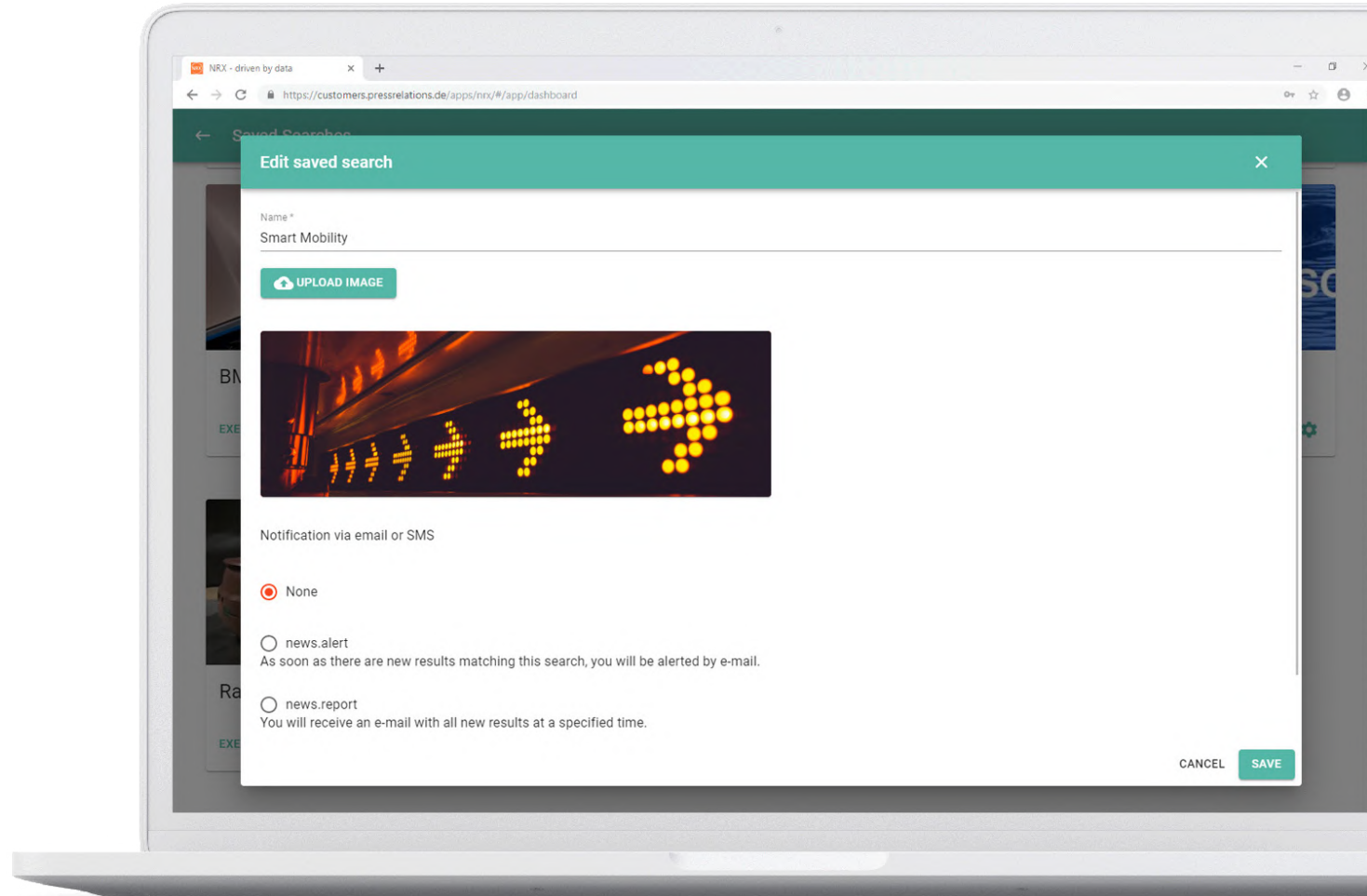
### Early Warning and Crisis Prevention

The SearchPool module is simultaneously your personal alert system that keeps you up to date **around the clock, 365 days a year**. For example, you will be informed when new articles about your company or products are published in online media, weblogs, or social media sources.

SearchPool helps you **keep an eye on special topics more easily**. Likewise, you are always alerted if the usual amount of articles suddenly increases by leaps and bounds, if certain topics are taken up or if media outlets that are particularly important to you publish relevant articles. In this way, we work with you to set up an early **warning system** before a communication crisis escalates. This gives you an important head start.

All this runs independently of your actual media monitoring, to shed light on completely different topics. On request, a qualitative, edited alerting is also possible.

[Find more about the alert systems here](#)



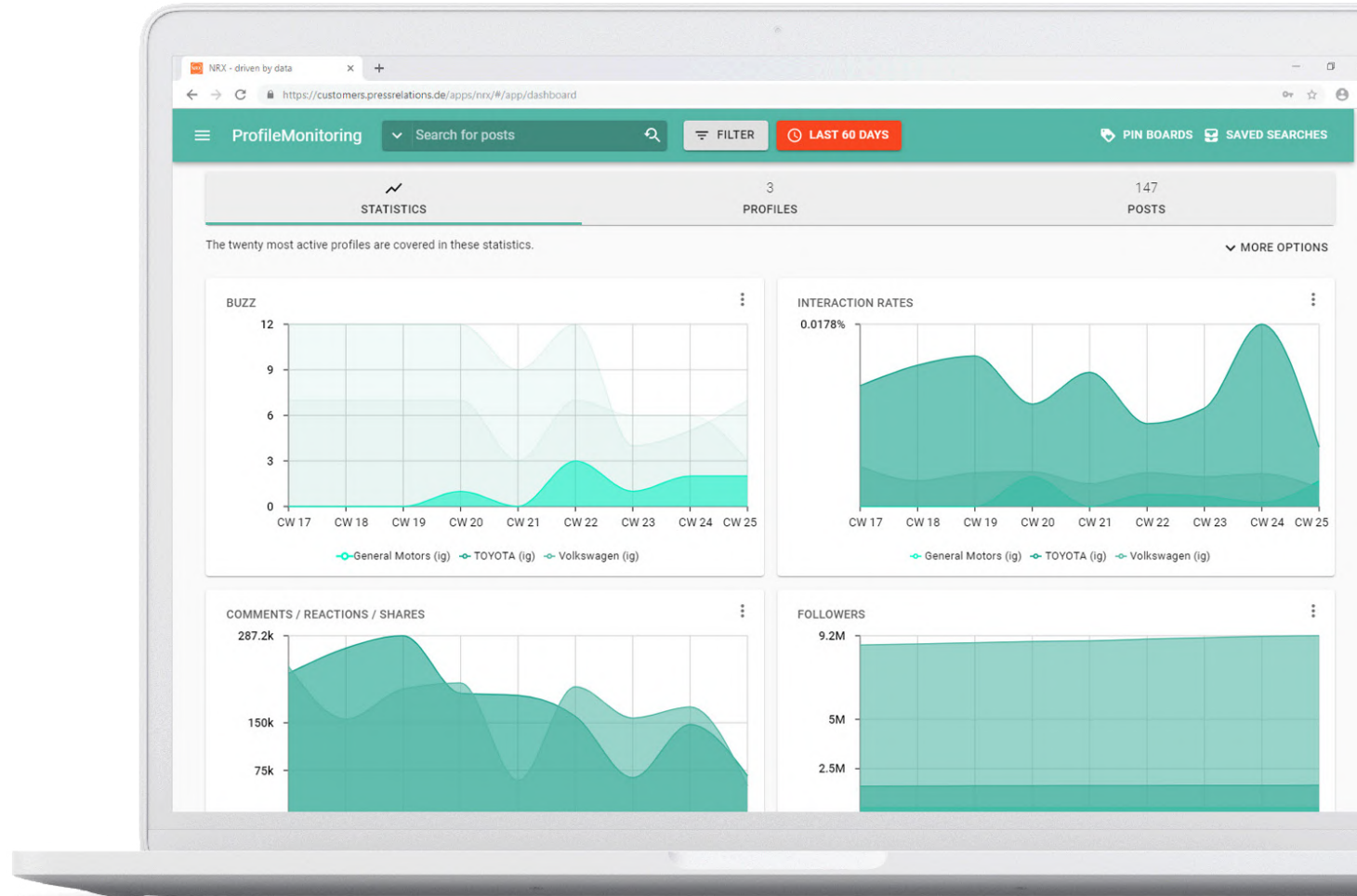
## 1.5 ProfileMonitoring

### Owned Media Analysis

NewsRadar® gives you the opportunity to constantly compare your own social media profiles with those of your competitors - regardless of the social media monitoring you receive through us and whose results are part of your media report. You can immediately see which topics the competition is targeting, how follower and fan numbers are developing in comparison to your own, or how often posts and tweets are sent. This makes ProfileMonitoring ideal if **benchmarking, quantitative influencer evaluations or even owned media analyses** are of interest to you.

With ProfileMonitoring you also have access to **key social media figures** such as interaction rates or the number of reactions to your posts. Since the module provides numerous filter options that can be displayed directly in benchmark charts, you can use this to determine and visualize the **strengths and weaknesses of your social media marketing** in a targeted manner and export them as required. In this way you not only gain valuable insights, but also learn from the successes and failures of your competitors.

[More information about ProfileMonitoring here](#)



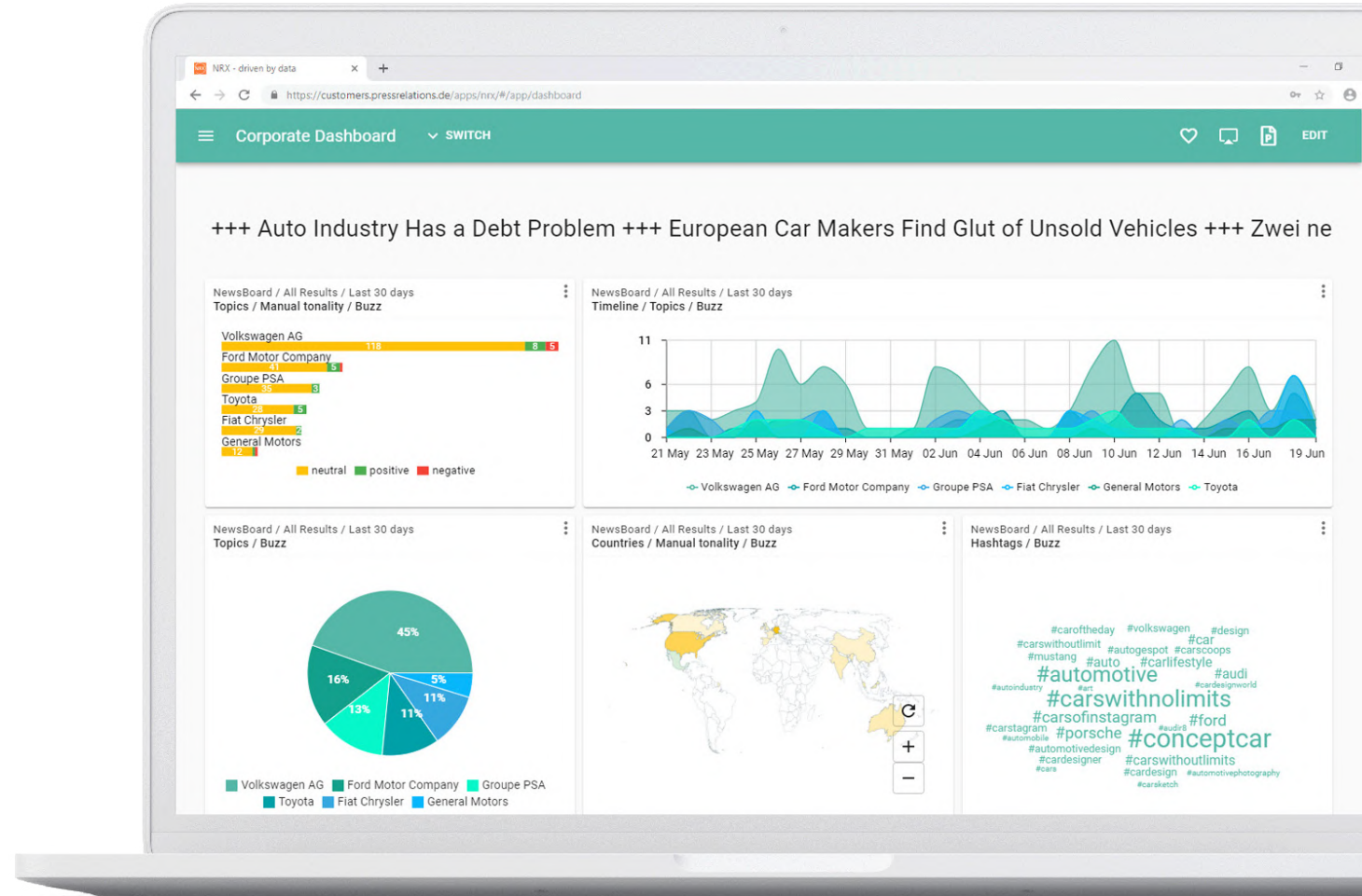
## 1.6 Dashboard

### Creating and Visualizing Real-Time Analyses

With your analysis dashboard, you can analyze and visualize the results of your media **across all sources**. You can also filter and retrieve results for individual media channels. Each statistic allows direct **access to the respective content** like articles or social media posts. The dashboard helps you to quickly and individually compile analyses of PR activity, products, people, topics, or keywords and to save them in a visual manner.

Your analysis dashboard is freely configurable - all queries can be exported as **graphics, PowerPoint, or Excel files**. The analysis data is saved for you and is also available retroactively (from the start of the project). Existing data and online news can be imported into NewsRadar® at the start of the project in order to establish a data reference of at least 12 months.

[More information about the Dashboard here](#)



## 1.7 ContentDesk

### Content Creation and Distribution with AI

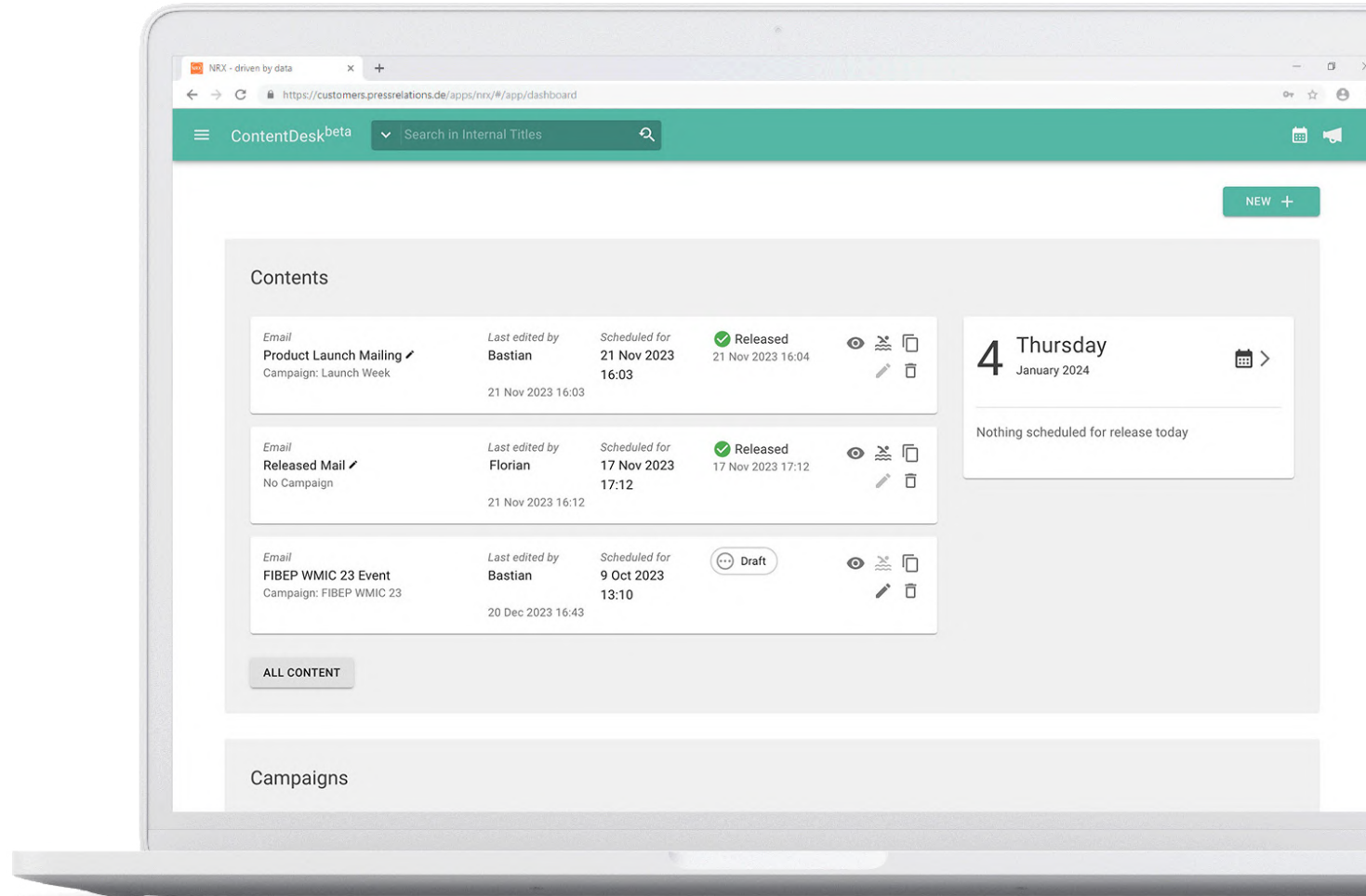
With ContentDesk you can **plan, create, optimize, and evaluate the content for your outreach** in a single tool directly within NewsRadar®. No matter if individual mailings and social media posts or entire campaigns, ContentDesk helps you create high-quality content across multiple channels with LinkedIn, Facebook and email.

Our rich editor makes building compelling emails easy, from engaging press releases with added attachments to recurring newsletters based off individual templates and including unsubscribe links.

At every stage of the creation process, generative **AI helps you** optimize your text or create images and posts entirely from scratch. You can also explore free image databases embedded into ContentDesk or upload your own creatives.

After publication, you can track the success of your content through the most important **owned media metrics**, such as buzz, interactions, and click-through-rates. And thanks to its seamless integration in NewsRadar®, you can switch to SearchPool to **track the earned media** gained from each specific sendout.

[More information about ContentDesk here](#)

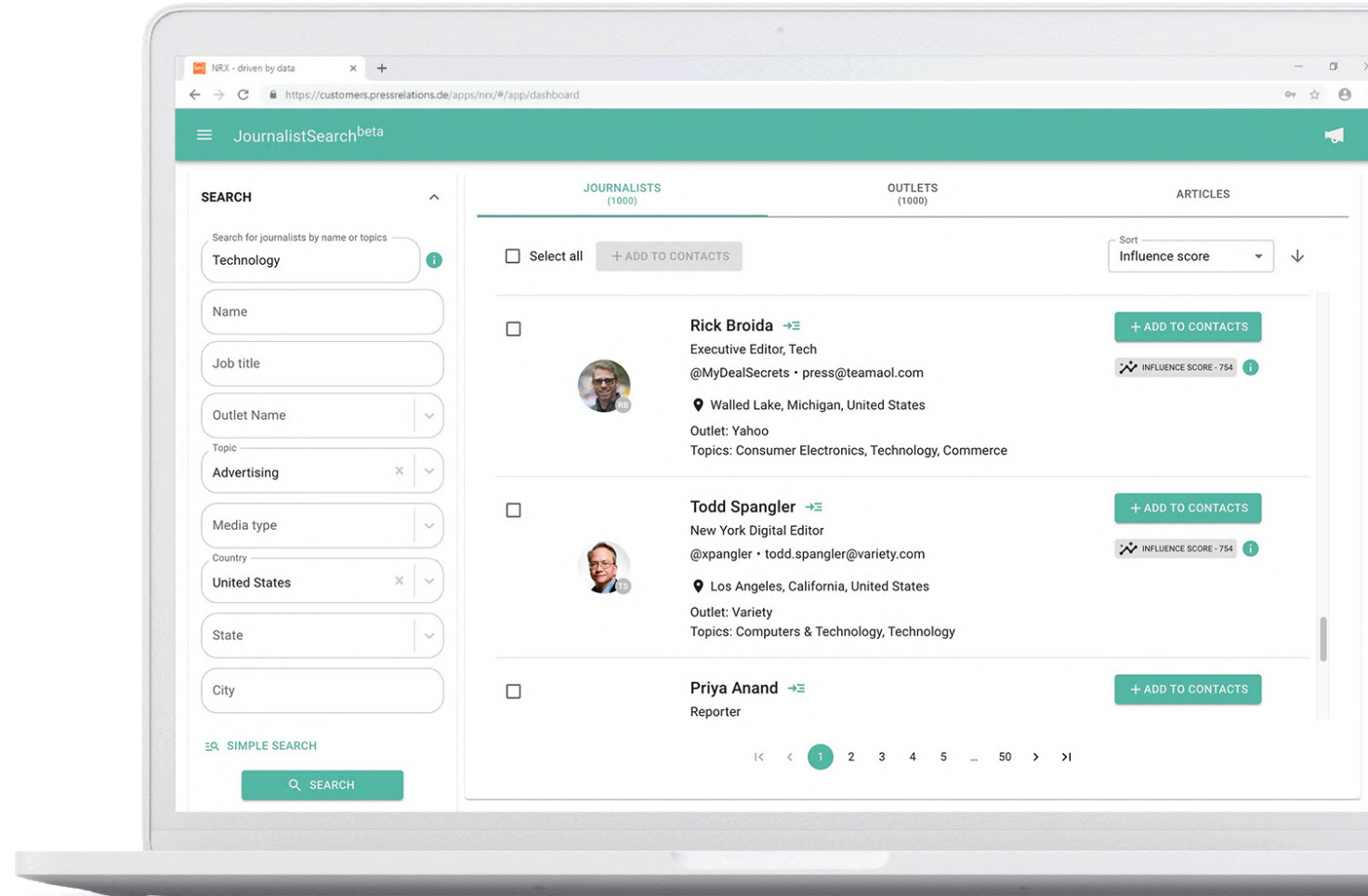


## 1.8 ContactManagement

### Distribution Lists and Journalist Search

With ContactManagement you can add contacts and combine them to **custom distribution lists** for a targeted outreach with ContentDesk. You can also import your distribution lists via Excel files.

The journalist search gives you access to an extensive **database of over 250,000 media contacts** and influencers. To find the right audience, you can filter by relevant criteria such as topics, reach, and demographics and add the relevant results to your distribution lists.





## 1.9 Themax

### Targeted Placement of Topics and Ads

With Themax you can find relevant publications and their topic plans and never miss editorial or advertising deadlines again thanks to easy access to the planned editorial topics and publication dates of the leading consumer, trade and online media from Germany, Austria and Switzerland. In this way, your **press releases and advertisements can be better targeted and distributed.**

[Find more information on Themax here](#)

#### SEARCH WITH INTEGRATED SERVICE

Searching in the **largest PR database in Germany** is easy. Specify your search according to subject areas, media type, or editorial deadline. Relevant editorial plans can be bookmarked and search queries can be saved for more frequent use. In the calendar view, you can keep track of the saved plans or use the Excel export to download your topic plans for further use.

The **extensive media and publisher lists** give you access to the profiles, individual titles, and all relevant contact details of editorial offices and publishing houses. In addition to this, you also receive **exact dates for editorials, ads, and publishing deadlines.**

*Discover  
new media  
and titles*

*Search for topics  
and publish  
your own content*

*Involve new  
target groups*

## 2.0 Media Review

Relevant News Presented Clearly

**Your Media Review provides you with all important information for the day - directly to your mailbox or mobile device. Our news managers will advise you on the structure and format.**

[Find more information about the Media Review here](#)

## 2.1 Media Review

### What Is Important Today?

Receive all articles that are relevant to you in a **structured media review in your desired digital format** - daily, weekly, or over another **period of time**.


#### Your Media Mirror Includes:

- 1 – Cover page with your logo
- 2 – Table of contents:
  - Rundown of articles by categories
  - Sorting of articles per your wishes
- 3 – Issue of the articles with logo, circulation / visits / scope of the medium and, if relevant,, the author of the article
- 4 – One article per page with your logo in the header

If required, further key figures can be integrated, such as weighted ad equivalency value or reach for TV and radio contributions.

An **individual cover page** and implementation of your **corporate design** are also possible.

*In PDF format*



1

Media Review from  
**01/25/2021 – 01/31/2021**

2


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**01 – Diesel-Gate**

01/25/2021	The New York Times Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/25/2021	Washington Post Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/26/2021	Wall Street Journal Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/28/2021	The New York Times Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/30/2021	New York Post Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3

**02 – Wirtschaftsnachrichten**

01/25/2021	Washington Post Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/25/2021	The New York Times Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3
01/29/2021	Wall Street Journal Staatsanwaltschaft stellt VW-Ermittlungen wegen CO2-Angaben ein	3





pmagazin | 12.02.2020

Medienquelle	Print	Autor	AWW	10.500,0
Auflage	4.300	Verbreitung	3.476	Seitenstart
Thema	pressrelations GmbH			

3

4

**DIE ANALYSE ▶ Elektromobilität**

# GERMAN REICHWEITEN-ANGST



Geht der **Elektromobilität** in Deutschland die Puste aus? Wie denken die Nutzer sozialer Netzwerke über E-Mobility? Diesen Fragen ist *pressrelations* im Auftrag des *pmagazin* nachgegangen. Eine Analyse von **Online- und sozialen Medien** zum Thema „Reichweitenangst“

**D**ie Verkehrswende erhitzt die Gemüter. Das zeigte einmal mehr die Medienberichterstattung über eine aktuelle Studie der Nationalen Plattform „Zukunft der Mobilität“, Karin Wunder, geht es doch um der Deutschen Unheimen und dessen Zukunft: das Auto. Mittels E-Mobilität soll dieses möglichst schnell umweltschonender werden. Doch die überwiegende Mehrheit der deutschen Bürger hat Angst, aus Mangel an Ladestationen mit ihrem Gefährt im Nirgendwo zu stecken. „Reichweitenangst“ lautet das Stichwort. Und so geht die Entwicklung der E-Mobilität hierzulande schleichend voran: Erst rund 220.000 E-Fahrzeuge sind zugelassen und rund 21.000 öffentlich zugängliche Ladepunkte vorhanden. Der Mobilitätsmonitor 2019 von Leaseplan und Ipsos, für den mehr als 4.000 Personen in 16 Ländern zu E-Mobilität und Nachhaltigkeit befragt wurden, zeigt: In Deutschland stehen zwar 43 Prozent der Teilnehmer E-Mobilität positiv gegenüber. Aber vor allem die Angst, nicht immer und überall laden zu können, hält 73 Prozent der Deutschen vom Umstieg auf E-Fahrzeuge ab. Weltweit teilen nur 45 Prozent der Befragten diese Sorge.

**Auch im Web spiegelt sich die gespaltenen Gemütslage der deutschen Bevölkerung.** Dabei fällt auf: Im Vergleich zum redaktionellen Content, der mit 75 Prozent deutlich positiv ausfällt, ist das Echo in den sozialen Medien mit 47 Prozent positiver, 28 Prozent negativer und 25 Prozent neutralen Beiträgen gemischter. Wer der deutschen Reich...



## 2.2 Media Review

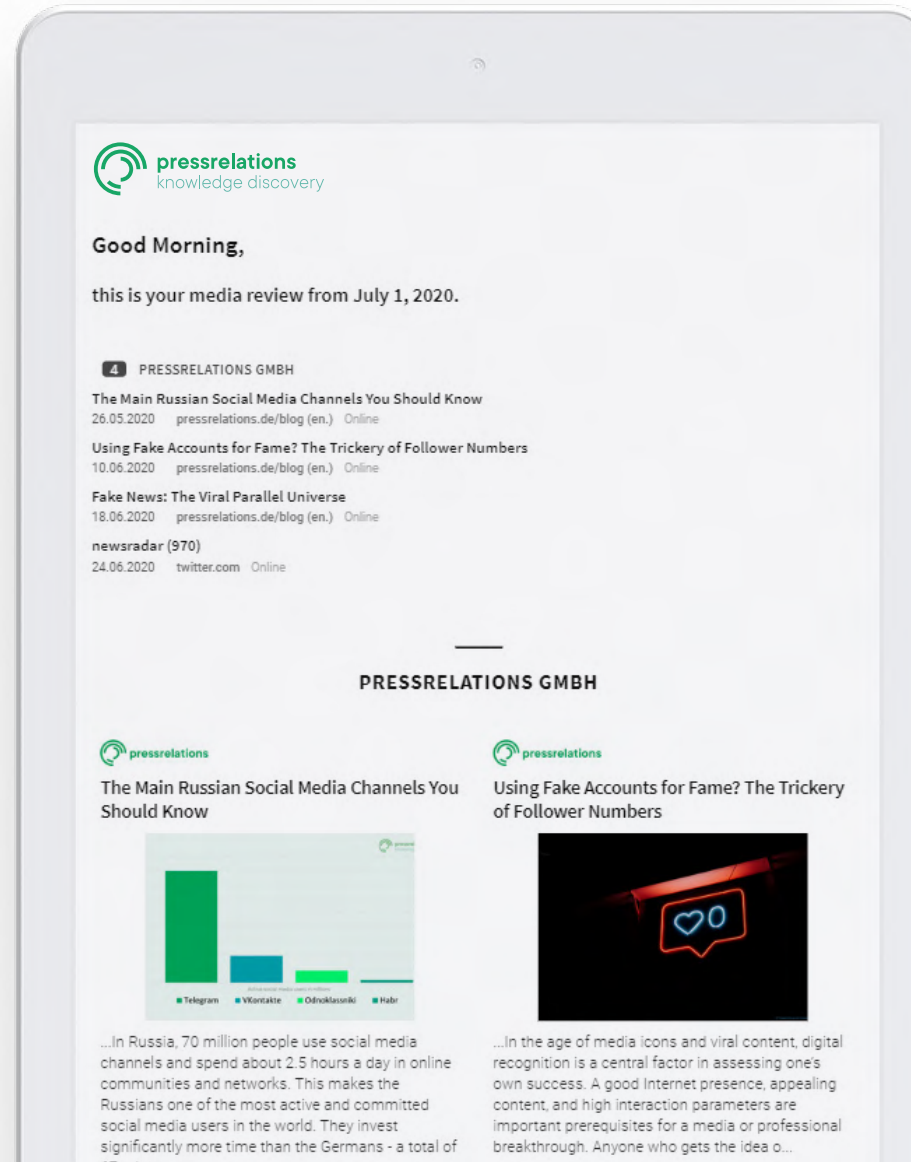
### Mobile Formats

Media reviews in HTML format are particularly well suited for viewing on mobile devices. Your logo can be easily integrated. If possible, we will also be happy to implement other design requests for you.

You need your media digest in a different form? Or would you like to integrate your articles directly into your intranet? No problem – we will be happy to adapt digital formats and distribution channels to your needs..

[Find more information about the Media Review here](#)

*In HTML format*



## 3.0 Media Monitoring

Find What You Are Looking For

**Online, social media, print, radio, television, podcasts – observe what is relevant for you. Worldwide. Gain direct access to your analysis data 24/7 and find out immediately how your company is being covered, which topics are becoming important for you, and what moves your industry. The right offer for every need.**

[Find more information on Media Monitoring here](#)

### 3.1 Print Media Monitoring

#### From Leading Media to Trade Journals

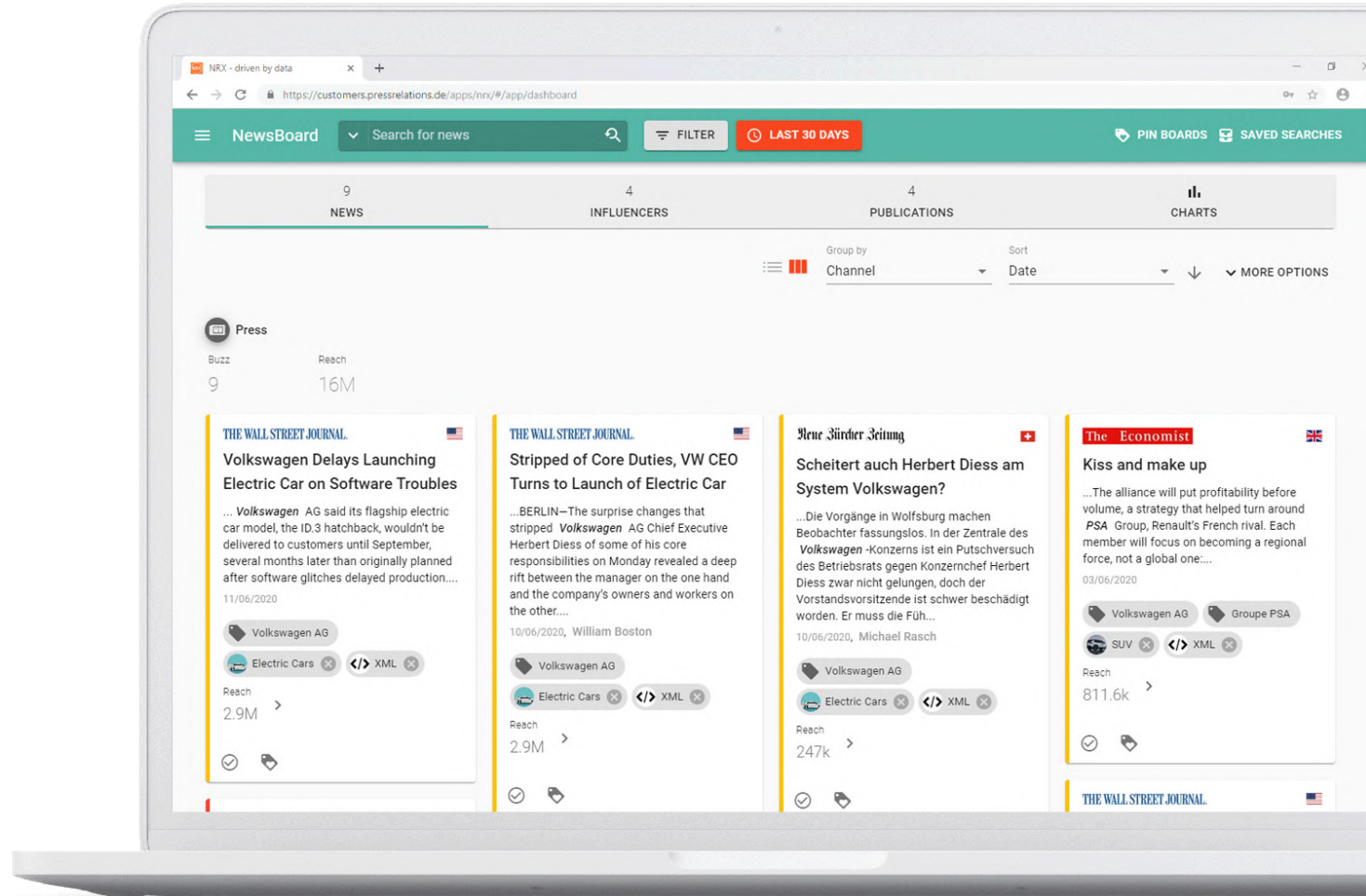
We process a large part of print media ourselves on a daily basis or use external partners to cover your needs.

Our print media set includes **all major daily and weekly newspapers, popular magazines, and specialized titles**, including those with exclusive regional distribution such as **advertising journals** and **local newspapers**. In addition, titles with limited print runs, as well as **highly specialized trade media**, are also included. You will receive print media articles both in a pure text layout (without images) and in the original layout – if possible.

If you have a dedicated license agreement with a news agency, the corresponding reports can be **integrated into your media review**.

Otherwise, the evaluation and delivery of agency reports will take place via public media within the scope of your booked monitoring.

[View the print media panel](#)



### 3.2 Online Media Monitoring

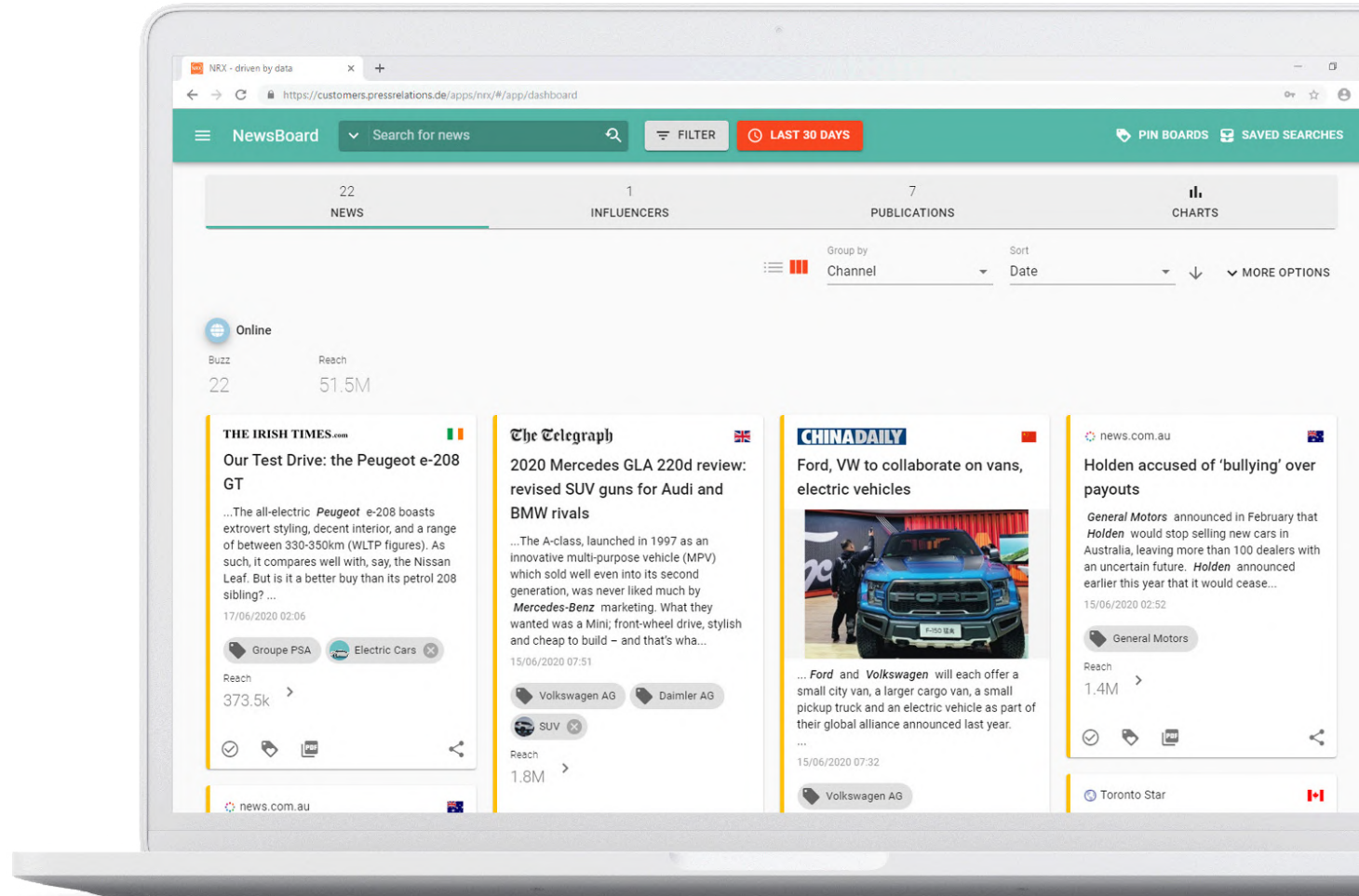
#### Stay Informed in Real Time

Together with our partners our hybrid media panel currently monitors around **250,000 online media channels** from almost all countries, updating **every 10 minutes**. In total, we thus monitor **millions of online articles** for you every day. This makes our media panel one of the best in the world.

Unless otherwise requested, you will receive articles from online media with headline, text excerpt/search word environment and the so-called deep link, which links directly to the respective original source.

You need the full text? That is no problem either. However, there will be an additional charge for publisher royalties.

[View the online media panel](#)



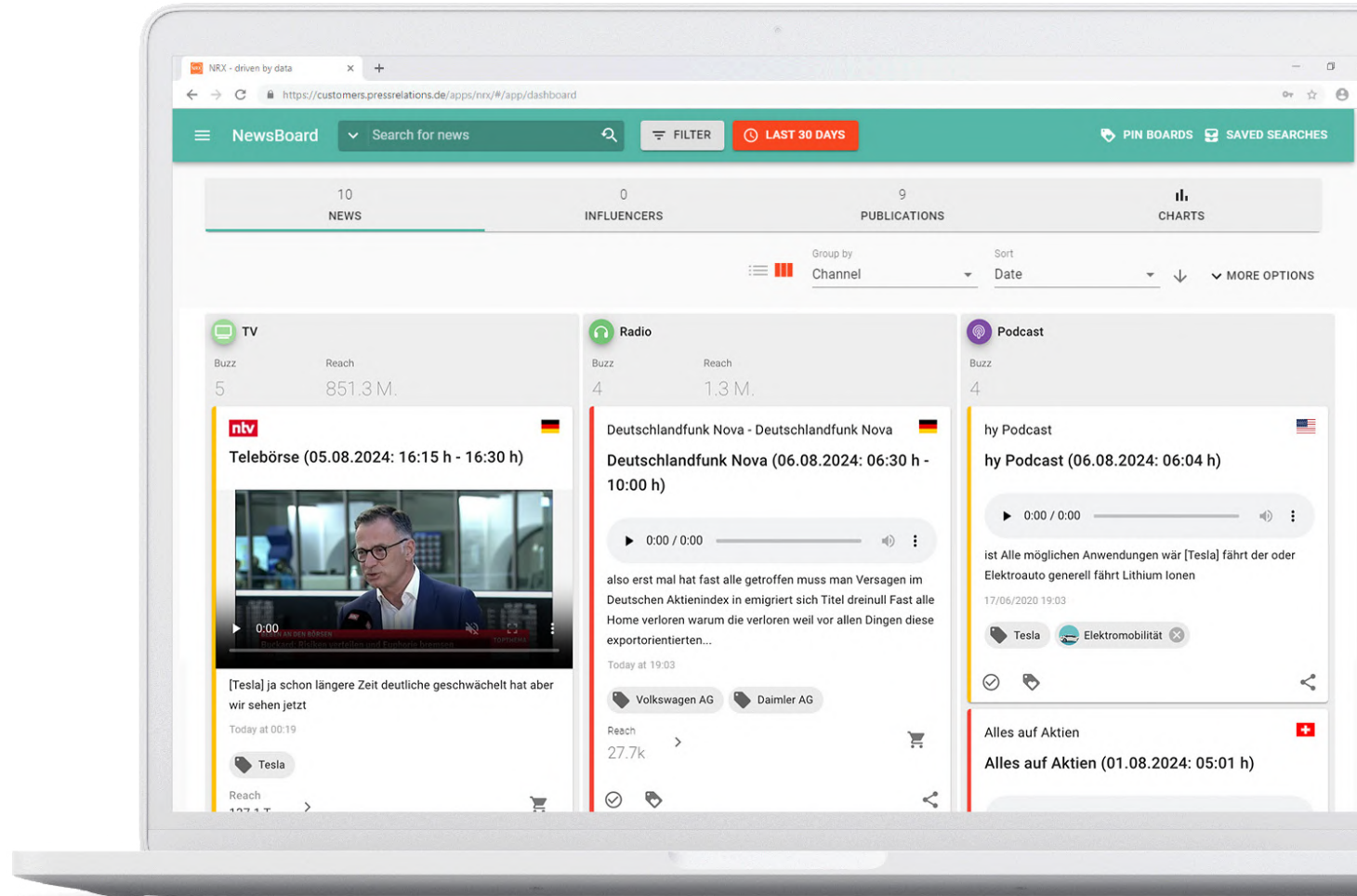
### 3.3 Radio, TV and Podcast

#### 360° Media Monitoring

Our RTV panel comprises **over 4,200 channels worldwide**. These include major national stations as well as numerous smaller regional channels..

We work with **speech-to-text** that transcribes spoken word. The texts are automatically searched for relevant keywords, then **checked by our editors** and made available for your media review. In addition, we provide a link to an audio/video file (10 seconds in search term environment) with information on date, time, channel and title of the program. If desired, we can also provide an explanation, in two sentences, of the topic of the article and the search term. In most cases, you will receive the notes in your media digest on the day after the broadcast - and by arrangement also on the day of broadcast. You can order the entire recording of an article in your NewsRadar® online portal (up to 30 days after broadcast, format: mp4 and mp3).

[View the TV and Radio media panel](#)





### 3.4 Social Media Listening

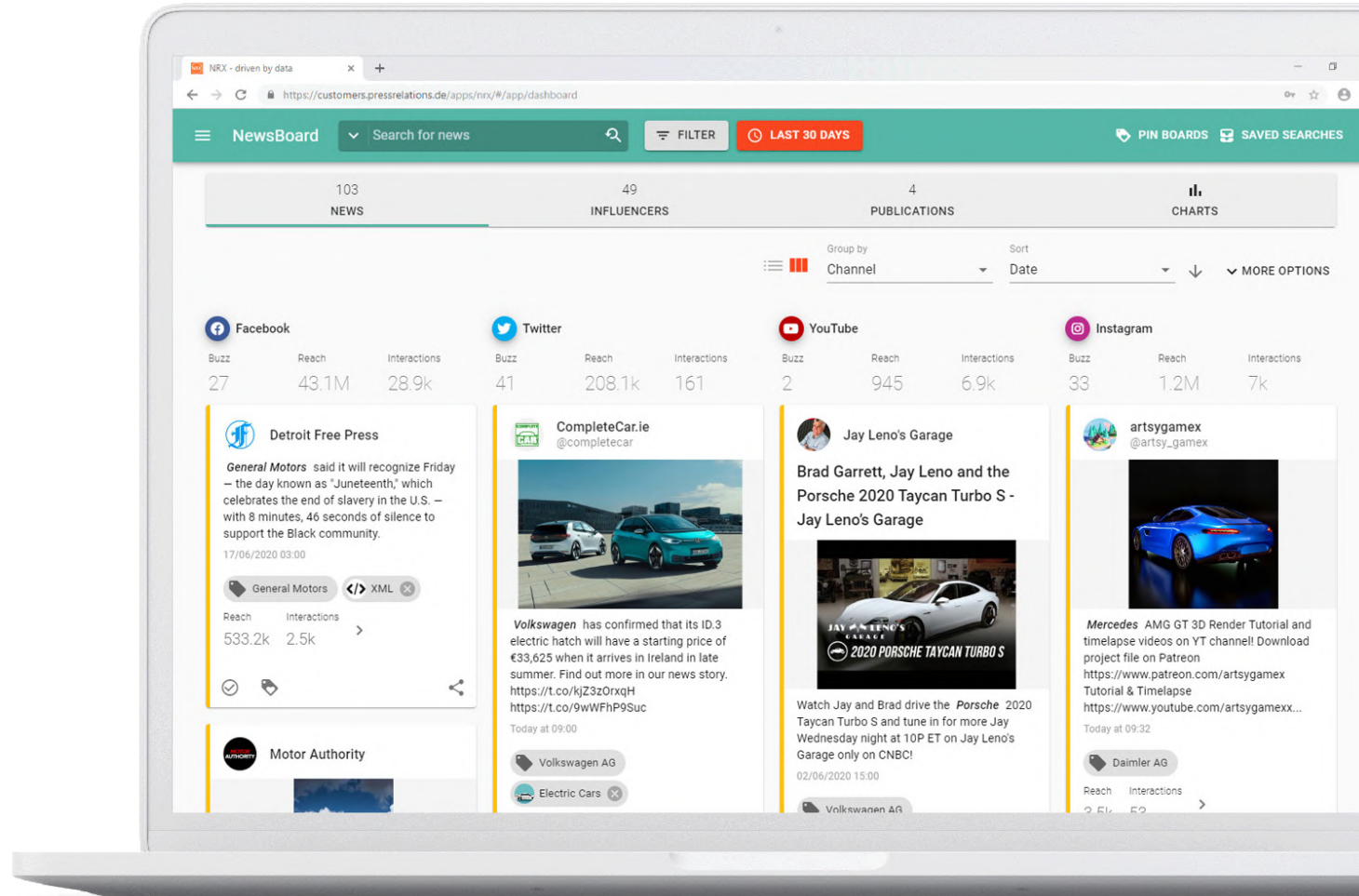
#### Respond Quickly to Social Signals

For your social media monitoring, we monitor a wide range of profiles on numerous social media channels. In this way, you can see how your topics are developing in owned and earned media and receive important KPIs for your strategy through up-to-date analyses.

No matter whether **Facebook, Instagram, YouTube, X (formerly Twitter), TikTok, Telegram, specific blogs, or forums** are important to you – we will find the posts you need. The channels are monitored in **real time** and the results are made available to you after either an **automated or editorial review**. All relevant contributions are collected in **NewsRadar®**. There, you can view **important metadata / KPIs like reach, interaction, media type, language, hashtag clouds**, and more.

The real-time monitoring provides you with the ability to adequately respond to critical warning signals on the social web and to **prevent crises** before they arise. The monitoring can either be keyword based or selected according to profiles (see *ProfileMonitoring, p. 13*).

[Find more about Social Media Listening here](#)



# 4.0

## Media Analysis

### Highlight Your Success

**Together we will find the right analysis for you and look behind the figures from media coverage and marketing. This helps you measure the success of your communication work, position your brand even better, and place topics and manage them strategically. Whether monthly or campaign-related reports, PR evaluation or trend analyses - we advise you on the right concept for your analysis report and ensure that the results are ready for presentation.**

[You can find more information on media analysis here](#)

## 4.1 What Insights Do You Need?

### Configure Your Analysis



Before we set up a comprehensive analysis for you, we look at your **individual requirements** and wishes. What do you need for effective communication control? Are you interested in **insights regarding your active media work**? Are certain **topics or competitors** interesting for you? Or do you need a **general overview** and would like to give the management a reporting system? It is particularly important to us to classify, evaluate and interpret all results for you. Based on your goals, our analysts will develop the best possible solutions and recommend **specific actions** which take your strategic communications to the next level.

#### THE BASIS – COMPREHENSIVE MONITORING

Whether it is traditional media evaluation or gaining social media insights, the **basis** for a meaningful analysis is **comprehensive monitoring**. The monitoring for your analysis data does not necessarily have to be congruent with the monitoring for your daily media observation.

#### CHANGE SPECIFICATIONS - NO PROBLEM

If your requirements change from time to time - for example, if you launch new products, new topics develop, or new and important media needs to be added - this is not a problem. We **optimize and update** the analysis according to your needs.

## 4.2 Select Your Individual Analysis Format

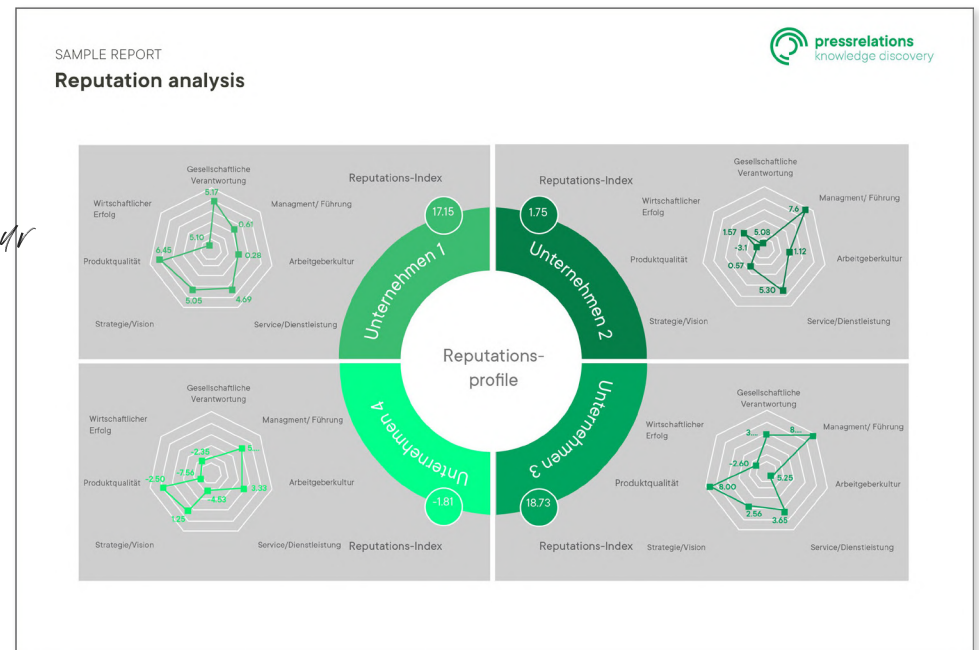
### Innovative and Cross-media

A **media resonance analysis** serves primarily to obtain empirical data. Aspects such as topics, opinions, speakers, messages, media formats or statements can be examined more closely. For example, a media resonance analysis can be used to gain insights into what information on specific topics, stakeholders and opinion leaders was accessible to readers / listeners / users. How your analysis is structured and how the results are visualized depends on your questions.

#### CLASSIC ANALYSIS FORMATS ARE:

- **Presence analyses:** Determine the media impact of your PR and marketing work
- **Input-Output analyses:** Helps you to optimize the success of your PR and marketing strategy and shows you which messages were successful
- **Issues analyses:** Help you to identify trends and detect potential problems early on
- **Benchmark analyses:** Determine your own media presence and positioning compared to your competition

*Evaluate your reputation*



- **Reputation analyses:** Find out what reputation your company, your product, or key executives have
- **Stakeholder analyses:** Determine which relevant stakeholders shape your core issues and how present they are in the media

## 4.2 Select Your Individual Analysis Format

### Cross-Media Collection of Media and Marketing Data

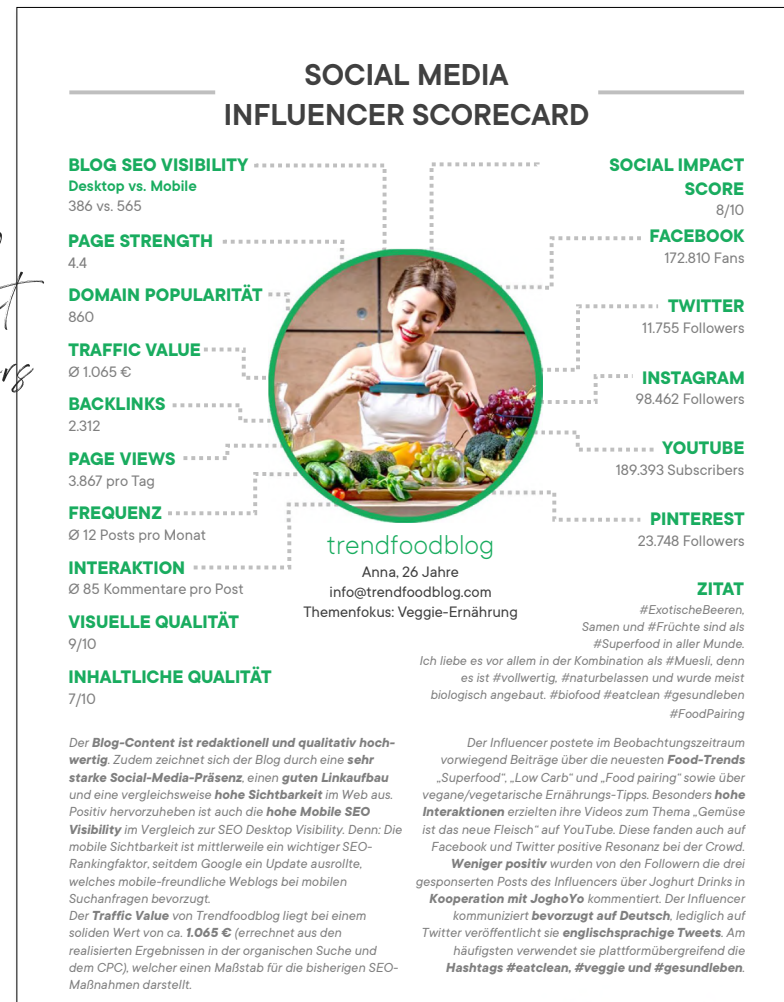
Many communication managers today have to ask themselves **what added value their work brings to their own company**. In response to this question, we take into account all cross-media effects of our communication activities and focus on input and output, but also on outcome. We supplement the classic analyses with new, innovative formats.

#### OUR INNOVATIVE ANALYSIS FORMATS INCLUDE:

- **ESG analysis:** Measure the impact of your ESG communication efforts on sustainability and social issues
- **AI-driven reputation analysis:** Make your brand's reputation visible using the latest tools and advanced AI
- **Scrollytelling analysis:** Take your analyses to a new level and dive deeper into your topics and data
- **Web analytics and backlink analysis:** Monitor the KPIs of your website and identify potential risks through backlinks and domain authority

[Examples for further analysis formats can be found here](#)

*Identify important influencers*



## 4.3 Analysis with Added Value

### Analysis modules

**There are different levels of analysis:**

The more complex and finer the content evaluation and the more complex objects are in focus, the more demanding and time-consuming the article coding becomes. However, the analysis also gains in significance and insights for communication control and planning. In order to illustrate the differences, we offer you analysis modules graded according to depth of analysis and complexity.

### Quantitative Analyses

**HOW VISIBLE IS YOUR COMPANY IN THE MEDIA?**

With quantitative analyses you receive a report that shows you the most important figures. In that way, you will gain the necessary overview to better classify and understand the media resonance against the whole quantity of the available media sources.

**TYPICAL KEY FIGURES ARE:**

- Total number of articles, circulation, reach, etc.
- Article quantity over time
- Total print runs, total number of articles by media type, top media types
- Media resonance in individual titles
- Splitting of the article volumes according to different target media sets or by categories from your media digest, etc.



## Qualitative Analyses

### WHAT IS THE MEDIA PROFILE OF YOUR COMPANY?

As soon as you want to take a deeper look at your media response, we recommend that you consider qualitative elements in particular. The individual parameters can be considered independently or in combination.

### TYPICAL QUALITATIVE ANALYSIS CRITERIA:

#### 1 – Sentiment

For the evaluation of sentiment, each article is evaluated on a three to five-step scale (e.g. +1 = positive, 0 = neutral, -1 = negative) with regard to its tonality. We start from the overall impression that the article creates from the point of view of an „average reader“ in relation to the object under investigation. The article rating is always derived from the context of the respective company.

#### 2 – Exclusivity

In order to determine exclusivity, the content presence of the company, i.e. the degree of exclusivity, is considered. Here we usually work with this scale:

- **Exclusive report:** This article is exclusively about the company and brand you are looking for.
- **Focus report:** The company, the brand is the focus of the article, but other topics, companies, brands are also mentioned.
- **Marginal report:** In a marginal report, your company is only reported on peripherally.

- **Mentioning:** This is just a small mention in passing. No statement about the content of your work will be made here.

#### 3 – Topics

In order to be able to investigate which topics dominate in the relevant reporting on you or the competition, the articles are divided into statement blocks. Each block can be assigned a single or multiple different topics. However, a topic can only be assigned once per article. Likewise, each article to be examined can be assigned both superordinate and more detailed topics

#### 4 – Reputation dimensions

In addition to investigating topics that are determined individually for each client, we also offer reputation analyses. Here we work with reputation dimensions defined according to international standards, which are used to answer typical questions of corporate reputation.

The reputation model has been empirically tested and confirmed by numerous studies (e.g. Reputation Institute, Reputation Monitor, TNS Infratest). For reputation analysis, the following questions are typically asked:

- **Economic performance:** Is the company presented as economically successful?
- **Strategy and vision:** Which strategies, plans or visions of the company are discussed and how are they evaluated?
- **Management and leadership:** Is the management perceived as competent and appropriate?
- **Products and services:** How are the products or services of the company depicted in the media?
- **Human resources and employer attractiveness:** Is the company perceived as an attractive employer?
- **Social responsibility:** Does the company act socially and environmentally responsible?

Similar to the topic analysis, reputation dimensions can be assigned several times. For example, an article that describes the social responsibility of a company can also provide information about its economic success.

## 5 – Stakeholders

This dimension is used to record and analyze the opinions and topics of the company's spokespeople (e.g. management, press secretaries, etc.) as well as the key opinion leaders who regularly express their views on the company, e.g. experts from the fields of business, science, politics, etc.

## 6 – Input-output and initiative quotient

The input-output analysis examines the response of your specific PR activities (e.g. press releases, press conferences, journalist trips, etc.). In this way, it is also possible to see how high the proportion of self-initiated reporting (initiative quotient) is overall. Ultimately, this dimension in particular very clearly reflects the (quantitative) success of your media work.

## 7 – Central communication messages

If you work with concrete messages in external communication, it is possible to track how strongly the individual article is permeated by these messages. However, it is very important that you discuss your communication messages with us in advance.



## 4.4 Further Steps in Analysis Planning

### Codebook

#### WHAT IS A CODEBOOK?

After we have discussed your requirements for the analysis, the first step is to create a codebook for you, which describes the **objectives of the analysis** on one hand and the **individual analysis parameters** on the other. Information such as which **quantitative analysis criteria** (e.g. amount of contributions, reach, type of media, AVE, etc.) and which **qualitative analysis criteria** (e.g. main topics, self-initiated PR response, message penetration, tonality, etc.) are to be considered will be recorded in detail. The content evaluation of the media resonance is always carried out according to your individual specifications along the jointly agreed analysis design.

The codebook also describes the most important framework data (reporting cycle and any specific requirements).

#### CODING OF RELEVANT ARTICLES

For the detailed evaluation of the reporting, our analysts first set up a coding mask on the system side, which also contains the **jointly defined coding rules**. This is an important step in ensuring consistent quality in the long term.

#### COST CONTROL

In order for the **costs of the analysis to remain manageable and controllable**, we sometimes recommend a restriction of the selected articles. Depending on requirements and article quantities we have two possible instruments:

##### 1 – Restriction of the media set

Instead of having all relevant contributions to your topics in the analysis, only articles from your master and core media set are encoded. This is how the item quantity can be limited without reducing the level of gained insight.

##### 2 – Restriction to one sample

If you want to investigate a topic that is covered by a lot of articles (more than 10,000), we recommend using this approach. We create a sample which is then coded in detail. In this way, the end result remains identical, but the costs are significantly lower.

## 4.5 Your Analysis Report

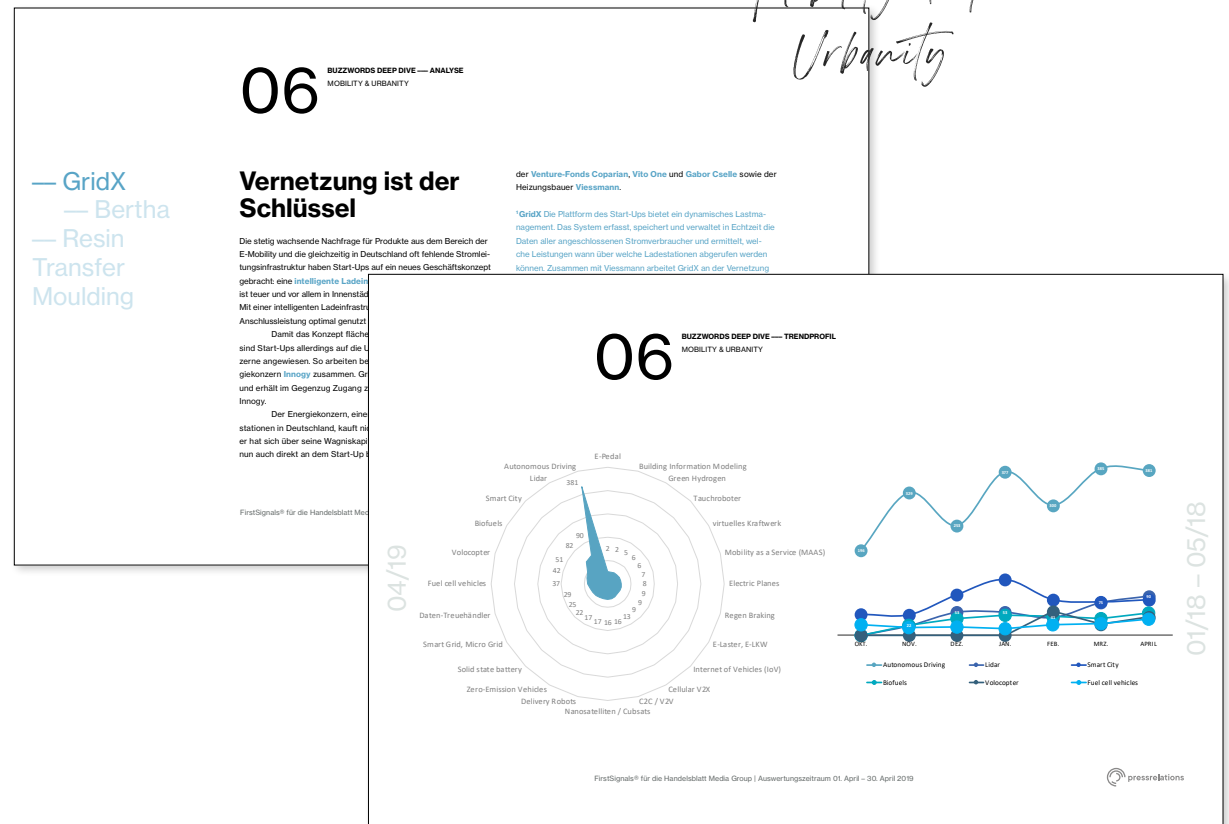
### All KPIs at a Glance

With our report, you receive a tool that will help you with the **planning and control of your communication work.**

Our analysis reports present all results and KPIs in a clear, understandable, and summarized fashion. That means **we prepare the results** for each agreed analysis criterion, **explain what is presented** and, if desired, create an **example article.** Optionally, you can add a **Management Summary** which contains further **actionable recommendations.**

**Structure, content, and rotation depend on the wishes and requirements** of your internal target groups. In most cases, the report is presented in PowerPoint and can be customized to adhere to **your corporate design.**

*Trendanalysis  
Mobility and  
Urbanity*



# 5.0 FirstSignals®

Strategic Insight into the Future

**In order to be successful, today's companies must exhibit innovative strength, adaptability and sustainability.**

**The FirstSignals® research method helps you identify new topics and trends early on and use them strategically.**

[Find more information about FirstSignals® here](#)



## 5.1 FirstSignals®:

### Topics and Trends of Tomorrow

You want to be among the first to know which topics and trends will play a role tomorrow while also keeping an eye on the development of important industry topics? Then, FirstSignals® is the right analysis format for you. In **cooperation with Handelsblatt Media Group**, we have developed an innovative analysis format that captures new topics and trends **before they even appear in the mass media**.

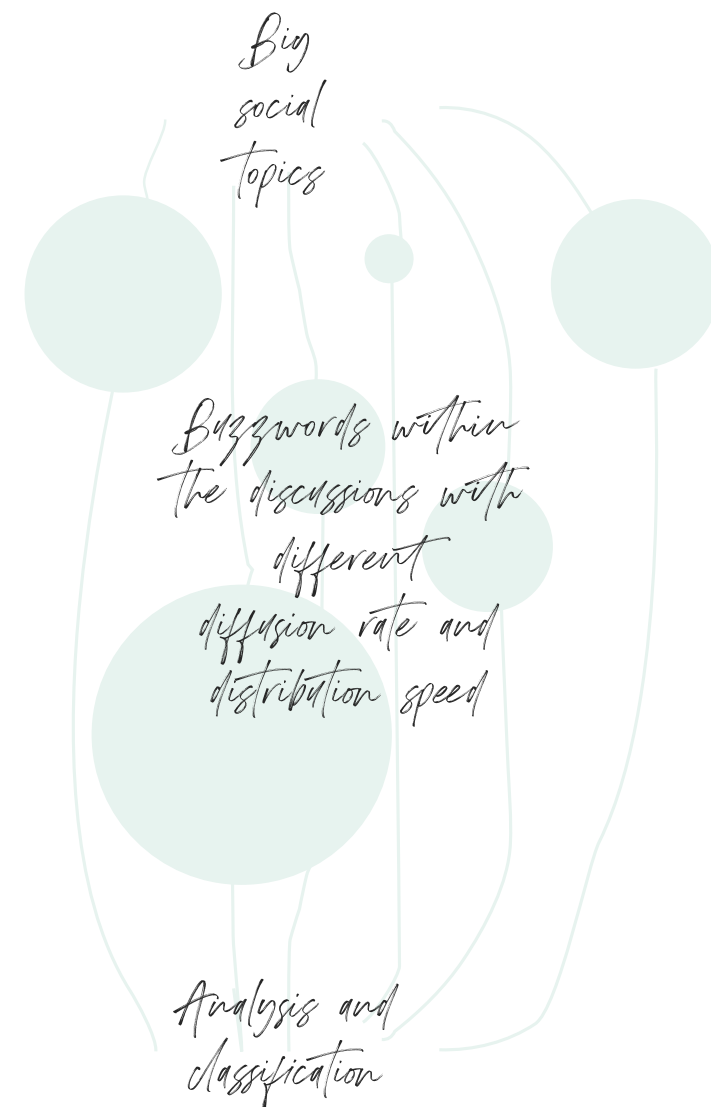
#### ANALYSIS DESIGN

In order to generate these insights, we first compile an **international source set** of important leading media from the fields of business, technology and society (e.g. Financial Times, Wired) for you. The media set is then evaluated by experienced analysts for **editorial contributions with strong content**, in which **overriding important topics** are touched upon. These contributions are then examined for **potential trend topics, keywords and relevant players**. The focus here is exclusively on such Issues that have the potential to trigger future discussions and to determine and shape contributions.

In the next step, the **keywords** found are summarized in terms of content **into topic areas or meta-topics** and observed and analyzed in a broadly based set of around **150 international online media sources**. This provides direct information on how relevant the topic is in the public debate.

Since we continue to analyze the topic on an ongoing basis, it is easy to see how topics and trends are developing and which topics and meta trends will rapidly gain social relevance.

With FirstSignals® you have the chance to identify emerging trends the moment they come into the view of decision makers. This allows you to **address and take advantage of important issues** at an early stage before others do, in order to adapt your communication strategy accordingly and to position yourself clearly.



## 5.2 FirstSignals®:

### Possible Applications and Modules

#### APPLICATION POSSIBILITIES FAR BEYOND CLASSIC COMMUNICATION

FirstSignals® offers you application possibilities that go far beyond classic communication work:

- **Support of content marketing** with agenda-setting in the currently important thematic fields.
- **Support of Business Development and Market Research** to accompany the corporate strategy.
- **Establishing and strengthening reputation and brand awareness** through participation in the forming of public opinion.

#### FIRSTSIGNALS® MODULES

You can use FirstSignals® in different modules, which build on each other but can also be booked as partial services

#### 1 – Subscription-based monitoring with FirstSignals® and individual dashboard with LiveBarometer

We set up an individual dashboard for you, including a live barometer for one or more industries, which gives you access to the results from basic monitoring. In this way, you will be kept up to date on the new trends and topics emerging in your selected industries. The basic monitoring is based on a tight media set of 15 leading media (German, English) from the fields of economics, business and society. This is the basis for all FirstSignals® analyses.

#### 2 – Quantitative measurement, optional, at pre-determined intervals:

Trend profiles and topic-actor matrix are part of the quantitative measurements for selected industries, buzzwords, and brands. Thus, a link is made between the client, selected competitors and the buzzwords of the industries.

#### 3 – Editorial classification/report volume, optional, at pre-determined intervals:

Here you select up to 15 top media outlets from business, technology and society. Our analysts use these titles to evaluate editorial content contributions and analyze them with regard to your individual context. In the process, new perspectives, facets, and messages of the market-relevant players are taken into account and highlighted. From the results we then create your personal Trend Report.

[Request sample report](#)

# 6.0 NewsRoom Solutions

## Digital Communication Management

More and more companies are discovering the corporate newsroom as a means of managing their communications work in a cross-media way and to focus on specific topics. The advantages include short communication channels, efficient and flexible working, a better overview and transparency, targeted topic setting and better responsiveness and actionability, as content can be captured, coordinated, processed, and distributed much faster.

[Find more information about the NewsRoom here](#)

Video  
TV/HF  
Print  
Online/Softe

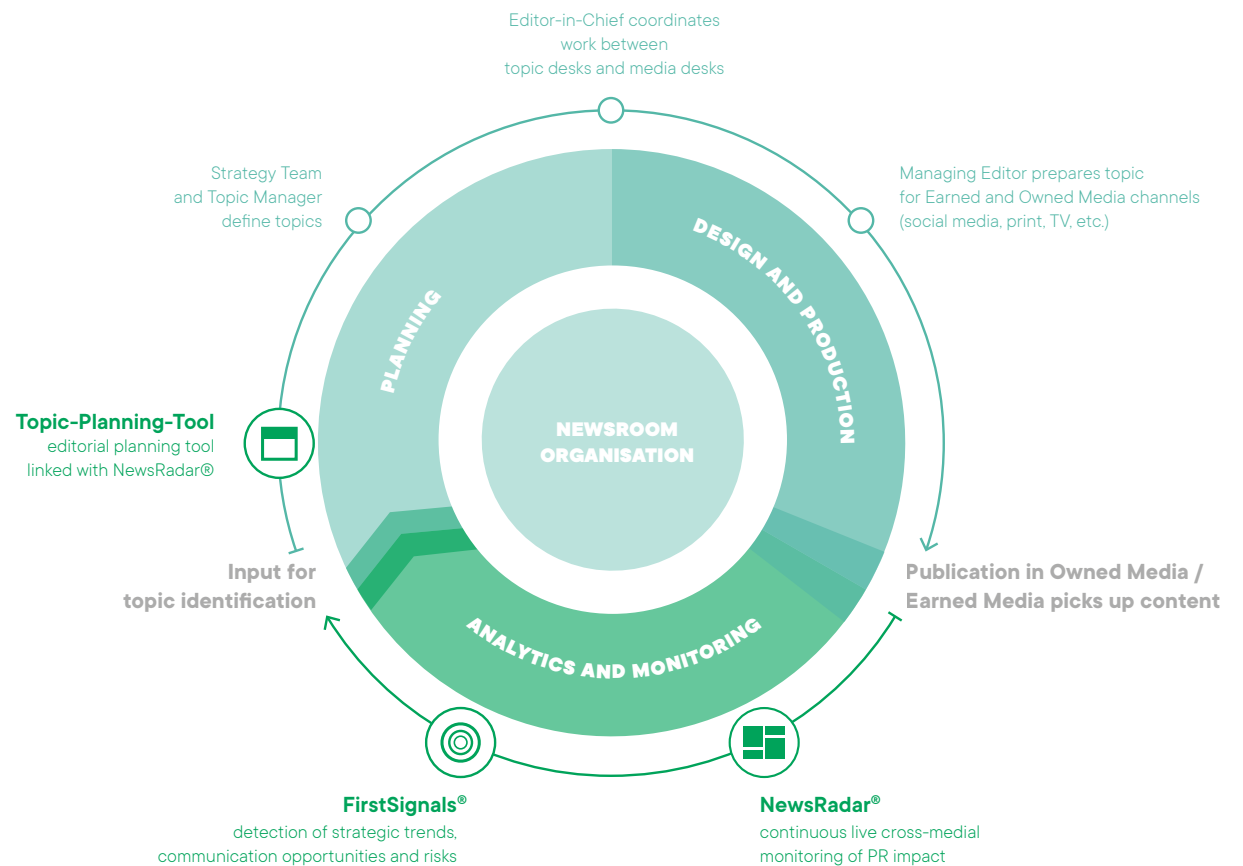
## 6.1 How to Use Our NewsRoom Solutions

### Digital Communication Management

We accompany you during the entire cross-media workflow - from the identification of topics and trends and editorial planning to monitoring and analysis. In this way, you can identify the **strategically important topics** and detect the **trends relevant to you** at an early stage, at the right time, and through the right channels. The subsequent **evaluation** helps you to assess the media impact of your communication work.

#### IDENTIFY TOPIC TRENDS – PLAN TOPICS – MEASURE SUCCESS

The integration of FirstSignals® enables you to do **effective content planning** and **topic leadership** through early positioning on future trends. The integration of an editorial and topic planning tool helps your strategy team and your topic managers for channel-specific content preparation. With NewsRadar® you always keep **all important news streams at a glance** and in real time. Our analyses let you see how you develop and maintain topics in owned and earned media, while monitoring important KPIs and other metrics.



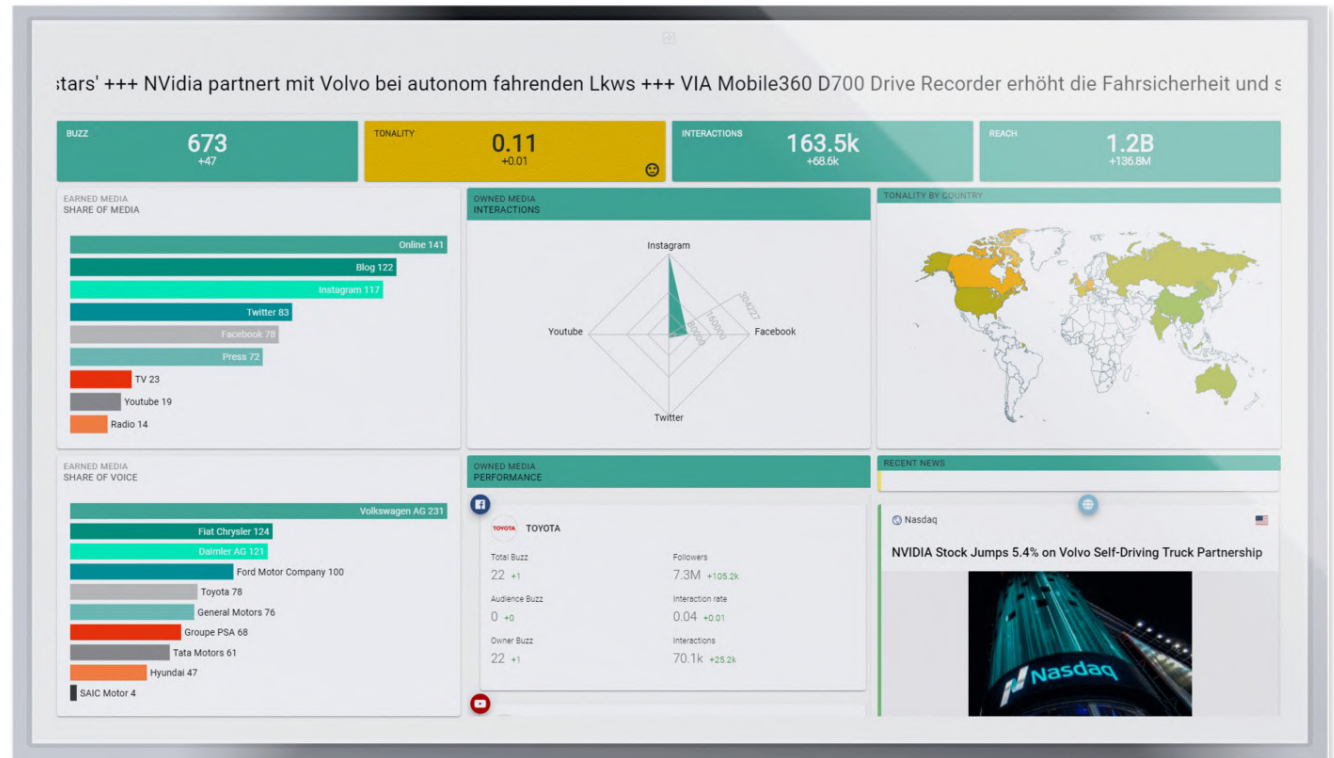
## 6.2 How to Use Our NewsRoom Solutions

All Data on a Single Platform

### ACCURATE DATA THROUGH YOUR DASHBOARD

Even external content from planning and publishing tools, statistics from your intranet, Google Analytics, or other Data relevant to you can be integrated into your dashboard. Furthermore, our **NewsRoom applications can be easily transferred to all screens** – large monitors, desktops, and all mobile devices. All relevant data is available for each of your employees, regardless of whether they are in your conference room, working from home, or on the road.

[Find more information about the NewsRoom here](#)





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*More questions?  
Please contact us  
today!*

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