

### Use yesterday's news profitably!

Do you need information about industry events? Do you require reliable information for your pitch? Or did you forget to order media impact monitoring when planning your event? AUSSCHNITT Medienbeobachtung's Retrospective Monitoring is a **flexible solution** for obtaining information through database archive research.

- | Our retrospective media programme contains up to 3,000 national and international newspapers, magazines and online media, as well as German news agencies and radio stations, from which you can compile your own individual selection:
  - | Top Germany: The most important German print and online media
  - | National Complete: All retrospectively available print and online media
  - | Top International: The most important international print media
  - | 9 German news agencies
  - | 100 German radio stations
- | For research in international media not included in our Top International programme, simply tell us the titles you need. We perform keyword searches in all retrospectively available media titles.
- | Research can be restricted to certain titles and agencies for targeted monitoring of individual media titles, German news agencies and radio stations.
- | Search results are delivered by e-mail\* in full text as a Word document no later than 5 working days after placement of your order or after the latest publication date. Results are displayed chronologically and can be categorised according to keywords or search profiles, country, media and/or news agency. Images and original layouts cannot be monitored or delivered. Matches on radio will be delivered in the AUSSCHNITT Portal.
- | **Online Research.** Comprehensive online media content research provides an overview of trends related to your topic. You receive information about the article such as media title, date, headline and links to articles as an Excel list.

\* News agency articles can only be sent via e-mail due to copyright law.

**Tip:** You can also book our **Retrospective TV Monitoring** service (individual reports or whole programmes) for programmes broadcast up to four weeks ago!

We recommend Media Impact Analysis for more comprehensive search results evaluation. This provides you with a differentiated overview of past media coverage and image and forms a reliable basis for comparison with your latest data. Our sales team would be happy to provide you with further details about our Retrospective Monitoring service. Call us on **+49 30 203987-0** or send us an e-mail at [sales@ausschnitt.de](mailto:sales@ausschnitt.de).



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