

### You're on TV!

Our TV team watches television for you - 78 hours per day, over 550 hours per week, on 24 national TV stations and 30 regional broadcast slots and 363 programmes. Our qualified TV editors monitor your topic on video and audio tracks and qualify the relevant search results. Our TV line-up includes a wide array of programmes: we view news-, financial-, and business shows with a broad audience reach, incorporate main topics from regional broadcasts, and take special interest programmes into account.

- | TV search results via E-Mail promptly inform you about researched reports and give you the opportunity to order recordings online – as a download in the AUSSCHNITT Portal and as a DVD.
- | Your TV search results include brief content descriptions and document the context in which your topic was mentioned. Additionally, you receive information about the TV station, time of broadcast, title of the programme, length of the relevant portion and the pre-weighted market shares and reach for the target group 3+D+EU as calculated by the AGF.
- | Optionally, you can stay informed and up-to-date while you're on the go with the News Alert – via E-mail, as a text message on your mobile, or on your Blackberry®, in various data formats.
- | Tip: You can also book retrospective TV monitoring (individual reports or entire programmes) through us – for broadcast dates that are no more than four weeks in the past!

### Complete your performance review with teletext monitoring

17 teletext channels from public-service and private TV stations are firmly established in our media list and are an integral part of TV monitoring. Our editorial team makes sure that the reports found by the search engine correspond to your order specifications and approves them for delivery. In addition to the full text, you also receive the following media-related data: teletext channel, page number, date and time of publication, and audience reach.

We would be happy to advise you on how to optimise your PR evaluation and provide you with information on other solutions we offer for monitoring, analysis, editorial services and reporting of traditional media and web 2.0. Book online at [www.ausschnitt.de](http://www.ausschnitt.de), call us at **+49 30 203987-0** or write to us at [sales@ausschnitt.de](mailto:sales@ausschnitt.de).