

NEWBASE ClippingReport Service

Presence analysis based on your clippings !

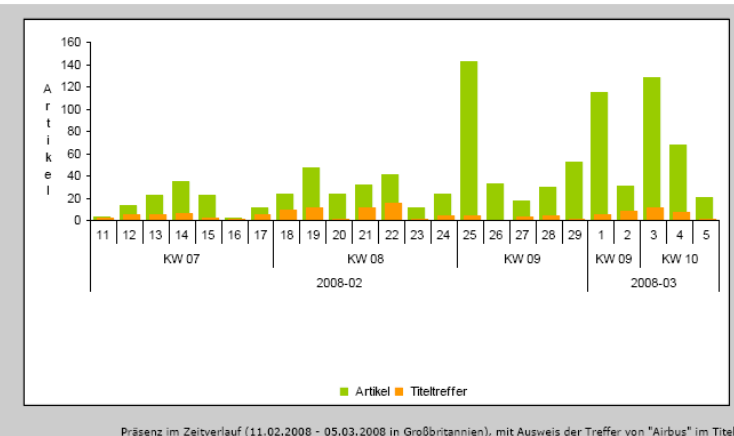
Presence analyses examine the public presentation of companies, public institutions or persons in the media. Valuable insights for future public relations activities are gained from the results of the analysis.

The clippings, generated by you in one of our NEWBASE clipping systems, constitute an excellent data basis for a presence analysis. All you need to do is send the article data including all metadata to the NEWBASE editing office, tell us which search term is to be analysed and in a very short time you will receive a professional presence analysis. The contents of the presence analysis include:

- **Presence of the search term (topic, name etc.) over time:** You can see at which times the presence of the search term was particularly pronounced in titles and texts and the development over a period of time.
- **Sources and topicality:** The analysis looks here at how many articles come from the individual sources and which source supplies the most up-to-date articles. The result of this question could be that important sources do not report enough about the topic.
- **Frequent titles and sources:** The analysis looks here at how often titles appear that include the search term and how up-to-date these titles are. The results indicate for example information about core topics, the acceptance and distribution of press releases.
- **Word clusters in titles and text:** The most frequently used words in titles and the body of the article are determined in a word analysis. The results can provide information about the words or topics (core messages) that surround the search term. It might be possible to deduce assessments of the author of the article.

[02] Präsenz "Airbus" im Titel

Wie oft wurde im Untersuchungszeitraum der Suchbegriff "Airbus" in den Titeln der 951 untersuchten Artikel gefunden?



A small excerpt from a presence analysis:
The frequency with which the search term is found in the titles and texts over a longer period of time is depicted here.

Key:
(02) Presence of "Airbus" in the title
How often was the search term "Airbus" found in the titles of the 951 analysed articles over the period of the analysis?
Presence over time (11.02.008 – 05.03.2008 in Great Britain), with identification of "Airbus"

System requirements

We would be glad to send you the current system requirements. Please contact us via the Email address below or just give us a call.

Do you need more information?

We would be glad to provide you with more detailed information about our service. You can reach us via the following contacts:

- Email: sales@newbase.de
- Telephone: 040 89002 0

About NEWBASE

Since 1989 leading clipping and media observation services have been relying on the quality of NEWBASE products. Documents and information from numerous media channels can be selected, interpreted, evaluated and distributed with our systems. NEWBASE solutions guarantee sophisticated media observation and so form the basis for successful PR activities.

Our clients place great value on reliability and quality. They always want to stay abreast of the times. It is because we know what our clients need that we are so successful. It is the reason why our NEWBASE solutions are used all over the world for timely and profile-driven evaluation of the media.

We see ourselves as a partner. A partner that will shorten your way to success with a committed service and reliable programs.