

Landau Media AG

Landau Media offers you innovative media monitoring in print, TV, Internet, radio and social media. We research, document and evaluate the media presence of your company, your products or events. In addition to original items on media sheets and professional press reviews we compile expressive resonance analyses and thereby create the basis for your future communication success. 200 well-qualified and motivated employees guarantee high-quality products, competent advice and rapid news processing.



Founded in 1997 by Lothar Landau, Michael Bush and Uwe Mommert, Landau Media within the shortest time has penetrated at the top of the German media observers.

Executive board:
From left to right,
Uwe Mommert, Michael Busch, Lothar Landau

<Landau Media>
monitoring analyse consulting

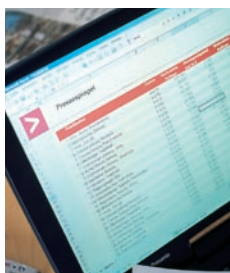
> Products & services



>> Media monitoring

Professional research of your search profiles in:

- More than 36,000 publications monthly
- More than 650 TV broadcasts daily
- More than 4,000 news agency reports daily
- More than 4,500 Internet media, including WebVideos, daily
- More than 100 radio stations daily
- More than 120,000 Weblogs, Social Communities, MicroBlogs, Newsgroups and other Social Media



>> Press review - service

Your daily early morning press review:

- Items from more than 6,800 media by e-mail from 06:00 a.m.
- Digital supply by legal arrangement with Presse-Monitor GmbH (PMG Ltd)
- On request edited, in accordance with your guidelines, formats and finishes, processed with captions, abstracts and analyses
- New! iPad-App for your press review



>> Media analysis

Your partner for professional PR-Evaluation:

- Compact PR resonance evaluation such as **MediaListe** or **MediaBarometer Online**
- Extensive content, image, sponsorship and Web2.0 analyses
- All results available through the analysis interface: incl. dashboard, 3D animated graphics and different filter and selection opportunities

Our customer service team is available for questions and tailor-made offers on **030 / 202 42-100** .

Further information can be found at: www.landaumedia.de

> Your advantages with Landau Media



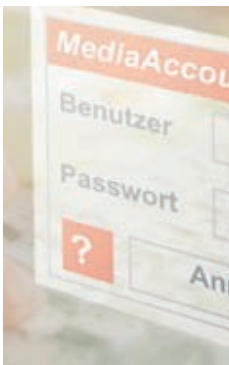
>> You get quality!

- Certified skilled workers research in accordance with your search keywords: Our researchers hold a university degree and receive specialist in-house training.
- Professional search profiles that go far beyond keyword search and model complex search criteria.
- Catch all: the human search is supported by a digital search.



>> You receive high-quality products!

- We process your items on a media sheet of your choice. An individual layout with your company logo or a corporate design is also possible.
- You receive the original document on the media sheet – copy quality if desired.
- Informed in the round: on the media sheet you will find all important facts pertaining to the item recovered (including print count, range, and placement).
- For your TV references you receive a screen shot of the transmission and a free TV preview.
- Digital TV recording quality: you choose among DVD, CD, e-mail.



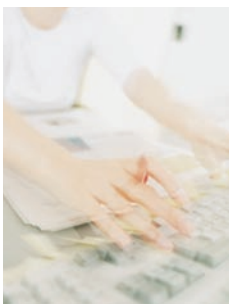
>> You are kept up-to-date with the **MediaAccount!**

- With **MediaAccount** – Landau Media's free online portal – you are kept permanently and comprehensively up-to-date.
- Visit our website www.landaumedia.de for a test and ask our customer service for the login access.
- Get an added value by using the various feature such as combined search and filter opportunities, digital press kit, **PressFinder**, **MediaBarometer Online**
- **NEW: MediaAccount2.0** – test now and have full access to all your search results from all media incl. Web2.0 – presented in an innovative design.



>> You get personal service!

- From the outset you have a personal customer consultant.
- You receive, on request, a large number of additional services (TV-clips, media equivalence value, etc.).
- Together with our co-operation partners we offer international media monitoring.
- Flexible and individual media programmes.



>> We deliver fast!

- Have access to your search results anytime with your personal online portal **MediaAccount** and order relevant articles by e-mail even before you receive them by mail.
- Be always up-to-date with **MediaAlert**: You will automatically be informed about the current results several times a day by e-mail.
- A large amount of our media coverage will be read on the day of publication to ensure fast deliveries.

<**Landau Media**>
monitoring analyse consulting

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