

20 years of successful paid content: digital press review

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What is PMG Presse-Monitor?

Ways to distribute content – smart and easy

PMG Presse-Monitor GmbH is a company founded in 2001 by seven major German newspaper and magazine publishers.

PMG is the leading German company for digital media monitoring and analysis, with the **largest press-database** in the German market. The PMG markets content and licensing-rights for 850 newspaper and magazine publishers with more than 4.000 sources. This encompasses nearly **100 % of the German daily and weekly newspapers** as well as all the main Austrian, Swiss and British newspapers.

Over the last 20 years, PMG has achieved **more than 470 million euros revenue**.



more than **5.000 customers**

Cooperation works! Our Shareholders

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Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

G+J

Handelsblatt
III MEDIA GROUP

Hubert Burda Media

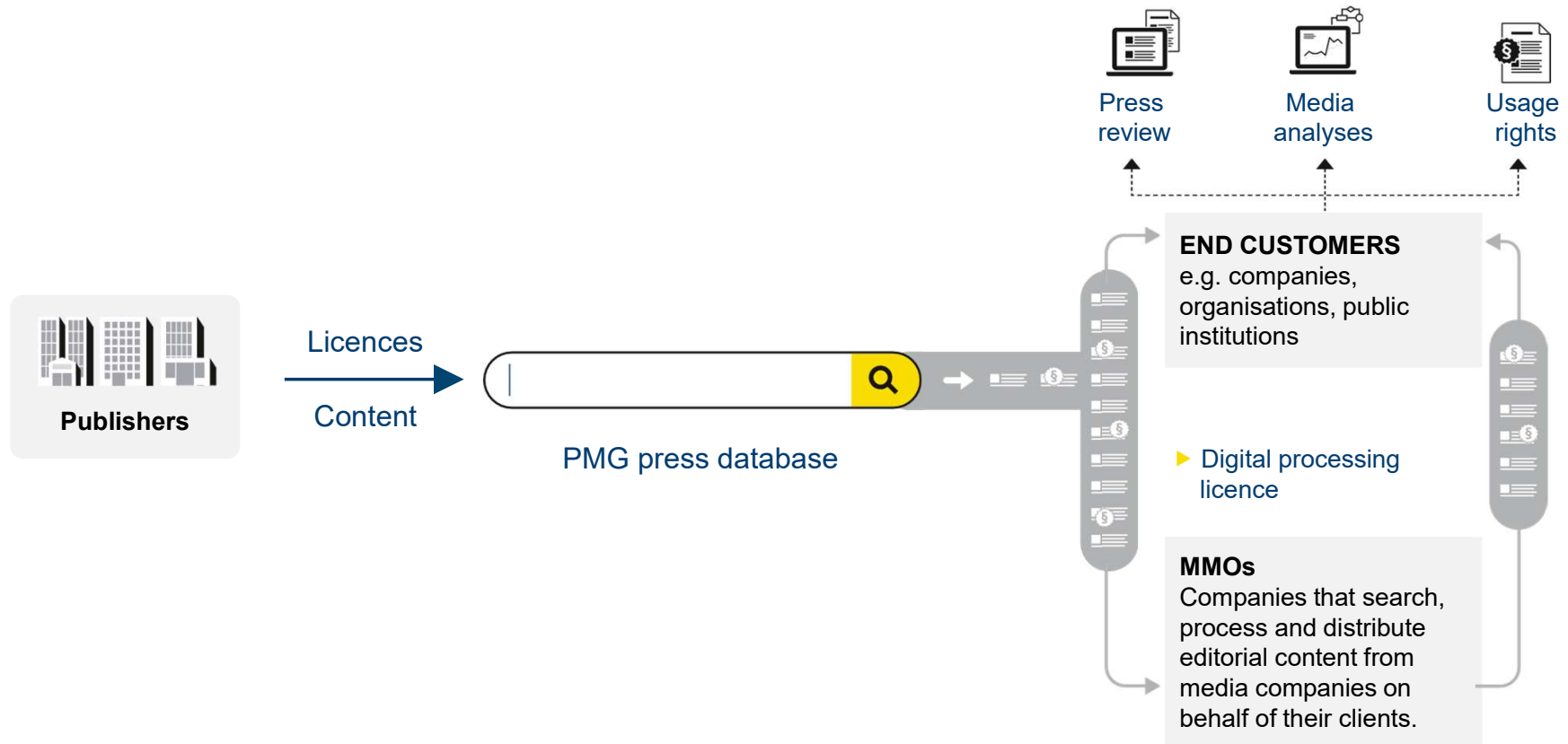
DER SPIEGEL

Süddeutsche Zeitung

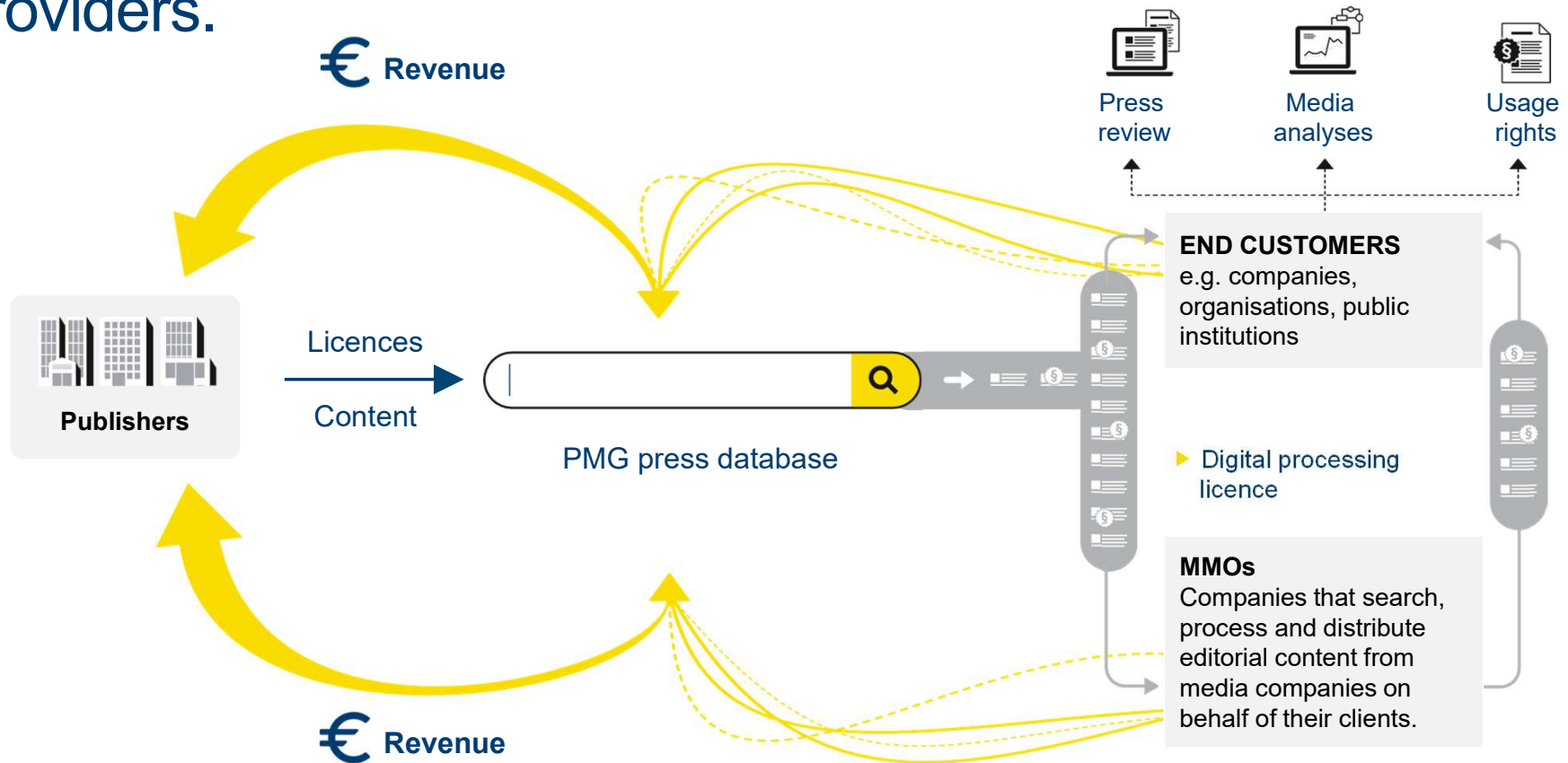
BDZV
Bundesverband
Digitalpublisher und
Zeitungsverleger

MVFP
Medienverband
der freien Presse

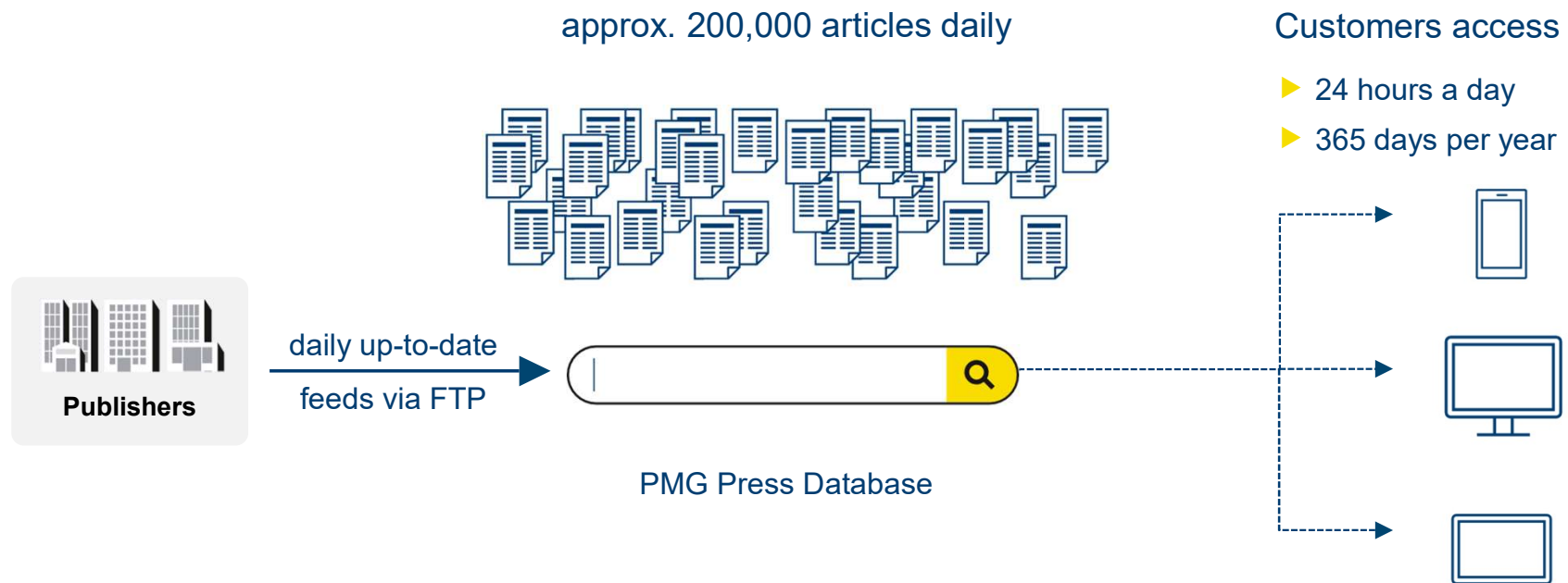
With the content and licences, publishers provide ...



... we generate new revenues for content and licence providers.



How it works: data feeds for PMG



Sneak preview: The next generation press database

A new experience ...

- For publishers: continuously more diverse commercial opportunities for their content in the B2B sector
- For customers: An integrated experience and more usage forms
- With more media formats than ever: text, audio, video, picture series, interactive elements like maps, charts etc.

Our Partner

APA Tech, Vienna



THE AIM

The new PMG press database will be *the state of the art* digital market place for content and usage rights.

Do you want to join?

Let's discuss your options on SaaS.

One more thing: Why we love X-CAGO

X-CAGO helps publishers, media companies and app providers to **monetise their content** in making it fit for digital secondary marketing.

The promise: Simple, fast data conversion in a wide range of formats.

More than 750 publishers with well over 4,000 titles worldwide rely daily on X-CAGO to prepare their data quickly and cost-effectively:

- for their apps and platforms like Amazon, United Kiosk, Readly and Apple
- for data bases as the PMG portal, Genios and much more.

THE AIM

X-CAGO becomes the central datahub in Europe.

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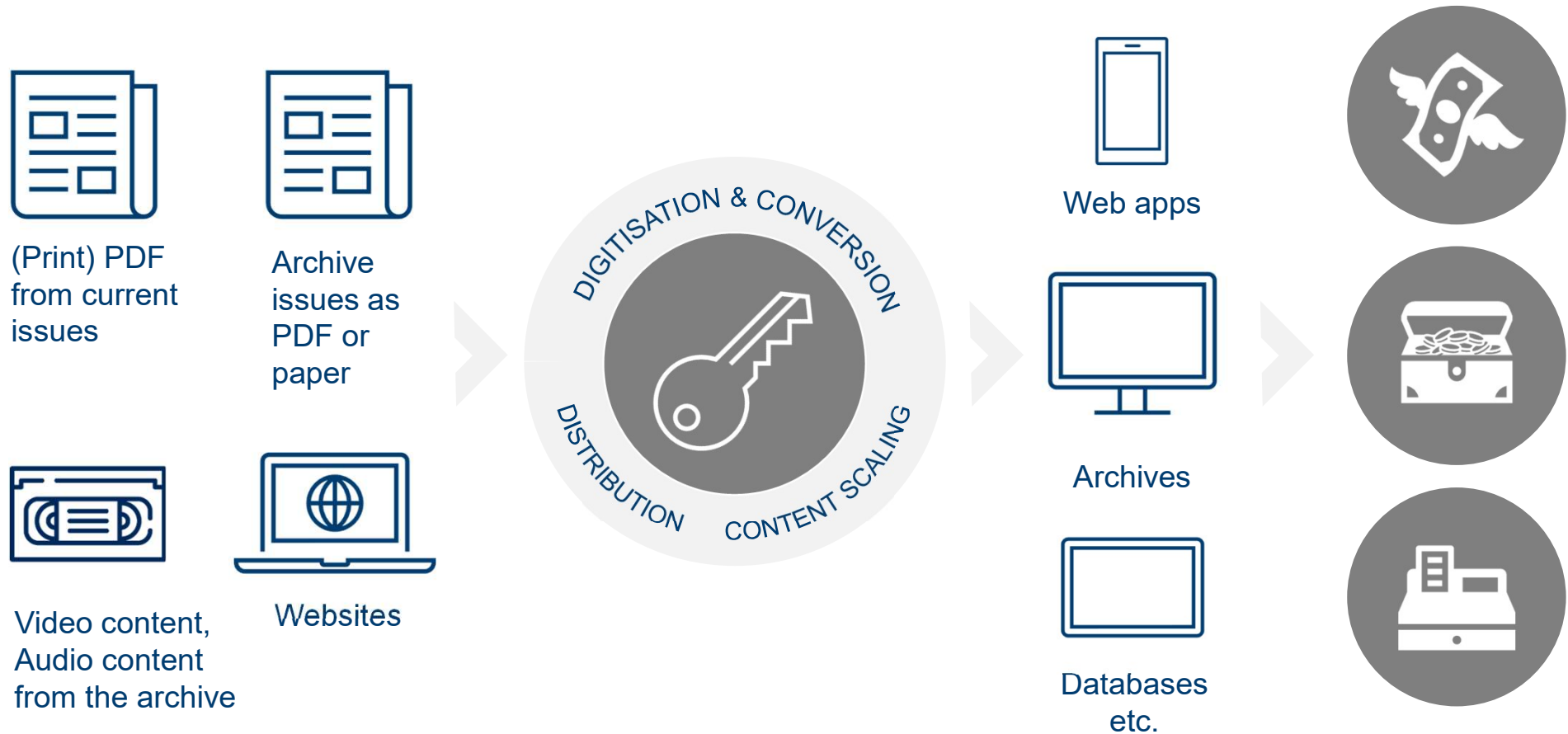
Hubert Burda Media



SPIEGEL TV

and many more

How X-CAGO helps monetising content



The proved solution: multiple ways to distribute content



Questions?

Get in touch with us!



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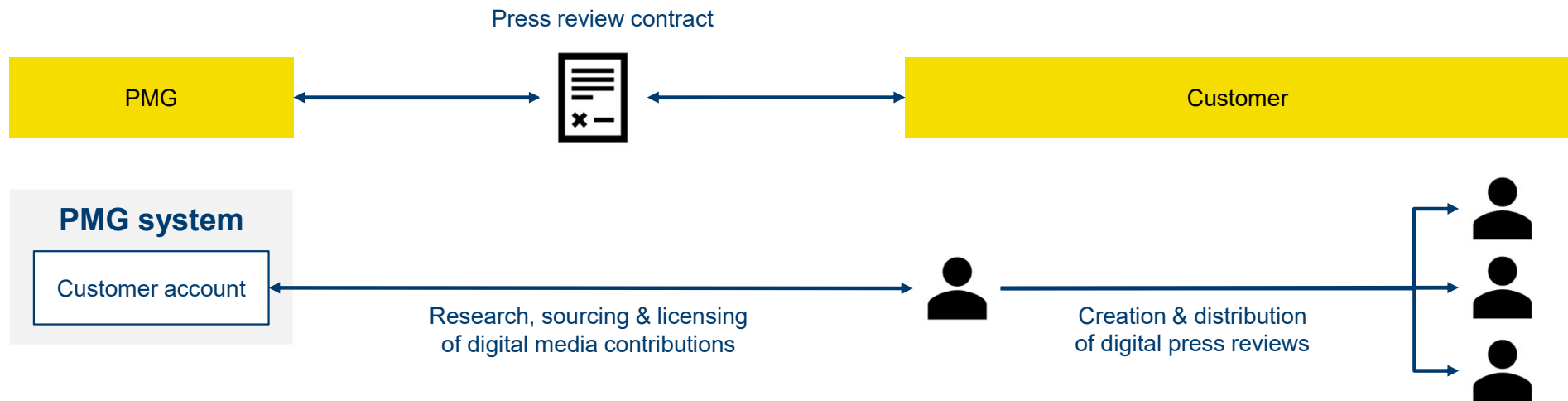


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The workflow – en detail!

Workflow // PMG & direct customers

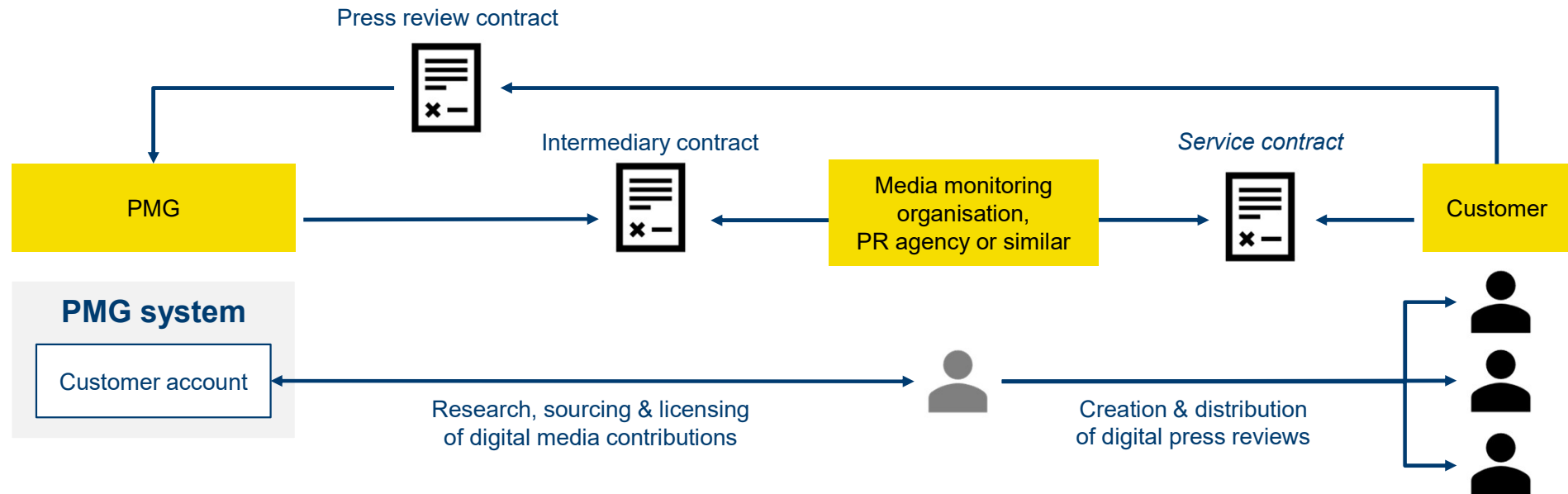


Monthly basic fee for use of PMG system depending on service package: 50 €, 100 € or 200 €.

Price per article depending on publication and number of press review recipients.

- 10 recipients Ø 3,56 €
- 20 recipients Ø 4,24 €
- etc.

Workflow // PMG & customers with service providers

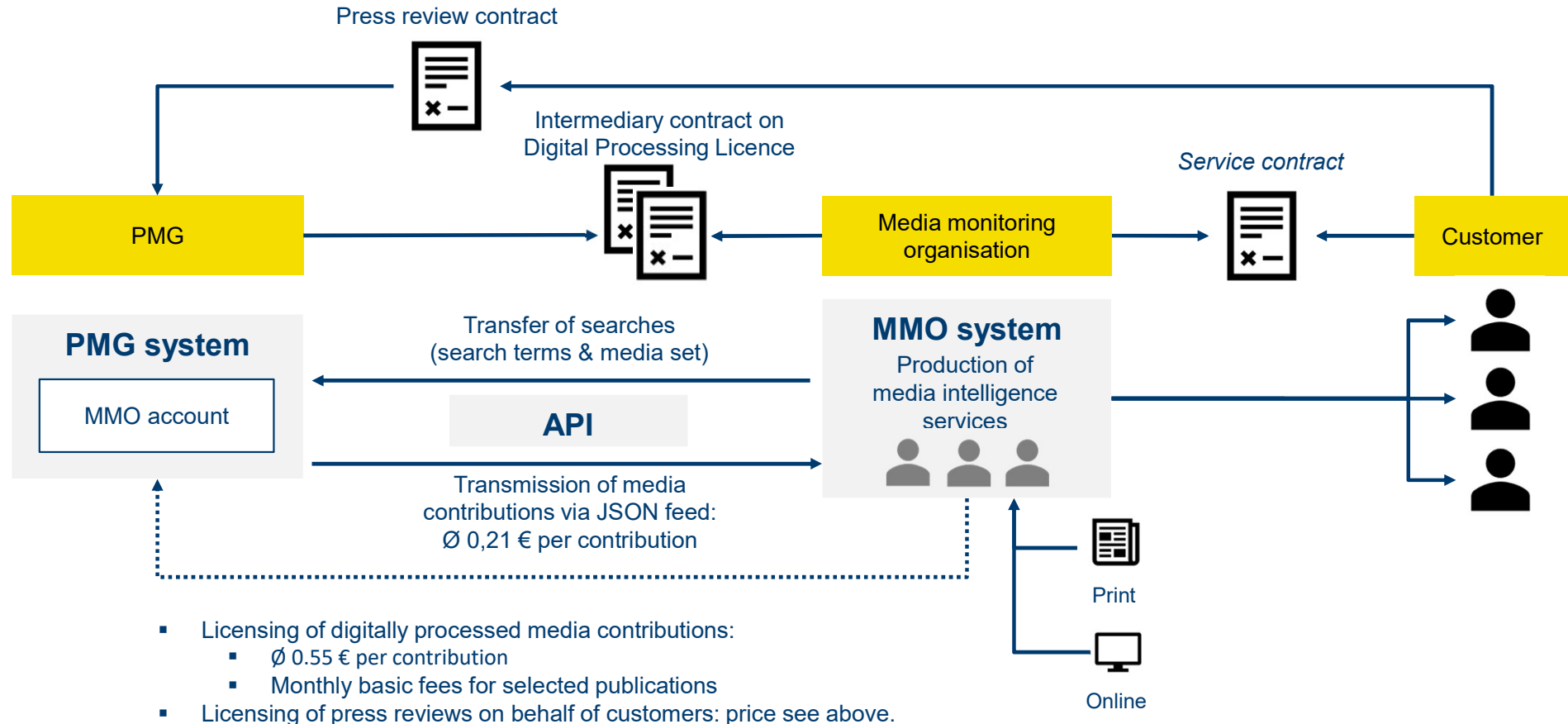


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Workflow // PMG & media monitoring organisations



- Licensing of digitally processed media contributions:
 - Ø 0.55 € per contribution
 - Monthly basic fees for selected publications
- Licensing of press reviews on behalf of customers: price see above.