



# **Elite Media Services**

## **Media Analysis**

*a boutique media analysis agency providing  
professional media solutions*

### **Elite Media Services Ltd**

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# Overview

**Elite Media Services provides the following media analysis services:**

## **Media Database**

A bespoke Access database tracking all relevant press clips, which is used to produce Quarterly Media Analysis reports and Weekly Media Summaries, Media Release Reports and facilitate sourcing clips.

## **Quarterly Media Analysis**

In-depth reports providing detailed analysis of coverage for each quarter and for each geography. End of year analysis reports are also available.

## **Weekly Media Summaries**

A weekly media report providing fast analysis of coverage from each geography.

## **Daily Notification of Key Stories**

Key stories can be e-mailed to the client each morning to highlight significant stories, and save the client from having to wade through multiple press clip e-mails.

## **Bespoke Reports**

Separate reports following media releases or PR campaigns to quickly highlight where PR initiatives are working and where they are not.

## **Event Evaluation Reports**

Elite Media Services can provide a full evaluation report about a sponsored event. We pride ourselves in providing very timely reports, far faster than many of our competitors. A full report of pre-event coverage can be e-mailed the night before the event, and we will send regular updated reports to show all coverage, including TV and radio coverage. We work with the clippings agencies to provide a full AVE (advertising equivalent rate) of the event.

## **Full Backup**

A secure off-site backup of all your media clips is provided. Clips can be e-mailed upon request. All reports are also uploaded to a secure, password protected online portal so clients can access them even when they are away from the office.

# Media Database

A Media Database is designed specifically for each client and is tailored to your requirements

Media Database

Ref No:

13011

Country:

Europe - Germany

Rating:

Neutral

Summary:

Article about the decrease of the additional charge on the Global Capital Preservation Fund from 5% to 3%

Date of Clip:

19-Dec-07

Speakers:

Funds Mentioned:

Global Capital Preservation Fund

Investment Trusts Mentioned:

Publication Name:

Germany-Handelsblatt

Publication Type:

International

Source of Article:

Germany

Article Headline:

Global Capital Preservation Fund reduces charges

Article Type:

Fund/Product

Key Message:

[None]

Quarter:

Q4 2007

WMS Date:

December 22 2007

Tag?

☐

Tag 2?

☐

Key Story

☐

PDF Page No:

AVE:

€0.00

Col Ins (cm2):

Notes:

Round the Island:

☐

# Quarterly Media Analysis

**Quarterly Reports** – Providing detailed analysis of coverage for each quarter. The report enables you to:

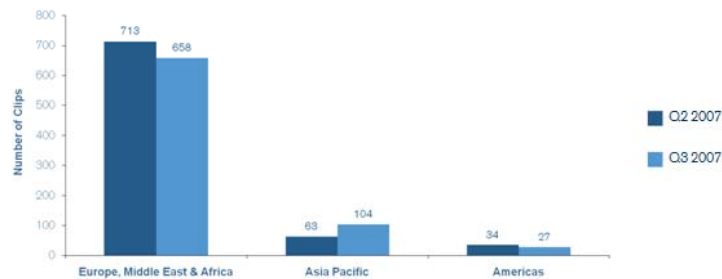
- Identify key message penetration
- Showcase top positive coverage – illustrating the success of PR initiatives and key message delivery
- Identify whether the coverage achieved reflects the business objectives
- Know which were the most commonly reported stories for the quarter, and see if these reflect the PR objectives
- Identify leading spokespeople and help to benchmark the success of media training
- See the breakdown of positive, negative, and neutral coverage between different media and type of article, within leading media and overall for the quarter
- Track the leading media in terms of volume to identify where most of the coverage is being achieved
- Track the impact of coverage, so that you know how much of it appears as a brief mention, prominent mention, first paragraph mention or sole mention
- See a breakdown of the type of media where the coverage appears, and to what extent it is positive, negative or neutral
- Track the volume of coverage for each quarter

# Quarterly Media Analysis

Example Charts:

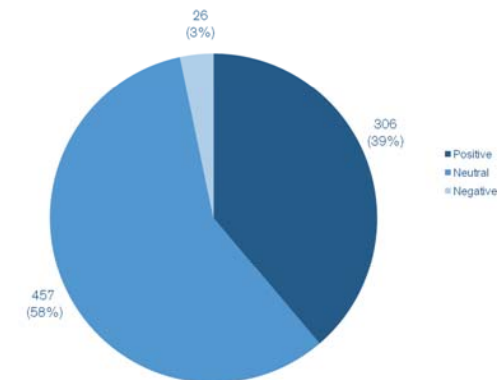
## Media Coverage

Breakdown Of Media By Geography



## Media Ratings

Breakdown Of Global Media Into Positive And Negative Categories



## Executive Summary – Country Focus

### Americas

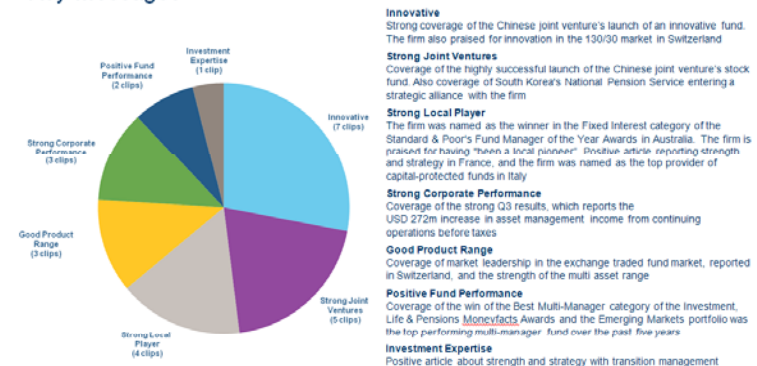
- The USA reported 34 clips this quarter, representing 4.2% of the total media coverage. The figure was up 9 clips from Quarter 1. 12 clips (35.3%) were rated positive. Business Week published a prominent article about the success of the firm, focusing on the strength of the wealth management division. The article is titled 'Up and Up: How a small firm made it big'. *InvestHedge* published a prominent and in-depth profile about the merging of hedge fund operations in New York to create a global institutional platform.

### Asia Pacific

- Australia reported 32 clips this quarter, representing 4.0% of the total media coverage. The figure was up 7 clips from Quarter 1. Australia reported 10 positive clips (31.3%). The Australian Financial Review published a prominent article about the firm's strategy with the Australian large and small cap portfolios titled 'Aiming High'. Money Management published a prominent article about the strategy in Australia and Asia. The appointment of the small-cap team from AGE Investment Management is said to represent 'an important signal to the market'.
- China reported 16 clips this quarter, representing 2.0% of the total media coverage. The figure was up 2 clips from Quarter 1. China reported only one positive clip this quarter (6.3%). Reuters published an article about the Chinese joint venture's plans to launch a bond fund to give Chinese investors a means of diversifying away from rising stock market risks.

Continued...

## Key Messages



# Weekly Media Summaries

Weekly Media Summaries enable you to quickly assess the effectiveness of media releases and other PR initiatives and identify if your PR objectives are on track

- Clearly see the top positive stories, the most reported story each week and any negative coverage, so you can identify any opportunities to build on existing positive coverage and react quickly to any negative coverage
- Enable you to inform your target audience of the success of media releases and PR initiatives
- Track spokesperson or analyst comment
- Summaries detail all media coverage over the week (Saturday to Friday), and are sent early the following week

## Weekly Media Summary

Week commencing December 15, 2007

### Overall Summary

Total number of clips received with a mention = 55

Americas = 6 (US=6)

Asia Pacific = 7 (China=6, pan-Asia=1)

Europe, Middle East and Africa = 42 (UK=22, Switzerland=11, pan-Europe=5, Netherlands=3, France=1)

### Top stories per mention:

- Coverage of the appointment of **John Cooper** to the fixed income team (10 articles)
- Coverage of the Chinese joint venture's launch of a new QDII fund (5 articles)

### Top stories as per positive impact/implications:

1. Handelsblatt published a prominent interview with **Christoph Scheinker** about asset allocation and his market outlook for 2008
2. In France, L'Agefi published a prominent interview with **Jean-Pierre Mondart** about the industrial sector
3. B2B Magazine in Switzerland published a detailed article about the positive Q3 results, outlining increases in assets under management

### Top stories as per negative impact/implications:

1. The Financial Times published an article about the underperformance of the UK equity income fund

# Media Database - Reports

Reports can also be used to track the media response to a release or PR campaign

## Media Coverage Quarter 4 2007

Ref No	Country	Date of Clip	Publication Name	Article Headline	Summary	Article Type	Key Story?	Rating
13011	Europe - Germany	19-Dec-07	Germany-Handelsblatt	Global Capital Preservation Fund reduces charges	Article about the decrease of the additional charge on the Global Capital Preservation Fund from 5% to 3%	Fund/Product	<input type="checkbox"/>	Neutral
13012	Europe - Germany	19-Dec-07	Germany-Fondscontainer.de	Global Capital Preservation Fund reduces front end load to 3 percent	Article about the decrease of the additional charge on the Global Capital Preservation Fund from 5% to 3%	Fund/Product	<input type="checkbox"/>	Neutral
13013	Europe - Germany	28-Dec-07	Germany-Institutional Money.com	Zukunftsthemen in der Anlagepolitik Institutioneller / Future topics in institutional investment policies	Interview with John Smith about future topics and trends for institutional investors from an asset managers point of view	Industry Comment	<input checked="" type="checkbox"/>	Neutral
13014	Europe - France	04-Oct-07	France-L'Agefi Hebdo	L'alpha portable, strategie d'investissement pour SGAMI	Jean-Pierre Cadot comments about his market outlook	Market Comment	<input type="checkbox"/>	Neutral
13015	Europe - France	05-Oct-07	France-L'Agefi Actifs	Une approche opportuniste pour se démarquer de la gestion traditionnelle	Prominent article about the launch of the Income Opportunity Fund. John Parker comments	Fund/Product	<input type="checkbox"/>	Positive
13016	Europe - France	05-Dec-07	France-Les Echos	Chine Une superbe indifférence à la crise	Charles Chang comments about his investment strategy with the China Fund	Fund Manager	<input type="checkbox"/>	Neutral



# About Elite Media Services Limited

Elite Media Services is a boutique media analysis firm, where unlike many media service providers the work is carried out by the people who pitch for your business. Who you meet and discuss your requirements with is who you will deal with throughout the service. Our clients say that our key strengths are:

- Hands on undertaking of work
- Attention to detail
- Quick understanding of client's business
- Responsiveness
- Price
- Speed of turnaround

Client's Comments include:

*'They understand the drivers of both business and media coverage and provide strong and timely analysis.'*

*'A reliable and well priced service'*

## **Clients:**

- Credit Suisse's asset management business (Since 2001)
- JP Morgan Asset Management (Since 2005)
- Standard Chartered Bank