SERVICE DESCRIPTION

ARGUSflat & ARGUSavenue

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ARGUS DATA INSIGHTS® Schweiz AG
Rüdigerstrasse 15, PO Box, 8027 Zurich | **T** +41 44 388 82 00 | **E** mail@argusdatainsights.ch | www.argusdatainsights.ch

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1 ARGUSflat & ARGUSavenue – IN BRIEF

Too much information, too little time. Focus on the essentials and obtain relevant information from all media sources (print, radio, TV, web news) about your company, products or sector – whenever, however and wherever you want. Simple integration into your usual work environment makes sure you are always well informed. Manage all news via the user-friendly platform and choose who receives what information. We will provide you with a tailored package at a fixed price, made up of the products and services that suit you.

Benefit from customised expert services – have your media information processed by our experts or order additional services to make things easier during your everyday work. We will provide you with a tailored package at a fixed price, made up of the products and services that suit you.

Enjoy:

- **Complete budget security.** ARGUSflat is a cross-media service that offers planning security. A fixed monthly price – all relevant media reports, no matter how many. No need for laborious checks.

- **Complete digitalisation.** ARGUSspot acts as your digital touchpoint – an app that integrates your media information directly into your workplace and standard workflows (web app, Microsoft Teams app, Android and iOS app).

2 ARGUSflat & ARGUSavenue – OFFER

2.1 SERVICE & PRICE PLANS

2.1.1 ARGUSflat

ARGUSflat Switzerland	S	M	L	XL	Enterprise
Search topics*	1	2	3	4	customisable
Search complexity/result Content limitation and additions**	low	medium	high	very high	
Search parameters					
Editorial publications	•	•	•	•	customisable
Special article types (advertisements, advertorials, tenders, etc.)	○	○	•	•	
Media selection					
ARGUS media monitoring programme (print, radio, TV, online media)	•	•	•	•	customisable
Customisable	○	○	•	•	
Add-on					
ARGUSflat DACH (print, radio, TV, online media)	add-on	add-on	add-on	add-on	customisable

*A search topic can contain multiple keywords.   **The package is determined by the highest rating.

ARGUSflat includes the digital touchpoint ARGUSspot – the precise set-up will be jointly agreed when the contract is concluded. Solutions for agencies or temporary events can be implemented upon request.

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2.1.2   ARGUSavenue & ARGUSspot

ARGUS platforms	S	M	L	XL
Accounts included	1 account	2 accounts	2 accounts	unlimited[1]
Digital delivery channel: ARGUSspot				
Web app	•	•	•	•
Mobile app (iOS & Android)	•	•	•	•
Microsoft Teams	•	•	•	•
Monitoring				
Swiss online & social media stream	3 search terms	5 search terms	•	•
Monitoring archive	•	•	•	•
The dashboard	•	•	•	•
Targeted sentiment	◦	◦	•	•
Multi-client capability	◦	◦	◦	•
Distribution				
Daily delivery	•	•	•	•
Alerts	◦	◦	•	•
Distribution manager	◦	◦	•	•
Distribution tracking	◦	◦	◦	•
Channels				
Email	•	•	•	•
Intranet (RSS feed)	◦	◦	•	•
Add-ons				
International online news stream	add-on	add-on	add-on	add-on
International social media news stream	add-on	add-on	add-on	add-on

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[1] An unlimited number of accounts can be activated if required. The package includes a maximum of 10 accounts.

2.2 SERVICE DESCRIPTION

2.2.1 ARGUSflat

2.2.1.1 Search topics

A search topic uses a combination of keywords to define a 'focus of interest'. The search topic can be very broad or extremely precise. An ARGUSflat search topic may not contain multiple focuses of interest.

2.2.1.2 Search complexity and result

The search complexity and search result can lead to a lot of work irrespective of the search topics and must be considered separately when categorising the order. The highest rating is used to categorise the customised package.

2.2.1.3 Search parameters

The search request contains editorial publications in each package. This includes articles from editorial departments, news agencies and readers' letters. It does not include special article types, such as advertisements, advertorials, tenders, TV programmes, obituaries or competitions.

2.2.1.4 Human intelligence

Our editors monitor the traditional media for you. You receive an overview of your media impact and can comprehensively prove your PR successes; the ideal basis for further analysing your media presence and media image.

2.2.1.5 Media selection

All ARGUSflat Switzerland packages include a search of all media sources monitored by ARGUS DATA INSIGHTS Schweiz AG. It covers more than 3,500 print media, 45 radio stations and 25 TV stations, and around 4,000 online media sources. This means that we maintain an overview of the entire Swiss media landscape, including small local and regional media. The media area can be customised in all packages from the ARGUSflat L package up.

2.2.2 ARGUSavenue

2.2.2.1 Monitoring

- **Swiss online & social media stream**
  Online news sites, online editions of Swiss media (print, radio, TV), information sites, news from public authority websites or company websites, organisations, clubs, associations, selected blogs and social media publications (Twitter, blogs, Facebook, YouTube).

- **Monitoring archive**
  All articles found as part of your ARGUSflat package are delivered to your ARGUSavenue by the agreed deadline, where they can be further processed or sent out as a newsletter.
  There are various functions available, such as tags, automatic sentiment analysis or automatic article grouping, which combines similar articles (high level of text character matches) into a group to improve transparency.

- **The dashboard**
  The dashboard displays the results of your search request from ARGUSflat using graphics that are easy to understand.

- **Targeted sentiment**
  As well as the sentiment analysis included in the monitoring archive, which automatically shows the tone of articles, this function allows the tone of specific terms/entities within the text to be checked, such as the company's own name and the names of competitors. Therefore, for each article, this indicates what tone is being used to report on your company and your competitors.

- **Multi-client capability**
  If you have multiple requests that you want to manage with multiple separate access points, you will need multi-client capability. Multiple admin and user accounts can be provided as required.

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2.2.2.2 Distribution

- **Daily delivery**
  All articles found as part of your ARGUSflat package can be sent to any email address of your choice.

- **Alerts**
  The alert function keeps you updated about newly discovered media content in real time, ensuring that you will not miss any media events.

- **Distribution manager**
  Create and send media reports and newsletters to your stakeholders and other target groups. You can structure these newsletters and media reports to meet your needs, tailor them to your corporate design, and schedule and automate sending.

- **Distribution tracking**
  A dashboard that allows you to evaluate the performance of newsletters or media reports. Here, you can see how often a newsletter was opened, which articles were read the most, and which channel (ARGUSspot iOS/Android, ARGUSspot for Microsoft Teams or email) was used to open it. You can also monitor how the performance develops over time.

2.2.2.3 Channels

The newsletters sent by distribution managers and the daily delivery by ARGUS DATA INSIGHTS are sent out by email, or an RSS feed (e.g. integrated into a company's intranet) if these features are included in the package.

2.2.3 ARGUSspot

ARGUSspot as your digital delivery channel
ARGUSspot enables you to view your media monitoring or newsletter in Microsoft Teams, the web app and the mobile app. The top news stories appear as push notifications in the ARGUSspot app or a designated chat.

The benefits of ARGUSspot:

1. **An additional digital information channel**

   Included in your existing media monitoring subscription, you now have the opportunity to view your media impact from anywhere and on any digital device.

2. **Improved collaboration with your team**

   The sharing function allows you to share media reports with others who may be interested in them (registered end users from the Active Directory). A selection of different channels is available to this end.

3. **Bookmark media reports and read them later**

   Save interesting reports in your favourites list, so you can read them later.

4. **Filter by client categories and channels-**

   Find all the news you are looking for quickly and easily using the filter function.

ARGUSflat includes the digital touchpoint ARGUSspot – the precise set-up will be jointly agreed when the contract is concluded. Install the app now and familiarise yourself with the key functions by taking our guided tour.

2.3 ADDITIONAL PRODUCTS & SERVICES

2.3.1 ARGUSflat ADD-ONS

- **Early bird + weekend delivery**
  Daily delivery (Mon-Fri) of articles found in the most important Swiss print media from 6.45 a.m. and delivery from 8.00 a.m. of articles found in the most important Swiss print media on Saturdays and Sundays.

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- **Manual addition**
  Upon request, manual coding of weighted AVE value, article tone, checking the correct author is assigned, and/or individual categorisation.

2.3.2 ARGUSflat DACH ADD-ON

All 'ARGUSflat DACH' packages include a search on all media monitored by ARGUS DATA INSIGHTS in collaboration with our partners from German-speaking countries. This encompasses approx. 12,000 print media, 175 radio stations, 145 TV stations and around 10,000 online media, giving you an overview of the entire DACH media landscape, including small local and regional media.

- **ARGUSflat Switzerland as a basis**
  On request, just one additional German-speaking country can be selected (Germany or Austria).

- **Price and package allocation**
  The add-on is only available if ARGUSflat Switzerland has been ordered. The packages are allocated in line with the number of search topics. The prices for the Germany add-on are inclusive of PMG licence fees. An overall price for the three countries is also available.

- **Delivery**
  All hits from print media and news agencies from Austria and Germany are delivered in ARGUSavenue as PDF files. For copyright reasons, online, radio and TV reports are emailed as a link with a headline.

- **Licence management**
  The Berlin-based German licensing agency PMG Presse-Monitor GmbH provides ARGUS DATA INSIGHTS with digital versions of media titles from around 3,000 German newspapers and magazines. End clients outside of Germany must agree to the declaration of intent and PMG's associated terms and conditions via the online form before the project start date.

- **Add-ons**
  o AVE (non-weighted) on request

2.3.3 ARGUSavenue ADD-ONS

- **International online news stream**
  Online news sites, online editions of international media (print, radio, TV), information sites, news from public authority websites or company websites, organisations, clubs, associations, and selected blogs.

- **International social media stream**
  International hits from Twitter, blogs, Facebook, YouTube and Instagram using 4-25 search terms (depending on the hits per month).

2.3.4 EXPERT SERVICES

In addition to our ARGUSflat packages, we also offer expert services.

2.3.4.1 Editorial services

Our professional editors use the editorial media review to refine your media impact. The most relevant reports from each day are compiled in a structured format and delivered with a summary on request.

2.3.4.2 Translation services

If you need media information in another language or want to have content translated, our experts will gladly assist you.

2.3.4.3 Metadata enrichment

On request, you will receive a manual coding of the weighted AVE value, the tone of the reports, a check that the correct authors have been assigned and/or individual categorisation.

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2.4   INFORMATION REQUIRED TO SET UP THE ORDER

The following information is required from you to set up the order:

- Sender addresses that you want to be stored for sending newsletters. Please note that all emails sent using ARGUSavenue will be via the domain @avenue.argusdatainsights.ch. A suitable address will be created for each of your sender addresses. All emails to this address are forwarded to the sender address recorded.

- Your desired search topics/terms

- Number of accounts required (for the XL package only)

- Recipient email addresses for daily article delivery

- ARGUSspot users

3   OPERATION

3.1   SYSTEM REQUIREMENTS

To run ARGUSavenue, we recommend using the platform-independent browsers Mozilla Firefox or Google Chrome and keeping them up to date.

To use ARGUSspot on a smartphone, you need a minimum of either iOS 11.0 or Android 6.0.
If you want to use ARGUSspot in Microsoft Teams, you need a Microsoft Teams account. ARGUS DATA INSIGHTS is available for use exclusively as an app.

The settings of the system admin cannot allow the download of new apps in Teams. The clients' system admin must change the corresponding settings.

3.2   KEY INFORMATION ABOUT OUR SERVICE LEVEL

The following conditions apply to operations:

Service level & target values			ARGUSflat	ARGUSavenue
Fault reporting				
Email: mail@argusdatainsights.ch	Mon-Sun	00.00 – 24.00	●	●
Tel.: +41 44 388 82 00	Mon-Fri	07.00 – 17.30	●	●
Troubleshooting				
Standard, best effort	Mon-Fri	08.00 – 17.00	●	●
Availability				
Service availability	Best effort			●
Article delivery				
As per order	Best effort		●	

No service level reports are displayed for the standard/best effort SLA type.

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4   BILLING

ARGUS DATA INSIGHTS generally issues a **monthly retroactive** invoice for the licences registered and analyses received during the preceding month. The obligation to pay begins when the contract is signed. The obligation remains in place even in cases where the service could not be used as a result of delays for which ARGUS DATA INSIGHTS was not responsible.

As a client, you can choose the language in which you would like to be billed. You can choose from German, French and English.

5   CONTRACTUAL TERMS

5.1   DEADLINES

Once the contract is signed, the order will be created as soon as possible. Please note that the delivery time may vary depending on the complexity of the order.

5.2   NOTICE PERIOD

ARGUSflat & ARGUSavenue services are subject to a termination notice period of three (3) months prior to the end of the next invoicing period. Any services performed prior to the date of termination will be billed.

6   SPECIAL PROVISIONS

6.1   CHANGES

ARGUS DATA INSIGHTS reserves the right to change this service description at any time.

6.2   GENERAL TERMS AND CONDITIONS

https://www.argusdatainsights.ch/en/general-terms-and-conditions/

6.3   PRIVACY INFORMATION

https://www.argusdatainsights.ch/en/privacy-policy/

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