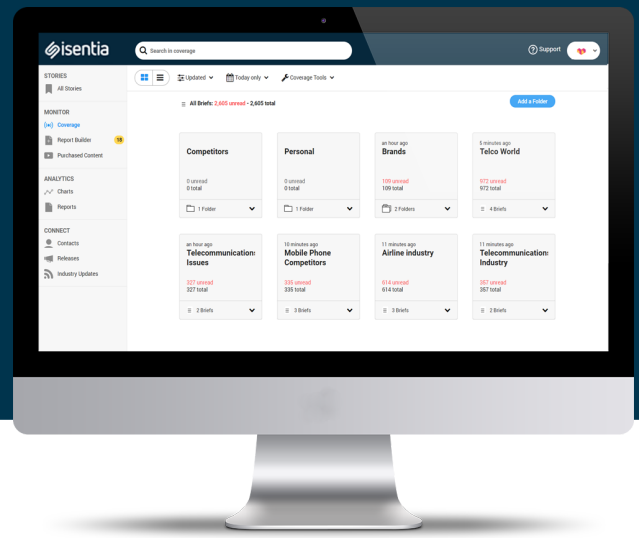
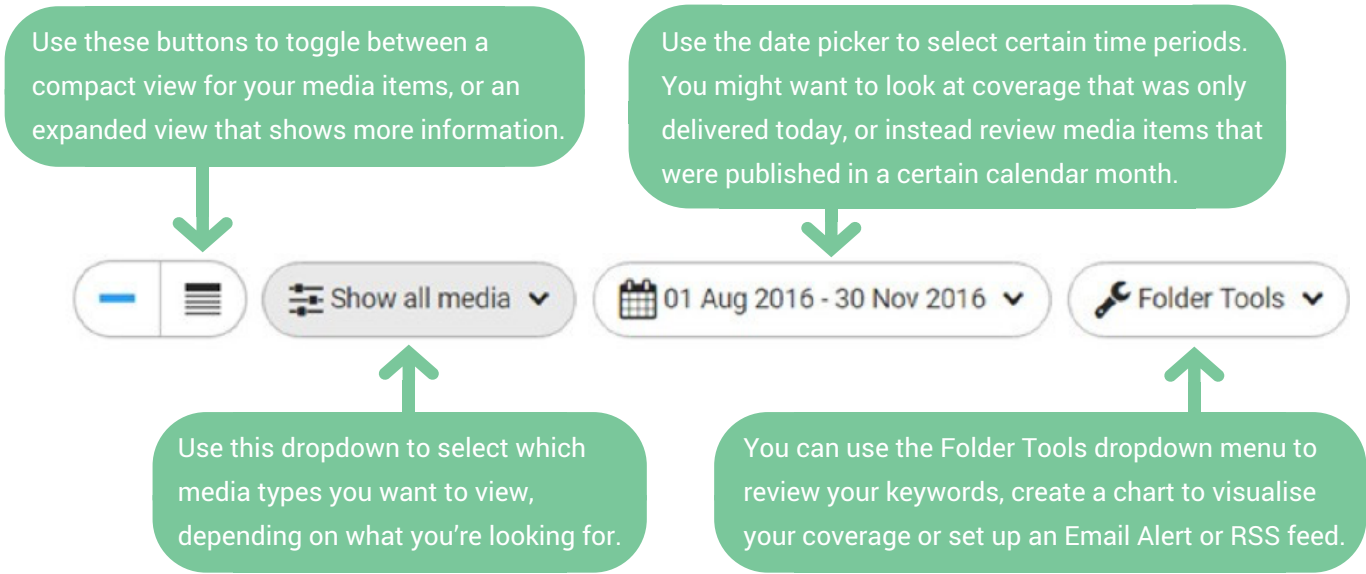


Viewing your media items



Using Isentia's Mediaportal you can view the media coverage that is relevant to you. You can also review the metadata and details provided on each item.

When you login to Mediaportal, you'll be taken to the *Coverage* page in the Monitor area. Click on the title of the brief or folder you'd like to open. You'll then be able to view the media items within that folder. Inside the folder, the toolbar at the top of your screen gives you options for changing the view of your media items.



The sorting and grouping options below the folder title will help you display the items according to your preference. Mediaportal will remember this for next time.

Let's dig deeper as we explore some of the media items we see on screen. If you can only see media item headlines, click the downwards arrow on the right of each media item to expand it. You can also expand all items in a folder using the toolbar.

Newspaper items

Expanding a newspaper or magazine item shows you the first few sentences of the article. You can get more information by clicking on *Read More* or on *View Original* to download the PDF copy of the article.

The *Feedback* button lets you send feedback on a media item through to your Account Management Team. If you think an item has been delivered to your portal by mistake, this is a great way to let them know.

The screenshot shows a news article titled "Memorial upgrades on the cards" from the Eurobodalla Shire Independent, dated 16 Feb 2017. The article text reads: "COUNCIL WORKS PLANS to upgrade the memorial gardens at Turuss Head are on the cards, a Eurobodalla Shire Council spokesperson says. Following a request from the Tuross Head Memorial Gardens Committee, the council will make improvements to the site in the lead up to ANZAC Day." Below the text are tags for "Applications (1)", "phone (1)", and "plans (3)". Action buttons include "Read More", "View original", "Share", and "Feedback". A comment section shows one comment from Ally Garrett: "Let's keep an eye on this - could be relevant for our ANZAC Campaign". On the right, a metadata sidebar lists: Item ID: 729213620, Audience: 12,003 (N/A female 16+ / N/A male 16+), ASR: 527 AUD, Section: General News, Location: Eurobodalla, Australia, Market: NSW, Classification: Regional, Format: 221 cm² News Item, Words: 325, and Type: Newspaper.

You can also leave comments on media items, to make a note or share information with other users.

Click *Share* to send a singular media item via email.

You'll find useful metadata and details to the right side of each item.

Broadcast items

The *Interviewees* field identifies any people interviewed within the coverage. Visuals will appear on TV coverage, when a product appeared onscreen but wasn't mentioned verbally.

The summary shows what was discussed in a radio or TV item.

The changes in TV industry have been tough on regional areas but a quiet revolution is under way with small independent media companies including WaggaWagga.TV and Bendigo IPTV springing up internet-led media to restore local coverage. However, some regional areas are facing challenges in getting good quality NBN service.

By [Jeremy Fernandez](#)

ABC Sydney, ABC News (Weekend) at 19:20 4 Sep 2016 7:20pm

INTERVIEWEES

- vox pops
- Vincent O'Donnell, RMIT University
- Allan Hull, Sports commentator
- Adam Drummond, WaggaWagga TV
- Denis English, Bendigo IPTV

VISUALS

- Samsung Galaxy

Available formats Share Feedback Where else was this broadcast?

2 COMMENTS

Item ID: X00067381745
Audience: 106,000 female 16+ / 83,000 male 16+
ASR: 34, 218
Location: Sydney, Australia
Market: NSW
Duration: 3mins 31secs

Click on *Available Formats* to access streaming audio/video files on your TV and Radio items. You can also order transcripts or precisely edited clips. This may incur extra costs.

Click *Where else was this broadcast?* to see a list of stations or channels where this media item was syndicated. If you don't see this, the item was not syndicated. The ASR and Audience figures that you see in Mediaportal will include any syndication.

Online news items

You will see a checkbox to the left of all media items. Selecting this reveals a bright blue action bar at the bottom of your screen with options to add the item to a report or folder, or simply export to an Excel file.

The Nokia 3310: it's back, it's indestructible and it's got Snake
By Gavin Haynes

Guardian Australia 16 Feb 2017 3:16AM

A homage to the retro handset is rumoured to be launching later this month. And it's not the only basic mobile in Nokia's arsenal
It was a cockroach of a phone.

mobile (3) most (1) network (2) Nokia (6) phone (3) smartphone (2) smartphones (1)

[View original](#) [Share](#) [Feedback](#)

NO COMMENTS

ITEM HISTORY

the guardian
Item ID: 729123492
Audience: 3,689,611 unique visitors per day / 20,119 average story audience
ASR: 63,981 AUD
Words: 496
Location: Online
Type: Online News

Clicking on *View Original* in an online item redirects you to the webpage where the article is originally from.



You can also track social media chatter, right alongside your traditional media coverage.

Social items

Use the 'Delete' option to delete social media items from your portal.

Hey #msaignite, had a play with a #HoloLens yet? We're demoing at the Telstra stand, come try it out! #tech #mixedreality
By @Readify

Twitter 16 Feb 2017 10:53AM

Hey #msaignite, had a play with a #HoloLens yet? We're demoing at the Telstra stand, come try it out! #tech #mixedreality

Telstra (2)

[View original](#) [Reply](#) [Retweet](#) [Favourite](#) [Share](#) [Feedback](#)

[Delete](#)

NO COMMENTS

ITEM HISTORY

readify
Item ID: 729284003
Followers: 1,818
Following: 764
Tweets: 2,471
Type: Twitter