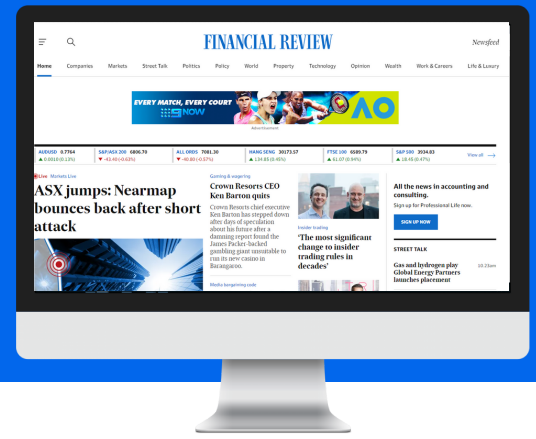




Australian Financial Review Content Changes CHEAT SHEET



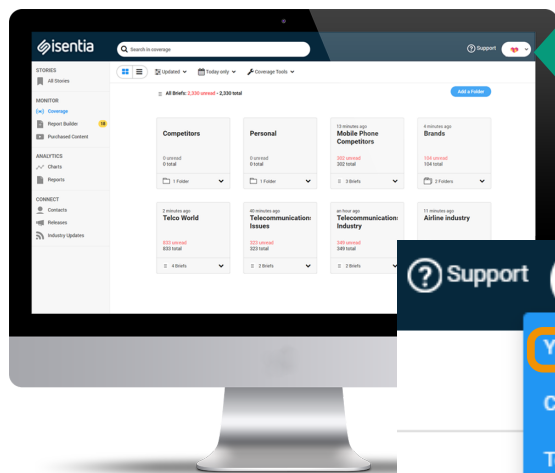
From 18th of February 2021 all media monitoring organisations will only be permitted to provide full media items from the Australian Financial Review to validated AFR subscribers. This cheat sheet provides an overview of these changes and how to link your AFR subscription. If you have any questions about these changes please visit our [website](#) or reach out to your Account Management Team.

AFR Subscribers

Non-AFR Subscribers

Linking an AFR subscription to your Mediportal account

Link your AFR subscription to Mediportal for an integrated experience.



1

Click the logo icon located in the top right corner of Mediportal

2

Select *Your settings*

3

Under *Subscriptions* input the email address linked to your AFR subscription and click *Connect*

Top Tip:

Ensure you are also logged into [afr.com](#) for the most seamless experience for online AFR content

Subscriptions

AUSTRALIAN FINANCIAL REVIEW

Connect your AFR subscription email address to view full media items. [Find out about publisher restrictions.](#)

Enter AFR Subscription Email Address

Connect

The email you provided will be checked to ensure it is linked to an active AFR subscription

Once an active AFR subscription is linked, full AFR print items will be accessible to users within Mediportal. If a user is logged into [afr.com](#) online content will link through to the full article



AFR subscribers can also link their subscription email in the Isentia app under *Settings > Subscriptions*.



Changes to AFR media items in Mediaportal

Print content

AFR print content will continue to be delivered to all Mediaportal users using Isentia's relevance capabilities to match media items to your monitoring brief. Only users with a validated AFR subscription will be able to access full AFR print items.

AFR Subscribers

AFR print items will display the headline, metadata, and the first 255 characters of an article

The screenshot shows an article titled "Protesters defy coup violence" by Matthew Tostevin and Lincoln Feast. The article is from the Australian Financial Review (page 14), published on 11 Feb 2021, with an ASR of 9,457 NZD. The article text begins with "Bangkok | Protests spread across Myanmar yesterday after the most violent day in demonstrations against a coup that brought to a halt a tentative transition to democracy under elected leader Aung San Suu Kyi. The United States and United Nations condemned the use of force against protesters who are demanding the reversal of the February 1 coup and the release of Ms Suu Kyi and other detained leaders of her National League for Democracy and activi...". Below the text is a "Read more..." link and a "View original" link. The article is categorized under "government (2)" and "telecommunication (1)". The interface includes "Read More", "View original", "Share", "Feedback", and "Neutral" buttons. A "NO COMMENTS" section is visible. The "ITEM HISTORY" section is also present. On the right, a metadata sidebar lists: Item ID: 1397253266, Audience: 38,015, ASR: 9,457 NZD, Section: International News, Location: Australia, Region: National, Classification: National, Format: 428 cm² International, Words: 699, and Type: Newspaper.

To view the full print article AFR subscribers can click:

- **Read More** to view the whole article in Mediaportal
- **View Original** to access the original PDF clipping

Non-AFR Subscribers

AFR print items will display the headline, metadata, and the first 255 character of an AFR print article

The screenshot shows an article titled "NBN offers no clues on pricing as earnings leap". The article is from the Australian Financial Review (page 101), published on 27 Nov 2021, with an ASR of 80,022. The article text begins with "NBN Co chief Stephen Rue has kept his cards close to his chest on whether there will be changes to the company's extra-capacity charges after a billiondollar earnings turnaround. Tensions are simmering with the broader sector over the pricing structure, w...". Below the text is a "Share" button, a "Feedback" button, and a "Positive - Verified" status. A banner at the bottom of the article reads: "This publisher requires you to subscribe before viewing this article. [Already a subscriber?](#)". The metadata sidebar on the right lists: Item ID: 1397261746, Audience: 80,022, ASR: 5,745 NZD, Section: Companies and Markets, Location: Australia.

Non-AFR subscribers will not be permitted to access full AFR media items

If you have an AFR subscription and are seeing this banner, Click on *Already a subscriber* to ensure your AFR subscription email address is linked correctly

Accessing AFR media items

Accessing AFR print PDFs

When you access an AFR print PDF outside of Mediaportal you will see an ISENTIA PDF in place of the original AFR clipping.

This includes AFR content accessed through Mediaportal alerts, Mediaportal Reports, and Daily Briefings

AUTHOR: Brad Thompson SECTION: GENERAL NEWS ARTICLE TYPE: NEWS ITEM AUDIENCE : 38,015
PAGE: 9 PRINTED SIZE: 235.00cm REGION: National MARKET: Australia ASR: CNY 25,895 WORDS: 0
ITEM ID: 1388054273

22 JAN, 2021
Forrest ropes in top goal for 'bioshield'
Salesforce #1 CMA
Australian Financial Review, Australia

Page 1 of 1

SECTION: COMPANIES AND MARKETS ARTICLE TYPE: NEWS ITEM AUDIENCE : 38,015 PAGE: 32
PRINTED SIZE: 185.00cm REGION: National MARKET: Australia ASR: AUD 3,738 WORDS: 0
ITEM ID: 1397262724

11 FEB, 2021
Pandemic has been ugly for beauty business
Australian Financial Review, Australia

Page 1 of 1

Daily selection from
THE LEX COLUMN
Pandemic has been ugly for beauty business
The business of selling lipstick and skin creams has prompted many people to abandon their usual beauty routines. The collapse in air travel has resulted in far fewer sales at duty free airport shops.
Not all beauty groups are equally exposed. The latest quarterly results, from Estee Lauder and Coty highlight the former's resilience and the latter's continued befuddlement.
Estee Lauder, whose brands include MAC and La Mer, delivered a nearly blimbiest free quarter. Revenue rose 5 per cent to \$US4.8 billion (\$6.2 billion) during the past three months of per cent during the December quarter. The net loss ballooned to \$US252.3 million from \$US22 million a year ago. Coty shares, down 80 per cent from their 2015 peaks, are among the cheapest in the sector, at just 23 times forward earnings. Estee Lauder trades at 40 times.
Coty's low valuation means there will be huge upside if new CEO Sue Nahi can turn the group around and recapture its youthful glow.
Perfumes ... have suffered as people work remotely.

The publisher requires you to subscribe to view this article.
Verify your subscription to view full media items.

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The publisher requires you to subscribe to view this content.
Enter AFR subscription email address
Find out about publisher restrictions
Verify

AFR Subscribers can click on the PDF link to validate their email address and view the original AFR clipping

Non-AFR subscribers will not be permitted to access original PDF clippings of AFR content

Online content

Online AFR content will continue to be delivered to all Mediaportal users using ISENTIA's relevance capabilities, to match media items to your monitoring brief.

Online AFR items will display the headline, metadata, and an article preview to all Mediaportal users

Jarden tapped for Vinomofa IPO
By Sarah Thompson, Anthony Macdonald, Tim Boyd

Australian Financial Review
AFR 9,202
12,662 AUD
10 Feb 2021 2:11 PM

af.com
FINANCIAL REVIEW
Item ID: 1397060939
Audience: 130,923 unique visitors per day / 9,202 average story audience
ASR: 12,662 AUD
Words: 283
Location: Online
Type: Internet

AFR subscribers who are logged into afr.com will be taken straight through to the article when clicking *View original*

Non-AFR subscribers will encounter the AFR paywall when clicking through *View Original*

All online AFR content that is delivered by ISENTIA will link through to the AFR website.

- AFR Subscribers** who are logged into afr.com will be taken straight through behind the paywall to the original article.
- Non-AFR subscribers** will not be permitted to access content behind the afr.com paywall

This includes AFR content accessed through Mediaportal items, Mediaportal alerts, Mediaportal Reports, and Daily Briefings

Changes to AFR content

Daily Briefings

Daily Briefings give you a critical snapshot of the latest news, curated by our expert editorial team and personalised to your requirements.

AFR content will continue to be included in Daily Briefings, based on the relevance of media items and the guidelines provided to our team.

Items will be **displayed to all recipients** showing the headline, metadata, and the first 255 characters of a media item.

AFR Subscribers will see an Isentia PDF but can access the original AFR print clipping via the link included in the Isentia PDF, and by validating their subscription.

Non-AFR subscribers can access the headline, metadata and first 255 characters of an item in the PDF report

LINKS

Daily Briefing sample.pdf

AFR

Protesters defy coup violence

Australian Financial Review, International News, 27/11/2020, Page 3

Bangkok | Protests spread across Myanmar yesterday after the most violent day in demonstrations against a coup that brought to a halt a tentative transition to democracy under elected leader Aung San Suu Kyi. The United States and United Nations condem...

[Read More](#)

NBN offers no clues on pricing as earnings leap

Australian Financial Review, Companies and Markets, 27/11/2020, Page 101

NBN Co d
the compa
with the br

Clicking *Read More* will access the AFR website for online items and a popup for users to validate their AFR email to view print content.

AFR Subscribers can access original AFR print and online items via the *Read More* link in a Daily Briefing (see accessing AFR media items)

Non-AFR subscribers are not permitted to access AFR items via the *Read More* link in a Daily Briefing