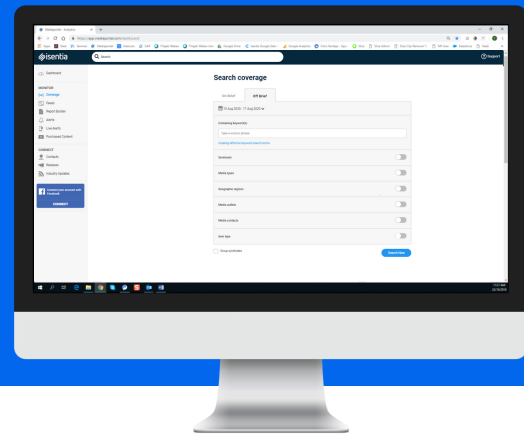


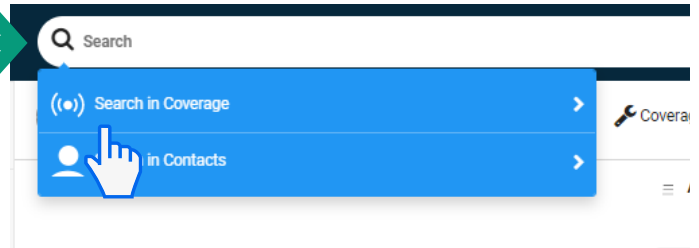
# Off Brief Search



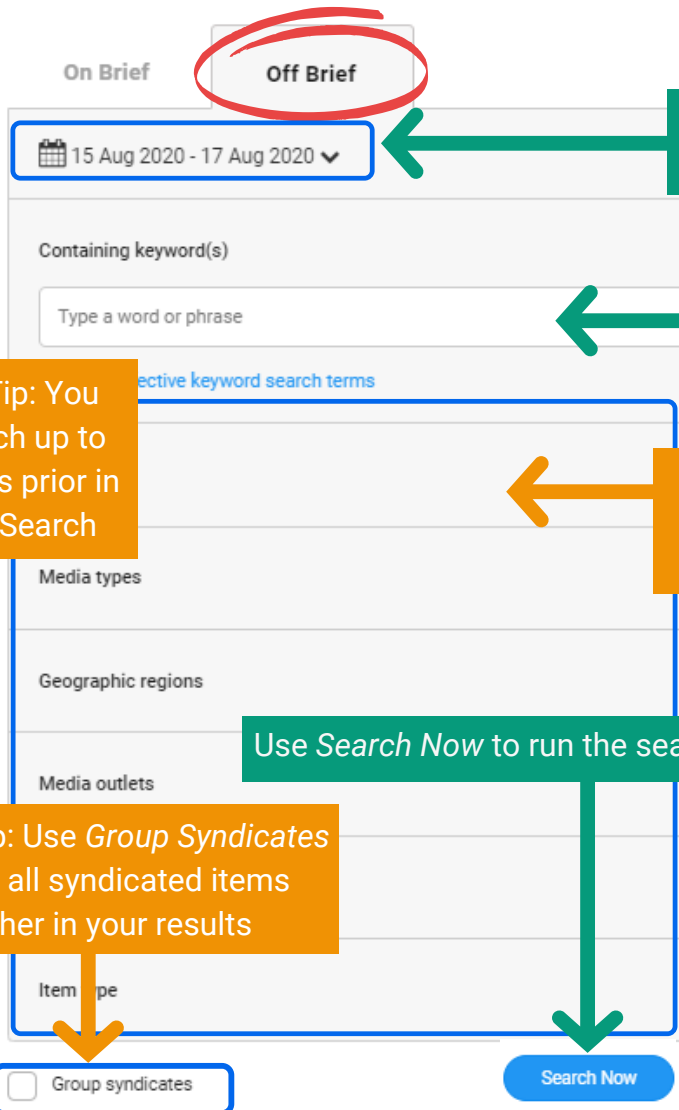
## What Is Off Brief Search?

Off Brief Search gives you access to media items outside of your monitoring briefs and keywords, making it easier to find any additional coverage you may need, in an instant.

To access Off Brief Search, select the search bar at the top of Mediaportal. Choose the *Search Coverage* option to load the search page.



## How To: Search Using Off Brief Search



On Brief **Off Brief**

15 Aug 2020 - 17 Aug 2020

Containing keyword(s)  
Type a word or phrase

Media types

Geographic regions

Media outlets

Item type

Group syndicates

Search Now

Use the calendar icon to select the date range you wish to search across

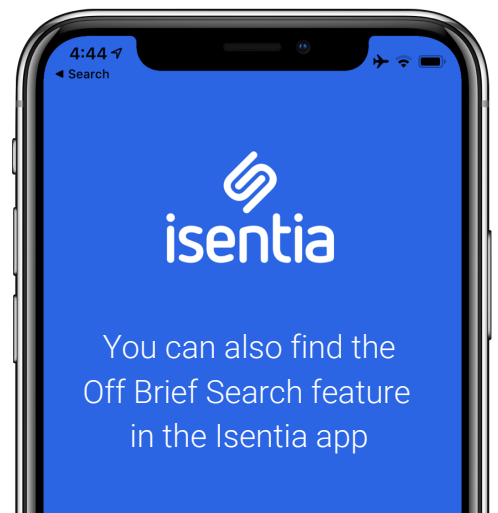
Add the keywords or terms that you want to use to search for relevant content

Search Tip: You can search up to six months prior in Off Brief Search

Search Tip: Use additional filters to refine your search e.g. sentiment, media types and media outlets.

Use Search Now to run the search

Search Tip: Use *Group Syndicates* to keep all syndicated items together in your results



## Charts within Off Brief Search

Access three Analytics charts to further refine and visualise the results of your search

The *Foam Tree* identifies the top mentions alongside your initial search term, over your selected date range

Toggle charts on and off with this switch



Selecting the drop down allows you to also select a *Coverage Over Time* or *Top Ten Channels* breakdown for your search results

Chart Tip: Clicking on a segment or bar on any of the analytics charts will further refine your results

## Managing Off Brief media items

Interacting with your Off Brief Search results

Reporting Tip: You can add "off brief" items to the report builder for a combination of "off brief" and "on brief" items in a single report

Selecting the checkbox on media items in the search results will allow you to add items to the report builder or export the metadata as an excel file.

### Content Restrictions

Due to copyright laws and publisher agreements, not all media available in the Mediaportal database is accessible via Off Brief Search. Restricted Media that matched your search and appears in your results, will include a "COPYRIGHT RESTRICTED" badge on the item card.

The screenshot shows the search results interface. At the top, there are two buttons: 'Add to report' and 'Export to Excel', both highlighted with a red box and an orange arrow pointing to the 'Reporting Tip' text box. Below these buttons, there is a checkbox for 'Group syndicates'. A section titled '21 matching items' is visible, with a 'Sort by Date' dropdown and an 'Advanced Sort' link. One item is shown with a blue checkmark and a copyright icon, indicating it is restricted. Below the item card, there is a grey badge that says 'COPYRIGHT RESTRICTED' and a partially visible text 'to delay the elec...'. A green arrow points from the 'Content Restrictions' text box to this badge.