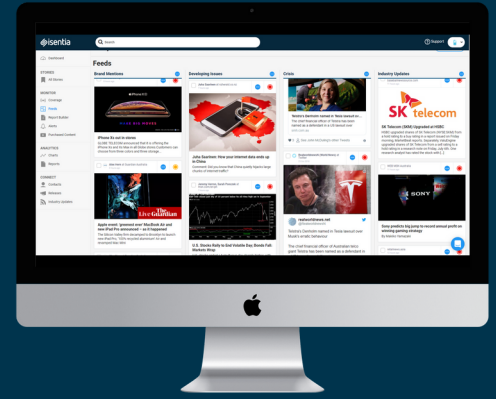


Mediaportal Feeds



We've redesigned the way you keep track of your coverage inside Mediaportal.

A new way to view coverage, Feeds gives you the ability to view media items across multiple topics at once, with the added bonus of automated charts to help you uncover actionable insights in no time.

How to start monitoring your coverage in Feeds

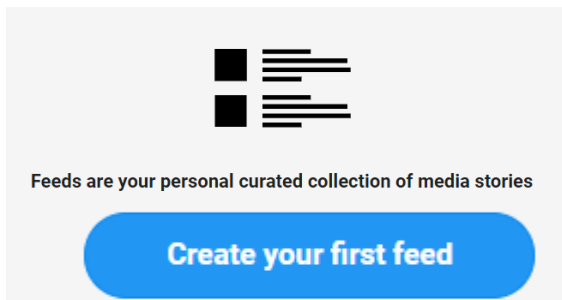
Access the new column view via the *Feeds* tab on the navigation panel.

Keep on top of your most important topics on one page.

The screenshot shows the isentia Feeds interface. On the left, the navigation panel has a 'Feeds' tab highlighted with a red circle and a green arrow pointing to it. The main content area displays a grid of four topic feeds: Smartphones, Samsung, Apple, and Google. A green arrow points from the 'Feeds' tab to the grid. The 'Smartphones' feed includes an Instagram post about 5G radiation and a video about SK Telecom's 5G Machine Vision. The 'Apple' feed includes a video about the iPhone 11 and an article about CarPlay. The 'Google' feed includes an article about Disneyland's MagicBands.

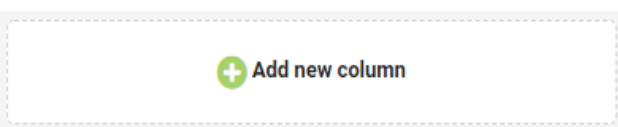
Setting up your Feed

Once you have selected the 'Create your first Feed' button, choose your search criteria in 3 easy steps. A name and at least one filter option are required to setup a column.

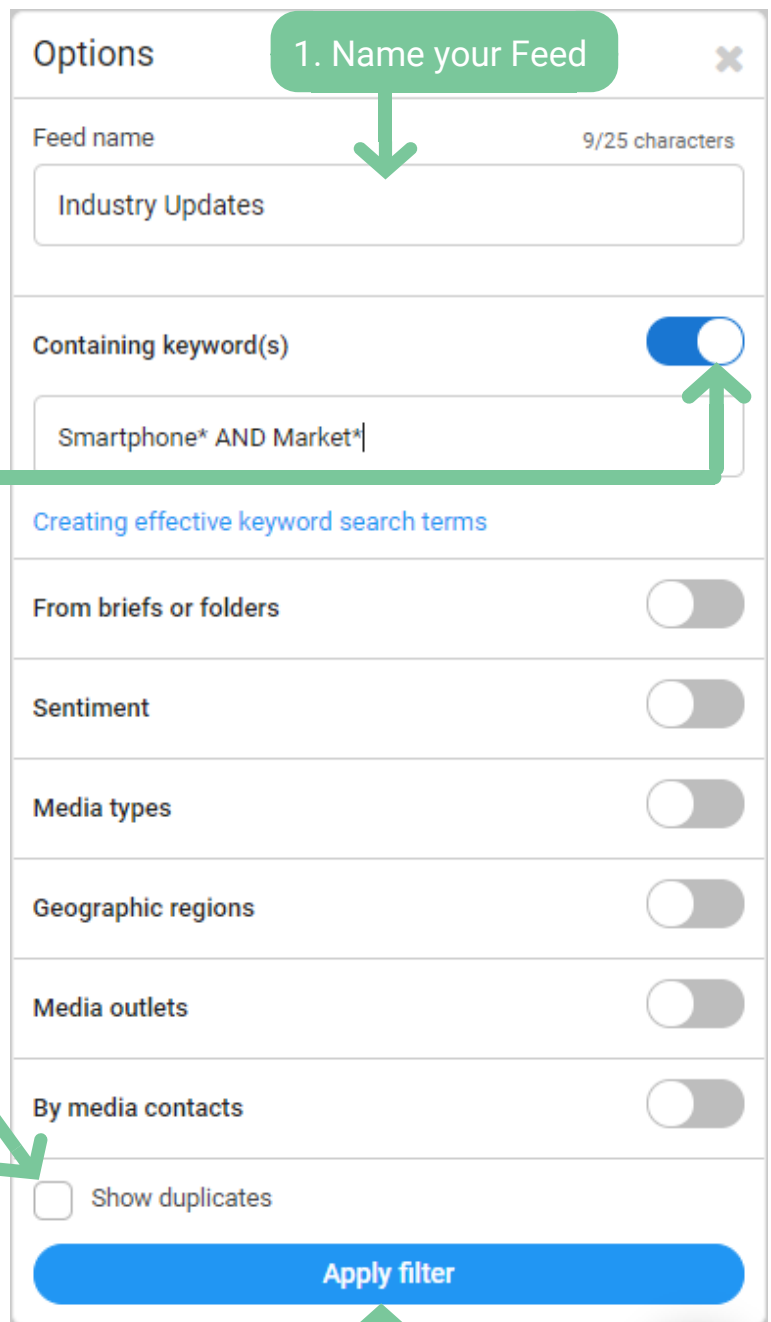


2. Use the toggles to add one or more search filters to narrow your coverage results further

3. Choose to show or hide duplicate media content (where a media item has appeared in two of your briefs).



Tip: Add more columns and track up to 10 issues on the one page.



Options 1. Name your Feed

Feed name 9/25 characters
Industry Updates

Containing keyword(s)
Smartphone* AND Market*

Creating effective keyword search terms

From briefs or folders

Sentiment

Media types

Geographic regions

Media outlets

By media contacts

Show duplicates

Apply filter

4. Click Apply filter



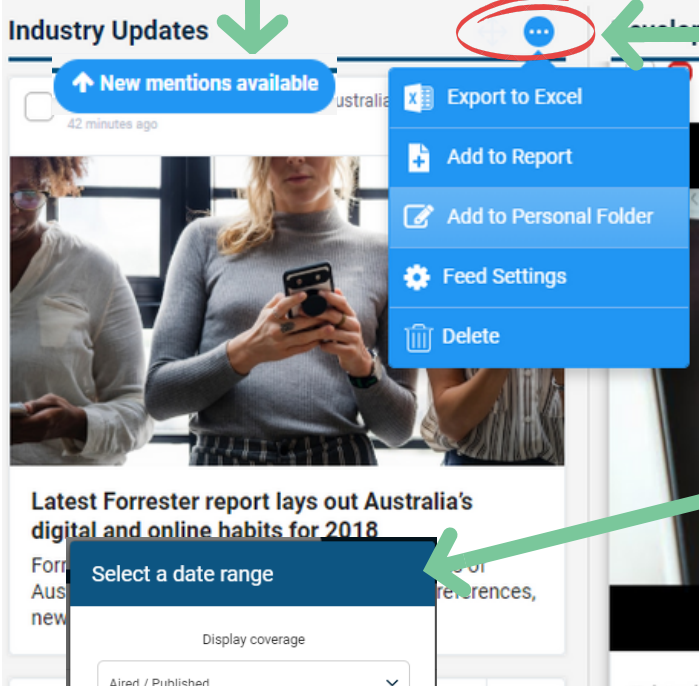
Uniform search setting across Mediportal

Have you built a personal folder or run a coverage search in Mediportal in the past? Feed settings share the same options as these areas, so choosing filters is easy.

Managing your media items

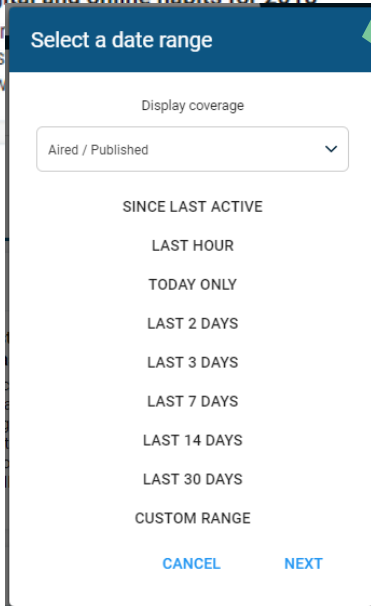
The Feeds page is great place to manage your media items. Coverage here can be actioned individually or in bulk.

Click on the new content notification to load the most recent coverage.

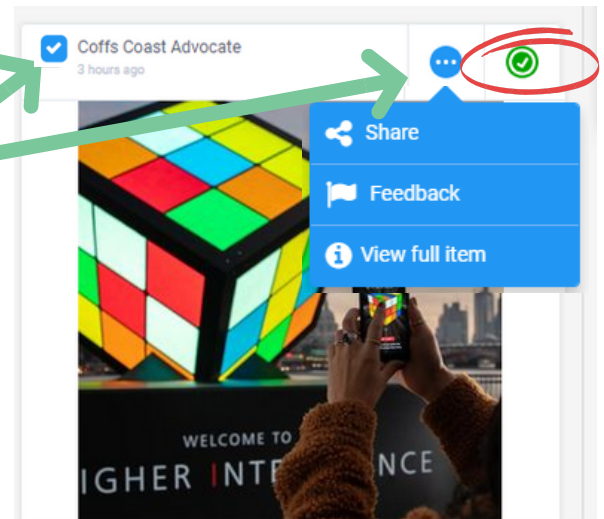


Use the ellipses to edit settings or delete your Feed.

You can also export, report or archive Feed coverage to a personal folder. After selecting one of these options, pick the date parameters for the content you are actioning.



Action individual items using the ellipses or checkbox, and view or change sentiment using the coloured badge.



Easily access all coverage

Feed columns can access all matching items in your Mediaportal from the past 90 days. Load more items by scrolling down a column until you see a blue loading bar appear.

Insane feature on top Chinese phone

THIS flagship Chinese mobile packs a never-before-seen feature that is changing the smartphone game. And it's one of the best phones of 2018.