



ezy insights®

NEVER MISS A STORY.

# EzyInsights for News Agencies

News wire Fact Sheet



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# THE PROBLEM



Are you **losing revenue** year over year?

Are you having problems in proving the **value of your news items**?

Does your News Agency experience **unauthorised use** of news items?

Are you having difficulties in **getting paid** by publishers?

Do you know which of your news items are **most popular**?

Do you have a feedback loop for your **editorial work** and decision making?

How do you **allocate** editorial and journalistic **resources**?

01

Many News Agencies are under pressure by their customers to prove their value.

02

Unauthorised usage of news agency originated news items is a major issue and causes revenue losses. \*

03

News Agencies face difficulties in creating fair pricing based on actual usage.

04

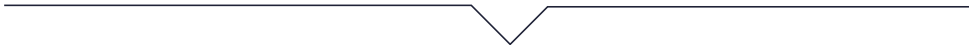
Selecting which topics to cover and how to allocate resources poses an issue for News Agencies.

05




Offering development and business model innovation is challenging without proper usage and performance data.

\* Roughly **34-43 %** of all published news items are **news agency originated**. For every **1000** news items published by News Agencies there are **300 articles based on unauthorised use**. It is very difficult for news agencies to track which other publishers use their news items directly or with modifications. Unauthorised use of their articles (directly or modified) is an issue for the news industry. This applies also to **images and videos**.

# THE SOLUTION





**REAL-TIME NEWSWIRE TRACKING SERVICE**

-  Text Articles
-  Images
-  Video






**FEATURES**

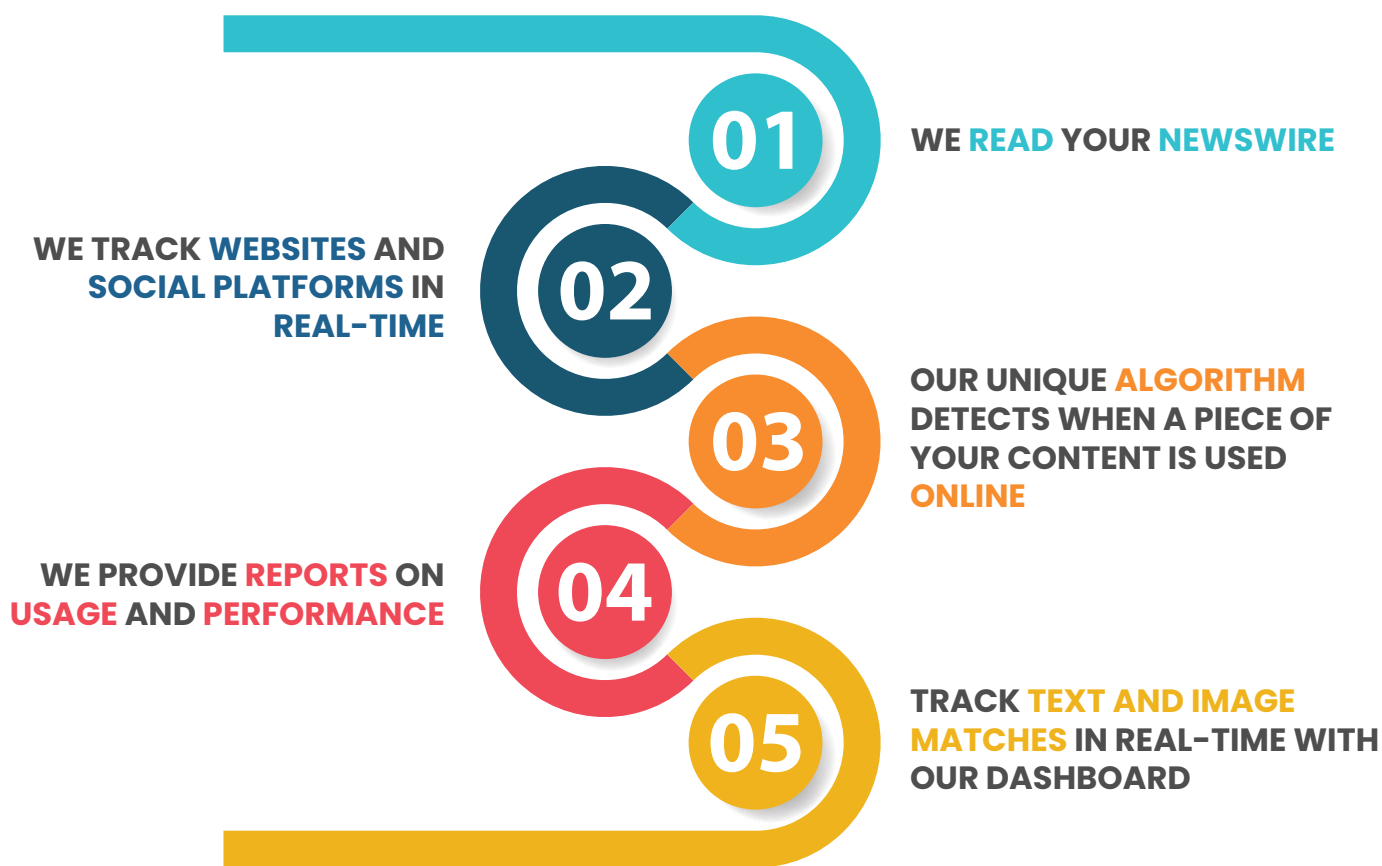
-  Newswire real-time dashboard
-  Reporting of historial data



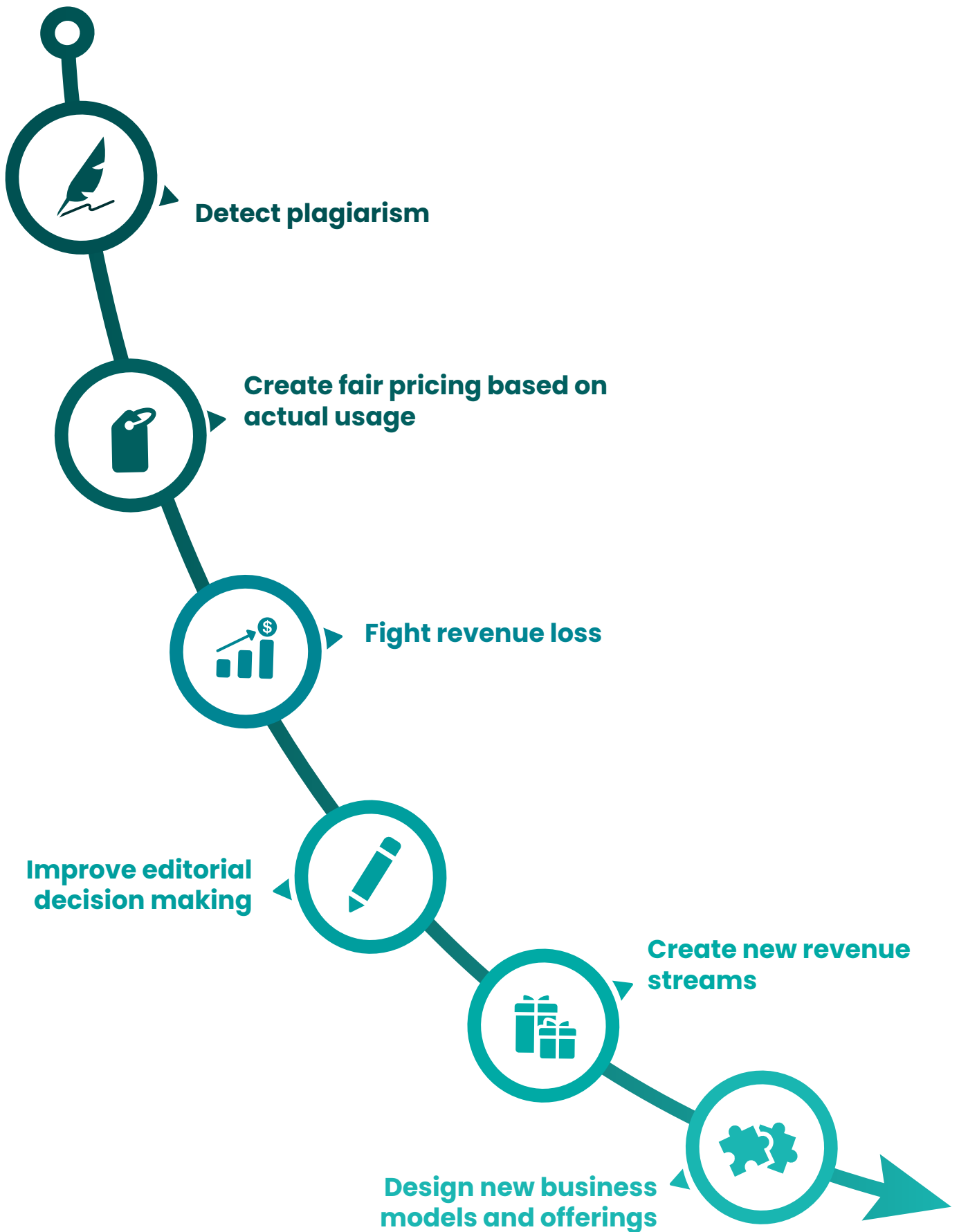
**METRICS**

-  How many other publishers have picked up and used your news items
-  The social performance of these news items
-  The most (and least) popular topics and images

# This is what EzyInsights for News Agencies does. In real-time.



# Benefits



## Testimonials

“More and more people at NTB love EzyInsights’  
Newswire”



MAGNUS AABECH



“For the first time, we are getting reliable, actual  
data to help us set and track our content’s KPIs”



STEPHEN JONES



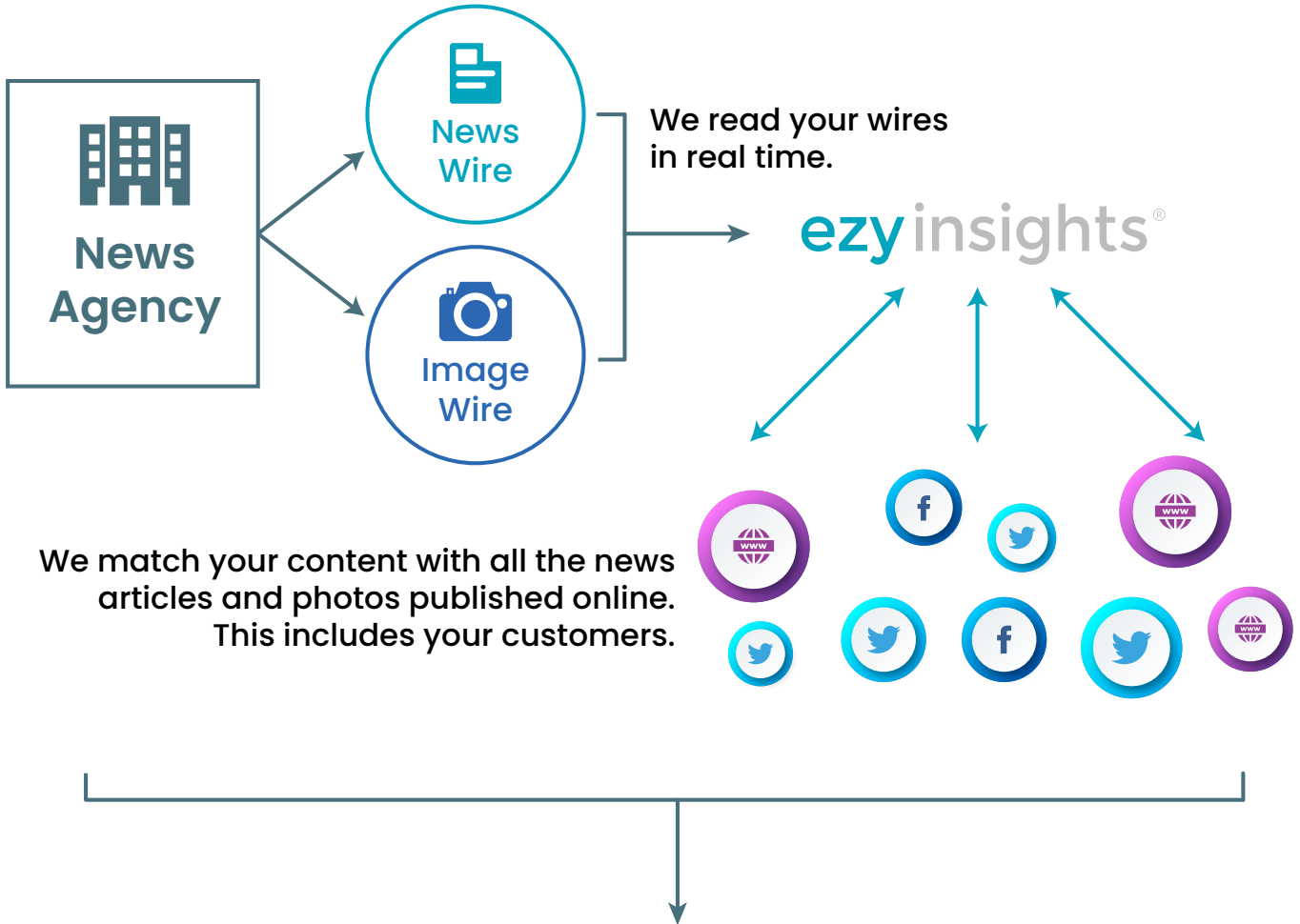
“EzyInsights’ Newswire supports our editorial  
work, detects unauthorized use and stimulates  
innovation in our newsroom”



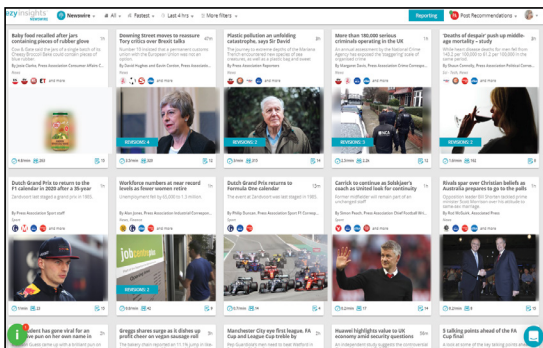
MARK WESTERHOFF



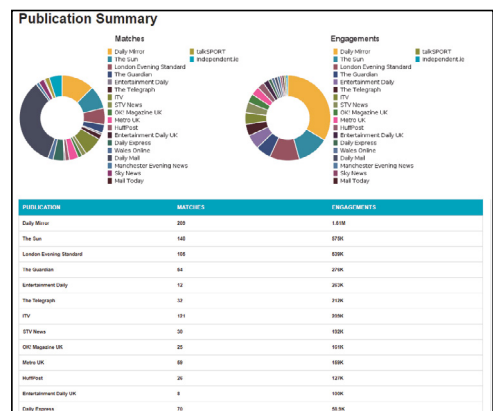
# How it works



You monitor the usage and performance of your stories and images

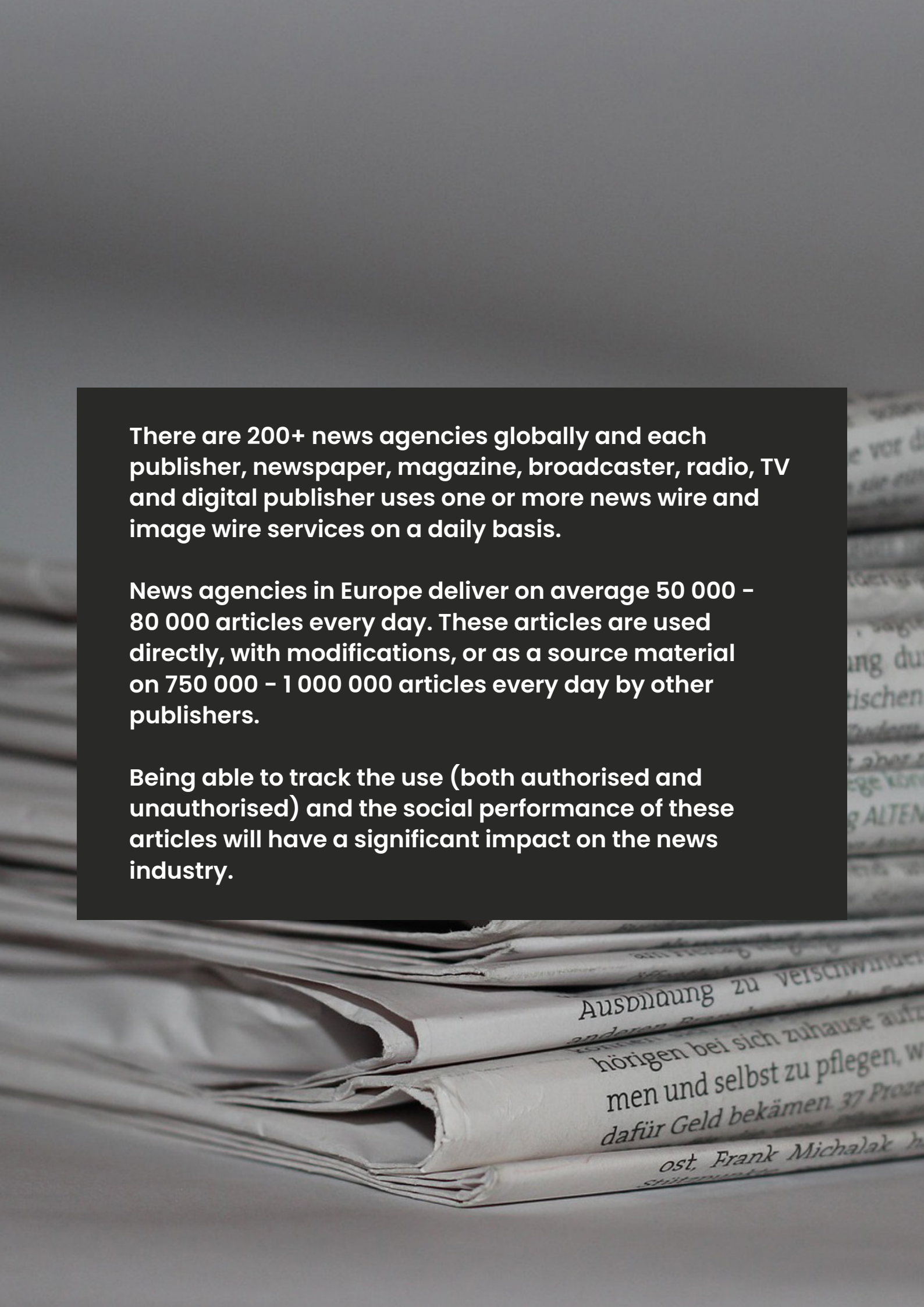


Real-time dashboard for text and image matching



Historical reports on usage and performance





There are 200+ news agencies globally and each publisher, newspaper, magazine, broadcaster, radio, TV and digital publisher uses one or more news wire and image wire services on a daily basis.

News agencies in Europe deliver on average 50 000 – 80 000 articles every day. These articles are used directly, with modifications, or as a source material on 750 000 – 1 000 000 articles every day by other publishers.

Being able to track the use (both authorised and unauthorised) and the social performance of these articles will have a significant impact on the news industry.

## **Tracking the usage and performance of News Agency originated news items** will enable you to:

**Prove your worth** with actual usage data per customer in sales meetings and other negotiations.

**Create fair pricing** based on a customer's actual usage of your articles and photos.

Improve **editorial work and decision making**. Having a feedback loop of your content's usage and performance will help you decide which topics to cover and how.

**Smarter use of your resources.** Imagine knowing in real time what stories are popular among your customers. You'll be able to direct your journalists and photographers to cover the most important news for your customers and their readers.

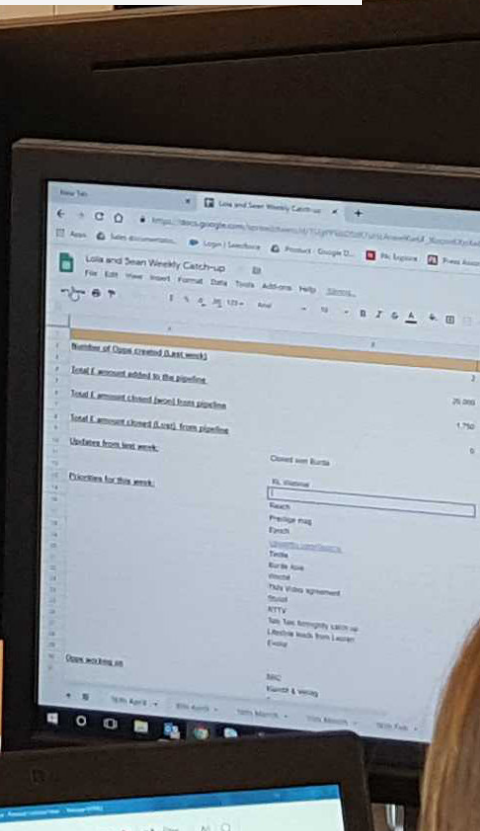
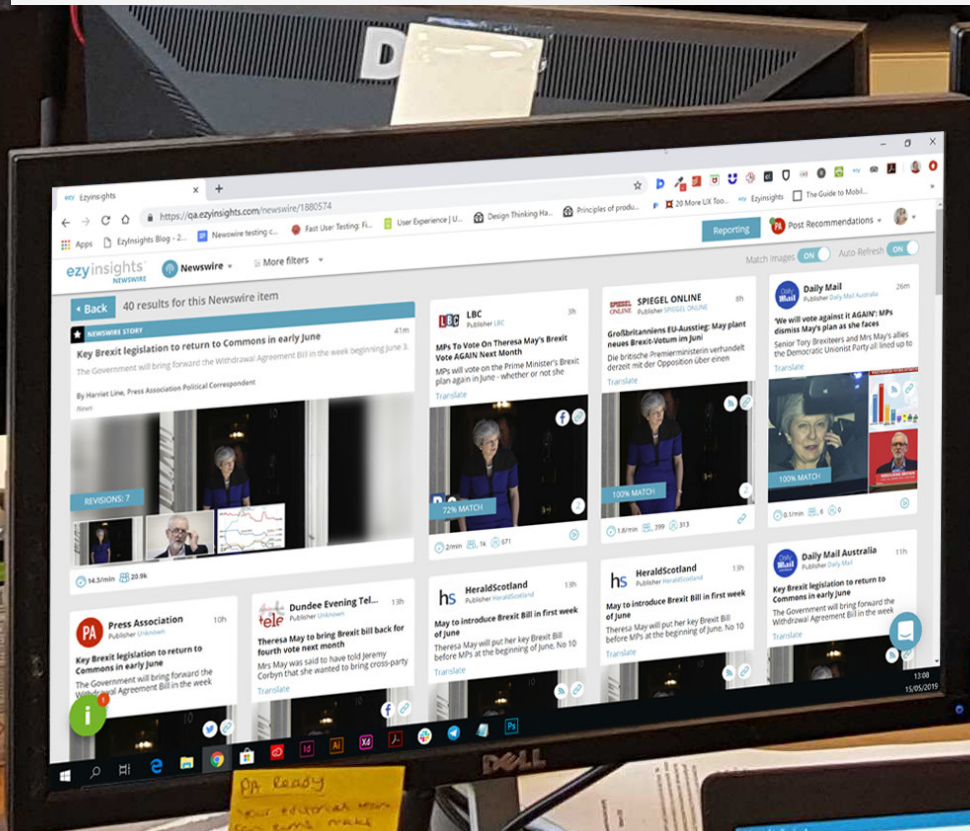
**Develop new offerings and business models.** Easy access to your content's usage and performance will unlock new opportunities for content packaging and innovation.

# Getting started

01 GET IN TOUCH WITH [EZYINSIGHTS](#)

02 ONE MONTH FREE TRIAL WITH YOUR NEWS WIRE OR IMAGE WIRE SERVICE

03 SUBSCRIBE TO OUR SERVICE



# Our customers and partners

NEWS AGENCIES WE HAVE ALREADY INTEGRATED INTO OUR PLATFORM



Netherlands



Australia



France



Norway



Germany



The UK



Spain



Czech



Belgium



Agência de Notícias de Portugal

Portugal



Switzerland



Austria



Spain



Brazil



Spain



Finland



Brazil

# Our media & Technology partners

WE WORK WITH MAJOR SOCIAL MEDIA PLATFORMS AND TECHNOLOGY PROVIDERS



# ezy insights<sup>®</sup>

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## GET IN TOUCH

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