

ezy insights®

NTB

CASE STUDY

THE POWER OF REAL-TIME DATA

HOW THE NORWEGIAN NEWS AGENCY USED
REAL TIME DATA TO IMPROVE THEIR DECISION
MAKING PROCESS



The power of real-time data

Norwegian news agency (NTB) used a variety of systems to monitor their content performance: automatic, manual, in-house, and third-party ones. However, they needed real-time data to make better judgements around the clock in their newsroom. That's what drove their decision to try Ezyinsights Newswire tracking.

Newswire tracking offers a real-time dashboard and historical reports that track text and image usage and social performance.



“Our clients demand high-quality content that’s relevant for them,” says Magnus Aabech, Editor, Development Department at NTB. “Real-time data helps us make smarter decisions about what stories to focus on and how to adjust them.”

“In addition, social media engagement data has been useful in dialogue with our clients. We’ve been able to show them that our newswire’s content has been widely shared on Facebook, especially from the outlet’s own websites,” says Erlend Aas, Editor, Customers & Development.

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Editor, Development

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ERLEND AAS

Editor, Customers & Development

NTB

Every journalist can learn from data

NTB's objective is to let every journalist use the tool. "EzylInsights is simple and easy to use. Everyone in our newsroom has access to it and the feedback has mainly been that it's highly useful. It's a way for everyone to continuously learn from their own work," - says Magnus Aabech.

NTB's entire Sports department use EzylInsights to monitor their performance and to see what stories they need to follow throughout the day. "It's vital that we have a tool to follow

our performance live," says Ole Kristian Bjellaanes, Managing Editor, Sports Department. "It's one of the tools everyone has always open on one of their screens to constantly check their own performance or what's trending overall," he adds. "It's more transparent now. It helps us to know not to cover certain topics because we know their performance is low. It can lead to other priorities and give us focus when we write the story or the title or choose the picture to go along with it."

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OLE KRISTIAN BJELLAANES
Managing Editor, Sports

NTB

Next step – tracking images

EzylInsights is developing a solution to further help agencies track their photos. “It’s the next feature we are most excited about,” says Magnus Aabech. “It is really useful for us to know in real-time how many publications used our images and with what stories. For example, our Sydney office produced a photo of the Opera house surrounded by smoke from bushfires and that picture was picked up by publishers around the world. We haven’t been able to monitor this before.”



Sydney Opera House is backdropped by haze from wildfires near the city, in Sydney, Australia, Tuesday Nov. 12, 2019. Authorities have declared a state of emergency as ferocious wildfires are burning across Australia’s most populous state and into the suburbs of Sydney on Tuesday, with winds carrying embers for kilometers (miles) and igniting new fire spots. (Mette Estep / NTB scanpix via AP)

[image source](#)

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