

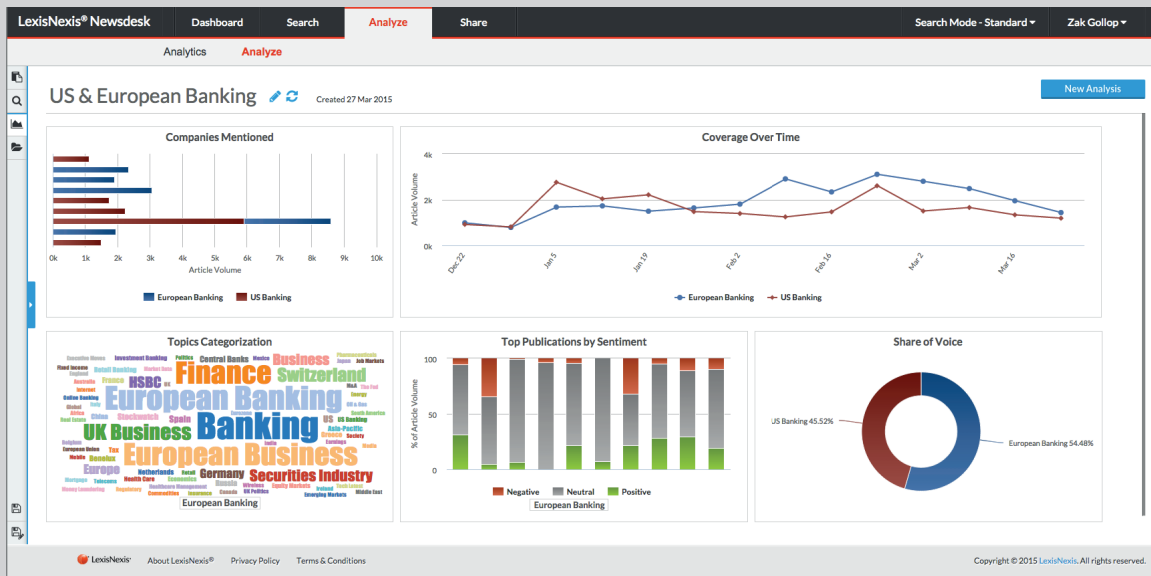


Search. Analyse. Share.

Take media monitoring and analysis to the next level
with LexisNexis® Newsdesk

LexisNexis® Newsdesk is an all-in-one media monitoring and analytics solution designed to help you discover actionable insights based on comprehensive, global content collection.

Built for corporate communications, PR and marketing teams, heads of strategy and business development, as well as competitive intelligence and information professionals, LexisNexis Newsdesk can be customised to suit all information requirements, regardless of the industry or function.



User-personalised dashboards offer quick and easy access to news and trends of interest.

Dashboards are available in English, German, French, Spanish, Dutch and Russian and allow users to:

Search.

- ✓ Monitor emerging issues and trends across licensed print and online content from a single, easy-to-use interface, including newspapers, websites, radio and television broadcasts, blogs, forums and social media channels.
- ✓ Search in 75 languages from more than 100 countries.
- ✓ Create personalised searches and alerts to track topics of interest in near real-time.
- ✓ Benefit from proprietary content enrichment technology, enabling advanced and more rapid search and filtering tools for targeted results.
- ✓ Rely on LexisNexis experts to actively test and analyse search terms and enrich content with metadata, tagging, metrics and text normalisation.

Analyse.

- ✓ Define personalised criteria to help identify trends and insights.
- ✓ Leverage intuitive data visualisation tools (drag & drop).
- ✓ Use improved automated analytics for sentiment analysis, share of voice, geo coverage mapping and custom analysis.

Share.

- ✓ Customise distribution tools such as branded newsletters and RSS feeds to share copyright-compliant news and information with colleagues and clients.
- ✓ Integrate content, including live charts and visualisations, with company portals, intranets and CRM systems to support collaboration and provide valuable insights.

More than 80.000 sources of information

Online News National and local news sources, business publications, press releases	Blogs & Forums WordPress, Blogger, TypePad, LiveJournal, Yelp, TripAdvisor, Wikipedia, Yahoo! Answers, Craigslist, Groupon	Social Media Twitter, Facebook, Pinterest, LinkedIn, Ning, Flickr, SmugMug, YouTube, Vimeo, blip.tv, MSN Video, Dailymotion, Hyves.nl
Websites of business, public and civil authorities Companies' websites, Government websites, NGOs and Associations websites	Print Print versions of national and local news sources, business publications	Broadcast Videos and transcriptions of broadcast media (TV & radio)

An overview of the social and traditional media platforms covered by LexisNexis Newsdesk, providing highly comprehensive and through research results.

After nearly 40 years providing solutions that help organisations harness the power of information, LexisNexis remains dedicated to developing innovative tools to support data-driven decision-making. Our commitment extends

beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.