

# NewsNow.co.uk breaks through 8000 source barrier

Submitted by: NewsNow Publishing

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NewsNow.co.uk has become the first European online news monitoring service to provide non-stop searching of 8000 online news sources.

The announcement comes just a month and a half after breaking the 7000 source barrier, indicating an increase of over 25 sources on some days.

In its bid to provide the most comprehensive online news monitoring tool, NewsNow typically adds between 50 and 100 sources per week to its database of searchable publications. This ensures that its customers track relevant news wherever and whenever it appears. Most also receive email alerts whenever a relevant story appears.

Users of the NewsNow news portal were alerted of the new record-breaking figure of 8000 sources as the new tally went live on the site at 4pm today.

NewsNow benefits from a dedicated publishing search team and nominations from many of the 300,000 regular users to its free news portal. Each potential source is checked for quality and credibility before being accepted into the database.

Nick Gilbert, Chief Executive, NewsNow says the company is very focused on 'harvesting' the very best sources: "Keeping up with new sources is a constant process. We have a dedicated source team which scours the Web for new, high quality sources to ensure that our news portal and tailored services provide the very best online news monitoring available.

"Despite publishers having trouble making online news profitable there is no stopping the development of the Web as the premium resource for news. This is good for our subscribers who depend on our search engine to keep them up to date."

"I would like to thank all the publishers and web site owners who help us make the NewsNow portal into the most comprehensive and powerful news search engine available."

NewsNow has pioneered online news monitoring in the UK with the creation of the UK's most popular news portal and dedicated monitoring services for business. The free portal provides hundreds of tailor-made feeds on a wide range of topics as well as offering a free one-word search option.

NewsNow Press Office  
+44 (0) 20 7471 0400  
<http://www.NewsNow.co.uk>

## Background Information

NewsNow is an online news monitoring service based in West London.  
NewsNow customers are PR, marketing, market intelligence, and research departments in medium to large

size companies.

These companies use NewsNow to monitor news relevant to their company, their clients, competitors and internal needs. Results are delivered by email, to intranet/extranet, or password protected web site.

NewsNow is the one of only a few companies that is able to offer this kind of online monitoring. Its customers include IBM, Balfour Beatty, Direct Line and Oracle.

#### NewsNow key points

Tracking over 8000 source web sites in 600 categories.

Over 200 customers.

Monitors news in 90 countries and 18 languages.

Tracks most leading online broadsheets and tabloid newspapers.

Tracks leading underground or lesser-known online news sites.

Offers advance Boolean search and positional matching.

Monitors up to 500 keywords for each client with free monthly changes.

#### NewsNow History

NewsNow was founded in 1997. It began as a news aggregation Web site ([www.NewsNow.co.uk](http://www.NewsNow.co.uk)) that fast became the UKs leading news 'portal' and today attracts 7 million page impressions monthly.

In 1998 NewsNow began offering tailored feeds to customers on their web sites. This was soon extended into what is called NewsNow: media monitoring services - a fully featured search and monitoring service that also offers an email alert feature.

#### NewsNow Technical Background

NewsNow is a powerful online news search engine. Companies can track multiple words on sites across the world and have their results delivered to them by email, to their intranet/extranet, or to a password protected web interface, within fifteen minutes of their publication on the Internet.

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