

# RSS scraping service launches: UK based company pioneers free, public, scraping service for all.

Submitted by: Portrayer Publishers

Wednesday, 3 November 2004

---

Feedfire.com, a Cheshire UK based provider of RSS [Rich Site Syndication] 'scraping' facilities, unveils to the public a web service that empowers its users to be able to provide their own RSS feeds, with no prior programming knowledge or familiarity with RSS or XML [eXtensible Markup Language].

RSS is quickly becoming the most talked about technology on the Internet in current times. But is it a trend or is it here to stay?

RSS is a lightweight XML format designed for sharing news, blogs, product data and many other types of Web content. Originated by UserLand in 1997 and subsequently used by Netscape to fill channels for Netcenter, RSS has evolved into a popular means of sharing content between sites (including the BBC, Yahoo, CNET, CNN, Disney, Forbes, Motley Fool, Wired, Red Herring, Salon, Slashdot, ZDNet, and many more). RSS solves varying amounts of problems webmasters commonly face, such as increasing their traffic, and gathering and distributing news and information. RSS can also be the basis for additional content distribution services, such as the Amazon product feed which affiliates can carry on their webpages.

From the RSS creator's point of view, it's often a jungle of mixed standards, unfamiliar programming language and a technical minefield that may or may not ever be circumnavigated, especially if they have little or no skills or interest in the workings of the format.

One company addressing the demand for non-technical users to be able to partake in the emerging technology, whether a flash in the pan or a future certainty, is Feedfire.com who have revealed their pioneering online RSS 'scraping' engine, for users of all levels of familiarity with the standard.

Rather than sitting there, befuddled and bemused, a user would simply browse over to Feedfire.com and enter the URL to the information that they want created into a RSS feed, press a button and that's it. Job done. You now have a RSS feed which you can syndicate to the entire world, if you desire, or place in your favourite newsreader for consumption therein.

The company have created a breakthrough web service which is strikingly easy to use, dissolves all the complexities of RSS programming, is free and is surprisingly powerful and sophisticated. A myriad of features become easily available, which are simply not available to the average, non-technical, person who may wish to take up the benefits offered by this rapidly emerging technology.

All feeds are hosted by Feedfire.com and they offer varying levels of service, designed for home users right upto mass users such as corporations and educational establishments.

The company says that it offers free feed creation at all times, to anyone who wants to create a feed for their website, but if a user wants higher levels of sophisticated filtering/features/editable content, they can sponsor the channel they have created, for a very affordable price.

Feedfire.com is unique in that it is the ONLY public service offering RSS feed creation via scraping, to

any and every user and for free.

Notes to Editors: Feedfire.com is a wholly owned subsidiary of Portrayer Publishers of Cheshire, UK. Involved for the last 6 years publishing in both traditional and electronic media, their titles have focused on academic publications catering for highly niched educational markets. RSS scraping is heavily featured on their corporate website and it is borne from this, the idea that all users of any level should be able to create their own RSS feed, simply, quickly and easily with extensive features built-in to the feed.

Contact Details: Mike Barlow, MCIJ : Portrayer Publishers [Members of the Chartered Institute of Journalists and BECTU] : michael@portrayer.co.uk Tel: +44 (0) 845 108 0734 (Local rate) Tel: +44 (0) 845 108 0735 (Local rate) Fax: +44 (0)7005 801 633 (Fax to email service: National rate) VMail: +44 (0)7005 801 625 (Voicemail to email service: National rate) <http://www.feedfire.com/>