

NewsNow, Europe's longest-established Internet news cuttings agency and supplier of aggregated newsfeeds, doubles value to customers, as it ranks and files 20,000th news source

Submitted by: NewsNow Publishing

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NewsNow, the Internet news cuttings agency, has doubled its news source monitoring capacity to provide real-time searching of 20,000 sources comprising international, national and regional papers, consumer, trade and technical titles, government press pages, press releases, blogs, webzines and newsletters in more than 15 languages from 84 countries.

Growing at a rate of more than 100 sources per week

NewsNow chairman Struan Bartlett said: "Since June 2003 when we added our 10,000th source, our experienced team have been adding sources at the phenomenal rate of more than 100 a week. This not only doubles the capacity of our service to locate and deliver to our customers the news they need to know. It also doubles the number of publications to whom we drive subscriptions, registrations and traffic vital to their growth."

NewsNow's hundreds of SME, national and multinational business customers as well as the 500,000 regular users of its free-to-web news portal NewsNow.co.uk have seen their value-for-money double as the extra 10,000 sources have been added. In turn, NewsNow drives registrations, subscriptions and high-quality readership to these extra 10,000 sources. NewsNow benefits from a dedicated publication research team. It also receives nominations from many of the 500,000 regular users of its free-to-web news portal NewsNow.co.uk.

Every source is checked for quality and credibility before being ranked and filed in NewsNow's source database. Afterwards, its output is monitored, articles found published are cross-referenced, according to criteria specified by NewsNow's experienced staff of news professionals. Portal users and customers are informed of article cuttings, relevant to their personalised requirements, usually within minutes of publication.

NewsNow pioneered online news monitoring in the UK with the creation of the UK's most popular news portal and dedicated press cuttings services for business. Its free-to-web portal provides hundreds of tailor-made feeds on a wide range of topics as well as offering a free single-word search facility.

NewsNow's business services cater for larger and more advanced bespoke search requirements, offering customers the capacity to match articles that contain some of any hundreds of relevant keyphrases, taking into account their position and proximity within the article.

Publishers wishing to submit their site please visit <http://www.newsnw.co.uk/publishers/>.

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Background Information

NewsNow is Europe's pioneering Internet news cuttings agency and supplier of tailored, aggregated newsfeeds.

NewsNow's customers hail from the world's PR, marketing, communications and web design departments of SME, national and multinational businesses and charitable organisations.

These organisations use NewsNow to gather and monitor news relevant to their company, clients, competitors, market industry and sector. Their news feeds may be delivered to their inbox, to their intranet or extranet or alternatively to NewsNow's secure web archive interface.

NewsNow is the one of only a few companies that is able to offer this kind of online monitoring. Its customers include AMD and Sony Computer Entertainment.

NewsNow Key Points

- * Searches over 20.000 sources in real time
- * Over 250 customers
- * Monitors news in over 84 countries and 15 languages
- * Searches most leading international, national and regional newspapers; consumer, trade and technical titles; government press pages; press releases; blogs, webzines, newsletters and leading underground and alternative publications
- * Offers sophisticated positional and proximity matching - the ability to specify keywords and phrases and the relationships between them
- * No expertise necessary - professional staff take care of your changing needs
- * Sources added or removed on request
- * 30 day news archive
- * No per-article charges
- * Fixed monthly fees
- * Delivery by email alert, via secure web archive interface or to any intranet or website

NewsNow History

NewsNow was founded in 1997. It began as a news aggregation website (www.NewsNow.co.uk) that fast became the UK's leading news portal. Today the portal features over topics and attracts 22 million page impressions monthly.

In 1998 NewsNow began delivering tailored news feeds to customers' websites.

In 2001, the addition of a sophisticated custom search engine capable of full-text search enabled NewsNow to deliver high-quality but cost-effective tailored press cuttings solutions to PR, marketing and communications professionals of SME, national and multinational businesses and charitable organisations.

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