

# THOMSON REUTERS ONLINE PRESS ROOMS

MEET THE INFORMATION DEMANDS OF JOURNALISTS

For more than a decade, we have helped companies transform their website into a media destination. With an online press room developed, hosted and maintained by Thomson Reuters, you can meet the information demands of journalists and reinforce your corporate brand while streamlining your workflow.

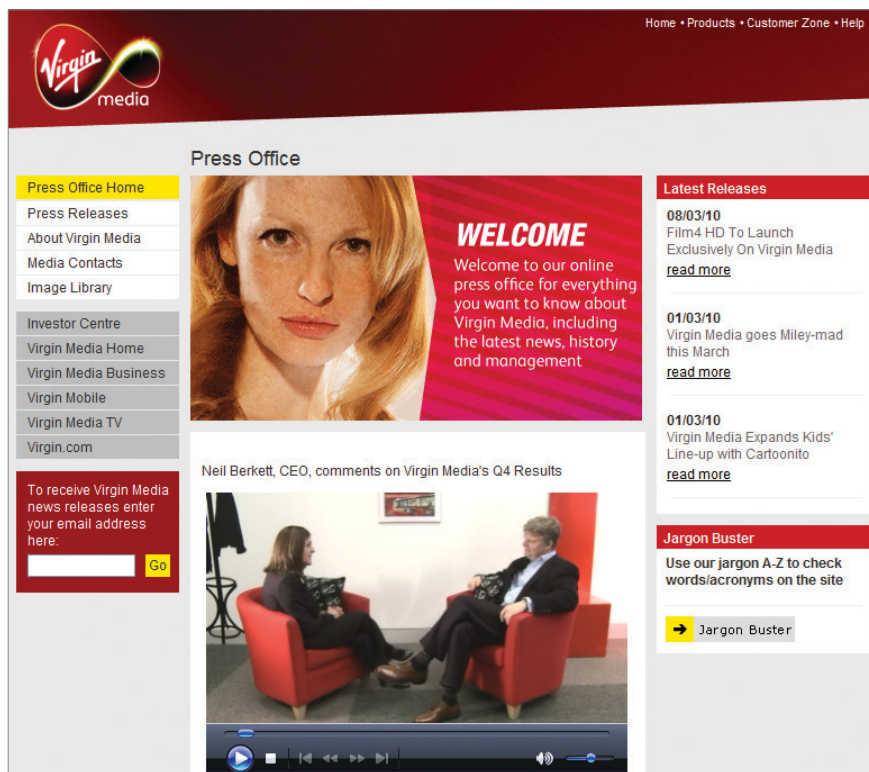
## BENEFITS OF THOMSON REUTERS ONLINE PRESS ROOM SOLUTIONS

- **Reinforce your corporate brand.** All of your branding elements will be incorporated seamlessly across your online press room.
- **Stop relying on your IT team and focus them on other projects.**
- **Make it easy for journalists to access the information they need 24/7.** Your dedicated account manager will share industry best practices to help you create a world-class media destination.
- **Free up your schedule** by routing common requests to your online press room.
- **Empower journalists** with RSS feeds and email alerts that deliver your messages on their terms.
- **Increase viewership of your webcasts** and online video by posting them to your site, giving visitors access to the content at their convenience.
- **Measure the impact of your communications.** Track visitor activity and understand which content is resonating with user analytics available through Thomson ONE Public Relations.

## CREATE A FEATURE-RICH MEDIA DESTINATION

Because journalists rely so heavily on the Web for story ideas and information, a fully-loaded online press room can help foster better, more trusting relationships while increasing coverage opportunities.

Our online press room solutions have evolved with the growing demands of public relations professionals and we continue to develop innovative functionality to meet and anticipate your needs. This feature set includes:



The Virgin Media online press room is a multimedia destination featuring interactive content accessible to journalists 24 hours a day, 7 days a week.

## Image and logo gallery

Create a dedicated section for downloadable logos and images of your executives, properties and brands. Images should be in multiple resolutions and file types so journalists can select the file most appropriate for their need.

## News clip archive

According to a Thomson Reuters survey, news clips offer objectivity and balance. Display your company's recent media mentions clearly in your online press room.

## Online media kit

Save time assembling press materials and reduce environmental costs by posting a downloadable version of your media kit. Include corporate fact sheets, executive biographies, white papers, recent media mentions and press releases.

## FROM MESSAGE TO MEASUREMENT

Manage your entire workflow more effectively with our suite of solutions designed specifically for the PR professional:

- Press release distribution
- Media monitoring
- Message analytics
- Contact management
- Webcasting
- Online press rooms



**DID YOU KNOW?**

Journalists surveyed in a 2009 Nielsen Norman study reported that poor website usability could reduce or completely eliminate their press coverage of a company.

The study also uncovered that most PR sections of corporate websites fail to support the basic needs of journalists. What are the top five reasons journalists will visit your site?

- Locate a PR contact
- Find basic facts about the company (e.g. executive bios and location of headquarters)
- Discern your company's spin on events
- Check financial information
- Download images to use in stories

AirTran reduces the number of routine inbound photo requests from journalists by posting high-resolution images on its online press room for download.

**RSS feeds and email alerts**

Give visitors the option to sign up for RSS feeds and email alerts so they are instantly notified when new content such as press releases, events or webcasts are posted to your site.

**Directory of media contacts at your company**

Make it easy for a journalist to reach your company by prominently displaying the appropriate contact information.

**User analytics**

Increase your understanding of online activity, user behavior, and traffic trends with detailed website reporting tools. Leverage the data to determine the strengths and weaknesses of each section of your website, and modify where necessary. Analyze site traffic, media outlet and journalist usage, as well as press release and media kit downloads.

**WHY THOMSON REUTERS**

**Experience:** Serving the corporate marketplace for over 20 years, we understand the needs and workflows of business communicators. Our clients, including 90% of the Fortune 500, rely on our global experience and personalized approach for peace of mind.

**Innovation:** With annual revenues exceeding \$12 billion, we continuously invest in our solutions to maintain our commitment to quality and innovation.

**Global scale:** With operations in 100 countries, we provide regional expertise and local language support to meet your needs in every market.

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