

About Meltwater Group Products: Meltwater News

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Meltwater News helps thousands of organizations worldwide track, analyze and share news in real-time from more than 115,000 online sources – business critical information that executives in organizations worldwide require to gain and maintain their competitive edge. Meltwater News' proprietary search technology is Web-based, allowing clients to access news searches from any computer or mobile device with a Web browser.

Meltwater News goes beyond the simple searching of news sources, allowing clients to easily create and customize coverage reports and share them with colleagues. In addition, Meltwater News includes analytics, providing users with charts and tables displaying the impact of online media coverage and trends over time.

Advantage

The Meltwater News search platform delivers relevant, real-time search results with the industry's most robust online media monitoring database. Sophisticated, contextual searching means that clients receive *only* the news that is most meaningful to their organizations – reducing time wasted on unproductive searches. As a global media monitoring service, Meltwater News tracks sources in more than 190 countries and across 100 languages and provides instant translations to and from English and 15 other languages.

Meltwater News offers both quantitative and qualitative analytical capabilities, delivering statistical analysis across diverse parameters, from outlet type to geographical regions. The simplicity of Meltwater News' user-friendly interface means that users at all levels can quickly access news coverage, improving the product's value to an organization.

Market

Corporate communications departments, marketers, public relations agencies and CEO's who own their own businesses spend billions of dollars each year on media monitoring. In a global marketplace – where 24-hour news cycles and exclusive online content are vital for day-to-day business – search technology is giving companies the power to find exactly the information they need, when they need it.

Meltwater News has responded to the requirements of these professionals with media monitoring that is fast and powerful, yet cost-effective and easy to use.

Product Details

- Average pricing, \$5,000 - \$20,000 + per year depending on account scale

- Delivers information from more than 115,000 global news sources in 190 countries and 100 languages with translation capabilities
- Offers daily alerts, crisis alerts, analysis, Web site newsfeeds, and customizable newsletters available
- Meltwater News enables users to build customized newsrooms and newsfeeds that:
 - Increase traffic to websites and enhance brand exposure among targeted audiences
 - Deliver information to intranets for local or global internal communications
 - Manage website content and uploads articles quickly
 - Highlight positive coverage from press releases and consumer-generated content
 - Provide RSS feeds for employees, investors, suppliers, board members, journalists and the general public
- Users of Meltwater News receive one-on-one consultation with a Meltwater team member experienced in the social media space to make sure they get the maximum benefit from the solution

For More Information

<http://www.meltwater.com/meltwater-news>