

**NEWSTIN**

Newstin Pro RSS

News Technology Innovations



## Newstin Pro RSS

- Newstin Pro RSS is a product line of **news syndication services** ranging from simple news feeds to professionally developed news gadgets.
- Newstin Pro RSS provides aggregated and categorized news content from **160.000 online sources** in the format that **can be easily integrated** into environment or software of your choice (*e.g. Intranet, web-site, feed reader etc.*)
- Newstin covers **1.25 Million news categories** including, but not limited to:
  - Industry news (*e.g. Energy, IT, Finance, Advertising, Chemicals, Aerospace, etc.*)
  - News on companies (*e.g. General Motors, Google, IBM, Chevron, China Telecom, etc.*)
  - News on notable persons (*e.g. business leaders and other VIPs.*)
- Additionally to selecting topics from our rich database you can order custom topics development to address your needs even more specifically.

Pro RSS is an ideal choice for:

- **Monitoring:** Newstin Pro RSS provides you with an instant overview of the latest news about your company, competitors and industry.
- **Building web-based products:** Newstin Pro RSS enables you to enhance your web site by adding relevant news feeds on the topic of your choice.

Select licensed subscription according to your needs:

Pro RSS Basic	Pro RSS Standard	Pro RSS Enterprise
5 news feeds	10 news feeds	20 news feeds and 1 gadget
<p>Suitable for small businesses or individuals who need to:</p> <ul style="list-style-type: none"><li>• Monitor news on one industry.</li><li>• Monitor news about their business, products and brands.</li><li>• Monitor news concerning key persons, such as business leaders and other VIPs.</li><li>• Monitor news about their competitors.</li></ul>	<p>Perfect for medium-sized companies which need to:</p> <ul style="list-style-type: none"><li>• Monitor news on several industries.</li><li>• Monitor news about their company as well as competition, products and brands.</li><li>• Enhance their web portal or intranet with relevant news.</li></ul>	<p>Ideal for multinational corporations which need to:</p> <ul style="list-style-type: none"><li>• Monitor all relevant market sectors in multiple regions and languages.</li><li>• Monitor news about their corporation as well as competition, products and brands.</li><li>• Follow relevant economic, political, social and technological trends that have impact on their business.</li><li>• Launch their own web-based products.</li></ul>

Pro RSS Basic

5 news feeds

Pro RSS Standard

10 news feeds

Pro RSS Enterprise

20 news feeds

## With any licensed subscription you can:

- Select any topic you need **from over 1.25 Million** news topics available in Newstin database for your feeds.

*For example, if you select “Energy Markets”, you will get all news on Energy Markets via RSS feed.*

- Select if you want news, blogs or press-releases in your feed or a combination of them.
- Get news on the topic of your choice **in any language supported by Newstin.**

*Newstin currently supports 11 languages: English, Spanish, French, German, Italian, Portuguese, Russian, Czech, Arabic, Korean and Chinese.*

- Access feeds by an **unlimited number of users** (within the same organization).
- You can get a customized feed by a conjunction of several topics.

*For example, a combination of topics “Middle East” AND “Energy” will provide you with all news on energy relevant to Middle East region.*

- Thorough quality control of your feed by Newstin professional taxonomists.

## Pro RSS Basic

- 5 licensed RSS feeds on the topic of your choice for an unlimited number of users.
- \$150 for each additional feed
- Customer support.
- Available discounts:
  - **5% discount for 12 months subscription**

Suitable for small businesses or individuals who need to:

- Monitor news on one industry.
- Monitor news about their business, products and brands.
- Monitor news concerning key persons, such as business leaders and other VIPs.
- Monitor news about their competitors.

## Pro RSS Standard

- 10 licensed RSS feeds on the topic of your choice for an unlimited number of users.
- \$140 for each additional feed
- **One free** tailor made category developed by professional taxonomists.
- Customer support.
- Discounts:
  - **\$10 discount per feed (\$140 per feed)**
  - **10% discount for 12 months subscription**
  - **5% discount for each additional tailor made category**

Perfect for medium-sized companies which need to:

- Monitor news on several industries.
- Monitor news about their company as well as competition, products and brands.
- Enhance their web portal or intranet with relevant news.

## Pro RSS Enterprise

- **20 licensed RSS feeds** on the topic of your choice + **1 news gadget** developed by Newstin (requires 12 months subscription) for your web site or corporate infrastructure.
- \$130 for each additional feed
- Launch your own web-based product with the help of our feeds.

*For example, if your company intends to launch a web portal dedicated to current trends in technology, by licensing 20+ feeds you will cover most of the topics which can be of interest to your target customers: Information Technologies, Wireless and Cellular Telecommunications, Web 2.0, Internet & Online Services, News Aggregation, Software, Google, Apple, etc.*

- **3 free** tailor made categories developed by Newstin professional taxonomists.
- Customer support.
- Discounts:
  - \$20 discount per feed (\$130 per feed)
  - 20% discount for 12 months subscription
  - 10% discount for each additional tailor made category

### Ideal for multinational corporations which need to:

- Monitor all relevant market sectors in multiple regions and languages.
- Monitor news about their corporation as well as competition, products and brands.
- Follow relevant economic, political, social and technological trends that have impact on their business.
- Launch their own web-based products.

## (Free feeds)

- Free feeds are offered for non-commercial use.
- You can find the feed of your interest on [www.newstin.com](http://www.newstin.com) by selecting the relevant news category and then by clicking on RSS icon

*For example, go to “[Information technologies](#)” and click on RSS icon.*

- Please note, that our free feeds are very limited compared to any licensed subscription (Basic, Standard or Enterprise).
- Free feeds contain:
  - 9 headlines
  - Ads by Newstin
  - Only article headlines (no summaries, no pictures, no metadata)
- Free feeds do not contain links to original articles.

Pro RSS Feeds – Tag Description	Newstin Pro RSS provides RSS: 2.0. feeds with additional data tags as described below.
<item>	The entire article with all metadata.
<title>	Article title.
<link>	Two options: <ol style="list-style-type: none"><li>1. Url link to the original article.</li><li>2. Url link to the article detail page on Newstin.com.</li></ol>
<description>	Article summary.
<pubDate>	Article date.
<guid>	Url link to the original article.
<dc:date>	Alternative article date.
<newstin:image>	Three options: <ol style="list-style-type: none"><li>1. Url link to the original site of the image related to the given article.</li><li>2. Url link to the normalized thumbnail preview of the image related to the given article. The thumbnail size is up to 100x86 pixels and it is stored on Newstin.com.</li><li>3. No picture available. This is the default setting for all free feeds.</li></ol>
<newstin:image_document_url>	Url link to the article which contains the selected picture related to the article. Newstin automatically selects the best relevant picture, thus the url link to the picture may be different from the url link of the given article.
<newstin:image_document_source>	The domain name of the original image source, for example: cnn.com.
<newstin:source>	The domain name of the original article source, for example: cnn.com.
<newstin:group_size>	The number of articles similar to the given one, for example: related: 64. Note: Many different sources around the world publish actually the same article over and over again; Newstin groups all such articles and thus Newstin Pro RSS feeds contain de-duplicated information and the number of in the group.
<newstin:related_docs_url>	Url link to the Full Coverage page – the list of all grouped similar articles from various sources. This list is located on Newstin.com.

## (Newstin Pro RSS - Feed Url)

- In general, the feed url contains the information about the edition, category and the authentication code.
- You can test the demonstration Pro RSS feed of the category “Alternative Fuel Vehicles”:

[http://www.newstin.com/rss.a?edition=uk&category\\_id=ALTERNATIVE\\_F](http://www.newstin.com/rss.a?edition=uk&category_id=ALTERNATIVE_F)

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