

eClips Clippings Quality Overview

June 2007

The information contained in this document is designed to provide an overview of all current eClips clippings quality issues.

A further breakdown of the volume and statistics surrounding these issues can be obtained from our monthly report, produced as per our clipping quality KPI. If you would like to see this please let us know.

Please note that the issues highlighted below represent a very small percentage of our total clippings output.

What are the NLA doing to resolve these issues?

Manila / Ninestars (Human Error / Software)

We have 2 production facilities, FT Manila in the Philippines and Ninestars in Chennai.

FT Manila use Mimotek page segmentation software; the development of which is managed jointly with the NLA. Ninestars operate their own proprietary software and manage development in-house.

All issues identified by the NLA and PCAs are collated and circulated to both production centres on a fortnightly basis.

Both outsource providers are issued with clear instructions on how to process cuttings in order to meet with NLA quality requirements. Key amongst this documentation is the General Treatment Rules: this contains clear guidelines as to how articles should be taken; for example: "TV Pick of the Day reviews to be taken as 1 article". We strongly advise you familiarise yourself with this piece and always welcome PCA feedback on this document, a copy of which can be found on our blog.

Mimotek (Software)

All Manila software issues are managed by the NLA Production team and examples are fed back to our software developer. The issues are prioritised by our Product Manager according to the volume of articles the error affects. Once the issue is resolved by our developer, a new version of software will be sent to the NLA, where it will be tested and released.

eClips Quality Issues

Context and Style

This issue covers, amongst other things, missing content and two articles taken as one. It also refers to the way in which a processor clips an article.

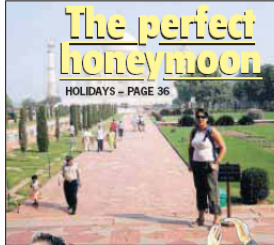
Missing Headline:



Multiple articles taken as one:

**Will
you
make
it to
100?**

TEST YOURSELF - PAGE 34



PLUS



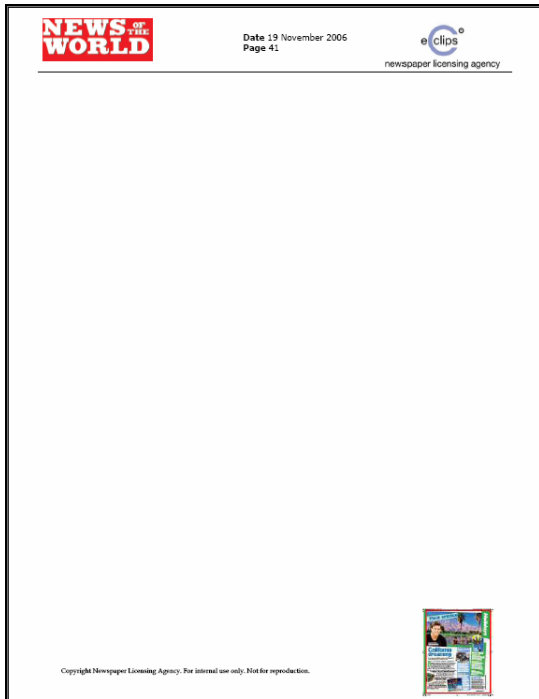
**THE BIG
PREVIEWS
OF THE
BIG
GAMES**

**20-pages of
telly, music
and celebs
including
your 7-day
TV guide**



Blank PDFs

This issue is caused by Mimotek and means that clippings contain metadata and a thumbnail, but no other image or text.



Blank page inserted in clipping

This is a human error issue and occurs when an operator inserts a blank page into a multi-page clipping, during processing.



Text cut off

This issue is specific to Ninestars and occurs because the operator does not capture all of the text correctly, during the processing stage.

Daily Echo

Date 18 May 2007
Page 6

newspaper licensing agency

Couple reported as willing to do anything for TV fame – including marriage

Will gay duo be Big Brother wedding pair?

By Matt Smith

matt.smith@dailyecho.co.uk
For up-to-the-minute news and
information – www.dailyecho.co.uk

THEY may soon be familiar faces to millions of fans of Big Brother.

And the gay couple could provide the reality TV house with its first wedding.

Meet Stephen Ireland and James Joell, a comedy duo seek-

ing national fame and publicity through the cult show. Family members say they are due to be unveiled as contestants on Big Brother 8, which starts soon.

Bosses at production company Endemol are rumoured to be packing the Channel 4 favourite with more gay housemates than ever.

They want the next show to be remembered for camp fun and frolics rather than fights and fisticuffs.

Stephen, 23, and James, 22, from

Eastleigh, could just fit the bill.

They have apparently been whisked away into hiding for the past few weeks.

Their immediate family say they only found out when they approached Endemol and were told to keep the secret.

Stephen's uncle, John Chivers, revealed they were set to appear in the show after passing a series of fitness tests.

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Text overlapping

This issue affects both Ninestars and Manila processed cuttings. It is a combination of both software and human error and means that text overlaps other text or an image

Evening Times Date 08 May 2007 Page 59  newspaper licensing agency

Struth delivered a success rate of just under 65% while Smith's two wins at Parkhead and Brox since his return to the club in January have polished his track record on these occasions to 55.5%.

SMITH'S response was precisely what you would expect from a man who pays scant, if any, attention to mathematical intervention in his business. "People say I have a good record against Celtic, but it doesn't mean anything," he said. "It didn't mean anything before the latest game and it won't mean anything before next season."

This is the policy of pragmatism, which Jock Stein embraced when he led Celtic to nine successive Scottish championships. Even those closest to him never once heard him talk of the numbers involved, simply of the football and the players that had run up the record. Similarly, you won't find Smith talking of his primary role in Rangers collecting nine titles during his first spell as assistant to

Stats can blind us to achievements set against competition

Graeme Souness in the late 80s and then as manager until '98.

He does, though, become enervated when he speaks of the talents he worked with, of the drama of major matches and of the singular pleasure and disappointment football offers.

The dangers of a focus on statistics are two-fold. They can blind those within sport to the reality that achievements have to be placed within the context of the competition available at any given time and, worse still, can make you look plain daft if you place more than a toe into their quicksand.

It was either Andy Roxburgh or Craig Brown - when managing Scotland - who determined the national team had been unfortunate in defeat by pointing out: "We won more corners than them."



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Thumbnails

There are two known thumbnail issues, the first is that there is sometimes no thumbnail at all and the second renders itself as a 'greyed out section' without the page PDF behind it.

FINANCIAL TIMES

Date 19 May 2007
Page 12

newspaper licensing agency

THE WALLPAPER® CITY GUIDE TO...

Urban life in St Petersburg

The city's nightlife is legendary, with the white nights in summer providing almost perpetual light thanks to St Petersburg's northerly situation. Clubs are divided between the ultra-club venues packed with wall-to-wall designer threads and the grungier places that have sprung up in rehabilitation.

Aquarel
This feeling restaurant was one of the city's first fusion venues. It's also a top coffee spot. If you don't feel like dipping into the pricey menu, 14a Dobrudubova Prospekt, tel: +7 812 320 8800; www.aquarel.net

55 Ligovsky Prospekt, tel: +7 812 764 4457; www.pl0.comuseum.ru/finika

Platforma Art Café
This café, bar, restaurant, bookshop and music venue attracts a bohemian crowd with concerts, seminars and readings. 40 Nebrasova Ulitsa, tel: +7 812 710 6123; www.puzformaculib.ru

Datscha Bar
Datscha is the King of St Petersburg's bar scene, with a wide mix of music from guest D.Js. 0 Dumskaya Ulitsa

Lobby Bar, Hotel Astoria
The best place to sample a traditional Russian tea, an easy-going venue that will serve you a large pot accompanied by caviar and blinis. 30 Bolshaya Morskaya Ulitsa, tel: +7 812 494 5757; www.thahotelastoria.com

Omegin
Mixing baroque decoration with a profusion of mirrors, this restaurant and club is a place to see and be seen. 11 Sadovaya Ulitsa, tel: +7 812 571 8384

Idiot Restaurant
Set in a house on the Moyka, the idiot (pictured above right) is one of Russia's few bona fide vegetarian restaurants. 82 Naberezhnaya Reki Moyki, tel: +7 812 315 1675; www.idiot.restaurant.ru

Fidel Bar
Fidel is a good size and echoes the dumpier, diving interior aesthetic that is so popular with the arty crowd. Instead, murals by Konstantin Rykoderov cover the walls, the small stage plays host to local indie bands and D.Js spin alternative rock classics. 0 Dumskaya Ulitsa

Fish Fabrique
One of the city's better live music clubs, this is small and intimate, decorated with bold murals. The gigs are cutting edge and the best barometer for what's new.

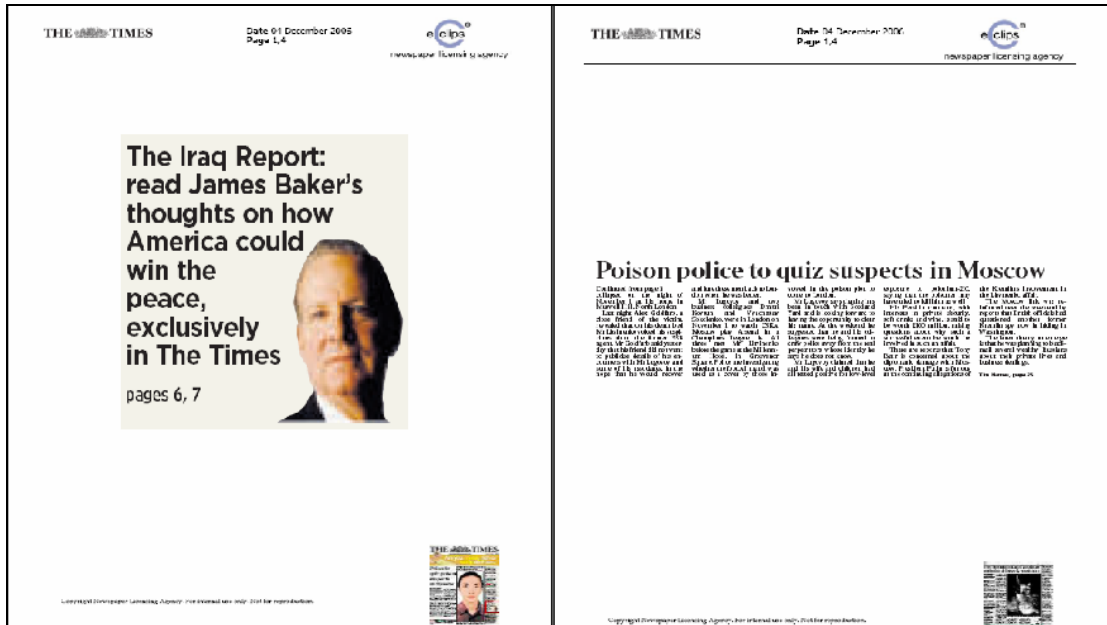
Orboyedov
This place exerts a tight grip on the local scene, although visiting clubbers have to adjust to low ceilings and a feeling of claustrophobia. 2a Voronzhskaya Ulitsa; www.gribodov.club.ru

This is an edited extract from The Wallpaper City Guide to St Petersburg © 2007 published by Phaidon Press £4.95 www.phaidon.com/travel

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Missing/Incorrect continuation

This issue is a combination of both software and human error and happens when a continuation is incorrectly assigned, or not assigned at all. The result of this error is that part of the article is clipped separately, or not clipped at all.



Clip shrinkage

We have a known software error, specific to Manila, whereby a few clippings are reduced to more than 85%.

The Press and Journal
The Voice of the Nation

Date 07 May 2007
Page 27

eclips[®]
newspaper licensing agency

Jose pledges United a guard of honour

CHELSEA manager Jose Mourinho has promised Manchester United a guard of honour if he secures the job. Mourinho, who moved from his post at Chelsea, says he will appear a week before the club's next game.

The 40-year-old Portuguese manager, who has won the Chelsea Cup and FA Cup, says he will appear a week before the club's next game.

Mourinho, who moved from his post at Chelsea, says he will appear a week before the club's next game.

ing with almost the success of... Mourinho has promised Manchester United a guard of honour if he secures the job. Mourinho, who moved from his post at Chelsea, says he will appear a week before the club's next game.

PHOTO BY GETTY IMAGES FOR THE PRESS AND JOURNAL

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Oversized clips

This Mimotek error means that articles are incorrectly resized on the page.

Buy me an outfit
Daily Post
Date: 10 May 2007
Page 6
e clips

Time presenter Louise Redknapp is loving being a fashionista, says her husband, footballer Jamie Redknapp

AST time we saw her, the already petite Louise Redknapp was putting herself through the ordeal of tugging down to a size zero in 30 days for an ITV1 show. Now she's back on our screens, looking happy and healthy as she teams up with Caryn Franklin and Brendan Courtney to present new series of The Clothes Show on UKTV Style. It's every girl's dream to talk about fashion, Louise smiles, and she covers everything from reliable fashion to more creative stuff, with lots of new designers and topical stories like local fashion and fair trade. She'll also be interviewing people on the street about their outfits. I find somebody who I think is particularly trendy and looks good and

interview them about their clothes," confirms Louise, who reckons individuality is the key to looking stylish. However, she admits she usually plays safe in the fashion stakes. A fan of high street shop Reiss and designer Stella McCartney - "very wearable and versatile" - Louise is looking forward to more high street lines from celebrities like Madonna and Kate Moss. "There are some people you know are going to do brilliantly," Louise says. "Kate Moss is such a style icon for everybody. I also really like it when big designers do a range for high street stores like Oasis, Deacon for New Look and Viktor & Rolf for H&M. It gives everybody the chance to have the on-trend things that are cool and don't cost the earth." So will she be turning her own hand to fashion design in future? "I'd love to," she squeals. "But I think you have to have a name and earn your place in fashion to be successful in selling your own line and really pull it off." Luckily for Louise, her husband, former Liverpool FC captain Jamie Redknapp, is also interested in clothes. "He loves fashion, actually," she says. "It's quite nice for me, having a husband who likes clothes because if I buy something new and show him, he actually has an opinion about it. And I can completely trust him to buy an outfit for me if I need him to, so I'm quite lucky." She and Jamie have a two-year-old son, Charley, who Louise enjoys dressing up. "There's some great boys' fashion out there," she says. "I put him in cool trendy things and he's always happy. I like him to be quite girly. He goes to playgroup with long blond hair and a bit of a



You have to earn your place in fashion before launching your own clothes, says Louise Redknapp

"He's nearly three - they grow up so quick. He's my little superstar, though." Along with her presenting stint on The Clothes Show, Louise and Jamie also run a football and fashion magazine called Icon, so she has to try extra hard to find quality time to spend with her toddler. "I juggle it all," Louise says. "I have busy weeks when I feel like I don't see him much and weeks when I'm home a lot. I love being present for him because he's my priority so, whatever happens, he comes first." "Some weeks it's hard if there's

saw Louise diet and exercise her way down to a dress size zero for The Truth About Size Zero - a feat that made her tearful, tired and snappy. But she says she has no regrets. "The good letters and feedback I got far outweighed the bad," Louise says. "When you receive letters from 15 women telling you they re-thought their life where I've had a lot of feedback." "Doing a documentary about this, I was stripped of my

fashion industry being criticised for thin models in and catwalk shows. "I feel really can't judge whether I'm slim," she says, and can understand why she wants to use a magazine. I believe in the street fashion industry. The aren't aware of making people's pictures. I was finger at any

Section Heads

The following articles all fall under 1 section head. Mimotek only allows Manila to take the section head with one of the articles (see below). Ninestars are able to take the section head with every article associated with it.

Manila



Ninestars




Split Column

This issue is caused by Mimotek and only affects articles processed in Manila. It is not a clippings quality issue, as defined in our internal reporting.

theguardian

Date 28 June 2007
Page 4


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on the screen. These can then be used as electronic tickets, for example.
David Barnes, Motorola Enterprise Mobility Business

Called to the barcodes

This article seems to have been written largely on the basis of Samba's publicity machine (Mobile phone hyperlinks for the real world, June 21). If you'd done more thorough research, you'd have included a report on the Mobile Codes Consortium (mobilecodes.org), which is the only body seriously aimed at building a mobile codes ecosystem.
Tim Kindberg, Hewlett Packard, Bristol

© Mobile phones are increasingly being used as a method to present barcodes, and companies already text consumers with messages that appear as bar codes

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Newspaper Specific Issues

Guardian dropped lettering

This issue only occurs in a small percentage of Guardian headlines but means that sometimes individual letters are dropped from some headlines.

Date 22 May 2007
Page 3

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Tod 's olde wo e s: not the eting t e

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Stephen McNair

LAST YEAR, for the first time in a quarter of a century, real retirement ages rose. At 64 for men and nearly 62 for women, they are now the highest in Europe outside Scandinavia. Since 1997, over a million more people beyond the age of 50 are in paid work. Is this another sign of our national inability to manage work-life balance, of desperate financial necessity following the collapse of pension funds, or of people taking up exciting new opportunities in later life? The answer is, of course, a bit of everything.

Birth rates have remained well below replacement rate for a generation, while life expectancy continues to rise. The chart shows how, over the next 15 years, then number of people between the ages of 45 and 65 will grow by 2 million, while the numbers of those between 20 and 45 will shrink by 200,000. Furthermore, then numbers in the 35-45 range – when people have traditionally taken on leadership and senior management roles in business, industry and politics – will drop dramatically. If economic growth continues along the path of the last decade, we will need to keep these older people in the workforce.

But will they want to stay? The answer is probably yes. Research by the Centre for Research into the Older Workforce (Crow) at Niacel has found that as people get older they become more, not less, attached to work, and most older workers say that they would like to stay longer than they expect to. Furthermore, those who have retired in their early 60s say that, although they are now happy, they wish that they could have stayed longer.

This may surprise those who are used to the idea that work is to be escaped at the first possible opportunity. Work can offer many rewards. These include a sense of purpose, and making a contribution to the community, whether as a senior executive or as a supermarket check-out operator. Many people enjoy working with others, and some like having a structure to their day or week. For others, the money is vital,

although few give this as a major reason in surveys. For many there is a real fear of isolation in retirement: when you have done the world cruise, what next?

Fewer people stay on than would like to, however. Why? First, most don't want to work full-time. While many people welcome the challenge and social contact of work, they also want more time to themselves, and perhaps to hand the stress of managerial responsibility to younger, hungrier colleagues.

They may want to escape the tedium of staying in a job once interesting but now grow stale. Thousands come back to work part-time, freelance or self-employed, to do the bits that are rewarding, but many more cannot find flexible options.

A major reason is a lack of honest conversations between individuals and their employers. Many older people want to work flexibly, but dare not ask their employers for fear of drawing attention and risking age discrimination. For their part, employers typically say they would welcome flexible working, but outside the sectors where it is the norm (such as retail, social care and some professional services, where large numbers of older people work) they are rarely asked. The result is a great waste of talent and commitment. Repeatedly in the research older people say, "I could give so much more to this firm if they would only let me" and, while some certainly have unrealistic expectations, many are simply experiencing passive (and now illegal) age discrimination.

What can education and training contribute? In general, older people have fewer qualifications, are less likely to train than younger ones, and yet need to do so to keep up their skills; however, the government will only pay for a "full" vocational qualification. Is it really worth the time and effort when you are four years from retirement? And can your employer afford to give you time off for such slender returns?

Often, what older workers really need is to gain credit for what they have learned

informally, to fill gaps in their knowledge, and to update established skills. But as things stand, there is no financial support for this. It's even more difficult for those who are trying to come back to work in their 50s after a career break, redundancy or caring for an elderly relative. Here, age discrimination is rife, and the absence of funds for training may make it difficult to demonstrate to an employer that 30 years' experience in an industry is evidence that you can do the job.

What, then, should government be doing? First, creating opportunities for older people to do short refresher and gap-filling programmes. Second, encouraging employers to adopt flexible working practices and talk seriously to older employees about what they could contribute. The prize would be a happier and healthier population, extending working lives with a purpose, and a real benefit for both firms and the economy.

Stephen McNair is director of the Centre for Research into the Older Workforce/Niacel

WebLink

The Centre for Research into the Older Workforce:
www.niace.org.uk/crow/index.htm

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FT pink background

The issue here is that some articles have a pink background and some do not.

FINANCIAL TIMES

**Date 27 June 2007
Page 20**



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EDITED BY
**Emiliya
Mychasuk**

**Smart money
sells BlueBay**

The chairman of BlueBay Asset Management **Hans-Jörg Rudloff** may have enhanced his canny market reputation by selling some BlueBay shares about three weeks ago at close to their highs.

He sold some 130,000 shares in the fixed income specialist fund manager for about 100,000, according to Stock Exchange notices, getting between 52p and 53p each – or about 12 per cent above yesterday's closing price of 46p. The shares floated last November at 30p. Mr Rudloff still held 1.25m shares after taking his profits.

But for Mr Rudloff to sell, Credit Suisse had to give its agreement that the lock-up arrangements signed up at the time of the float could be broken.

Credit Suisse – where Mr Rudloff used to be chairman and chief executive – duly agreed.

The 66-year-old Mr Rudloff is no lightweight when it comes to reading markets – he is also chairman of the Barclays Capital executive committee, vice-chairman of Novartis and a director of Rosneft, among other high-profile roles.



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Other Issues reported by PCAs

Graphic Heavy PDFs

Some graphic heavy articles suffer from poor layering problems and appear jumbled. Graphic heavy PDFs can also cause some text to disappear in the final clipping.

White space

This issue involves articles split across too many pages. We urge our processors to limit the amount of the white space on the page when processing a clipping.

Blurry Images

Blurry images are not a clippings quality issue, as defined in our internal reporting. However your clients may report them as one. The 'blurry clipping' issue only affects post-processed articles. We have also identified that the issue is connected to PDF streaming.