



THE INDEPENDENT

DAILY EXPRESS

Daily Mail

FINANCIAL TIMES

INTERNATIONAL
Herald Tribune
THE WORLD'S DAILY NEWSPAPER

Daily Telegraph

theguardian

THE TIMES

HIGHLIGHTS

OVERNIGHT DIRECT FEED

•
SIMPLE INTEGRATION

•
SEARCHABLE CONTENT

•
SIMPLE CHARGE
PER CUTTING

ABOUT THE NEWSPAPER LICENSING AGENCY

The Newspaper Licensing Agency is the home of the most respected newspapers. We represent newspaper publishers and enable businesses and users to access the news they need in a convenient digital format. The eClips solution is proven and has been adopted by leading media monitoring specialists. This service is now available to you.

INTRODUCING eClips INTERNATIONAL

Digital access to major newspapers for you and your clients

As a media monitoring agency you understand the importance of timely, direct delivery of content that is relevant to your clients and meets their brief. International newspapers are respected worldwide but your digital access to them may be unreliable, inefficient and often delayed. No longer. The NLA is pleased to introduce eClips International a web based, overnight, direct delivery news clipping service.

eClips International is designed to work with your existing press cuttings platform integrating links to publisher hosted cuttings within your existing service. With the eClips International solution you can deliver to your clients original quality press cuttings taken directly from newspaper production systems. The eClips solution also guarantees accurate search and faster delivery of content than traditional delivery methods.

BENEFITS FOR YOU



- Direct feed of content from key UK and international newspapers
- Seamless integration into your existing infrastructure
- Searchable database
- Timely overnight delivery
- Simple charge per cutting supplied
- Copyright taken care of

BENEFITS FOR YOUR CLIENTS

- Digital links to relevant & respected content
- On the day of publication
- In image format exactly as it appeared in the newspaper
- Simple user licence



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E joconnor@nla.co.uk W www.nla.co.uk

PRINT

QUIT

> NEXT



Sample XML data feed

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Opera House, London CLEMENT CRISP I do not know of a
better <em>Nutcracker </em>than Peter Wright's staging
for the Royal Ballet....
  
```

WHAT MEDIA MONITORING AGENCIES SAY...

“Having worked closely with the NLA on the development of this service, we’re delighted to offer eClips International to our customers. It is complementary to the service we provide and allows our customers an effective means of accessing high quality UK and international news material”

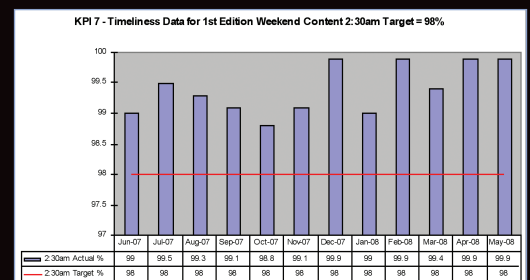
ANDERS LASSEN, MANAGING DIRECTOR OF INFOMEDIA

“eClips International is a logical extension to eClips and fits well with our daily news monitoring and analysis services. A fast, efficient and easily accessible database of international content should prove invaluable to our customers, who are increasingly demanding international content.”

JEREMY THOMPSON, MANAGING DIRECTOR OF DURRANTS

OTHER BENEFITS

- Simple easy end user licence agreement, based on online ‘click’ approval.
- Attractive pricing consistent with existing media monitoring agencies charging models.
- Brings you leading titles in production quality PDF format.
- Coverage includes: Financial Times, The Times, The Independent, Guardian, Daily Mail, International Herald Tribune and many more. For full details see www.nla.co.uk
- Data presented to media monitoring agencies in rich structured XML format, covering all articles.
- Proven system which supports 16 media monitoring agencies, and over 20,000 end users, some using since March 2006.
- Consistent, proven early data delivery from 23.00 day prior to publication (London time).



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PRINT

QUIT

>PREVIOUS