

## Maximize the impact of your CityBiz CEO interview.

Don't limit your reach by only posting your video on your owned properties – extend your reach and get more exposure of your multimedia content. Distribute your video to top-tier media and get your content posted across the internet with News Direct.

News Direct has reimagined every step of the news and content distribution process with a platform that meets the demands of today's media environment – including the unique capability to distribute photos, videos and infographics as standalone content. With an intuitive new workflow, actionable analytics, industry-leading security and pricing for the 21st century, News Direct is the most dynamic, efficient and flexible platform available today.

## Top-tier market reach and hyper-relevant targeting



### BROAD REACH

A nationwide distribution network reaching 1000s of the most relevant media outlets and websites.



### PREMIUM POSTINGS

Engage top-tier sites including Yahoo! Finance, Factiva, and MarketWatch with your news and multimedia content.



### MORE OPTIONS. SAME PRICE.

More customizable and flexible geographic options than any other distribution service. And all geographic options are included – no additional fees. Ever.

## Digital Asset Direct™

Distribute multimedia content as independent assets

Distribute infographics, video and images direct to media as independent assets – without the requirement of embedding into a news release.

Break through newsfeed clutter with the most compelling content in the most sought-after formats.



**86% of journalists**

find standalone multimedia appealing\*

**Infographics and video** are the most desired multimedia by journalists and bloggers\*

\*News Direct Market Assessment study, June 2019

## Purposeful measurement

Deep-reach metrics for actionable performance data

Industry-first metrics across the most relevant categories in easily shared formats.

Traditional, digital and social media audience intelligence that demonstrates real impact and ROI.

Beyond news release posting – exclusive earned media posting data, screenshots and detailed traffic reporting.



## Leading-edge data and content security



### HIGHEST PROTECTION PROTOCOLS

Two factor authentication and permission-only access ensure your content and data stay protected.



### CLOUD ISOLATION TECHNOLOGY

Unique, individual customer environments protected by the latest cloud-based isolation technology.



### SECURE SHARING

Secure, invite-only sharing for collaboration with trusted stakeholders

**Contact Jennifer Dunn at News Direct to learn more and get a free demo.**

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