

Custom News - What is it?

Custom News is a news delivery service that tailors the news to suit the specific needs of its clients, using proprietary semantic networking, newscrawler and pagescanner software. This is a lot more complex service than simple automated news aggregation. There is no box with software to buy. There is no site on which to enter keywords. There is only a site with examples and phone number to call to discuss your news requirements.

Subject Tailoring

Custom News is tailored to the topic of your choice from internet and/or intranet sources. Search keywords are disambiguated using both compound boolean operations and exclusionary analysis. These intelligence features provides a platform that significantly improves the quality news in comparison to convention free news search services.

In addition, Custom News can filter both the news sources and results to specific geographic regions and industrial categories. Such filtering, allows the client to drill down to relevant news sources, prior to performing keyword searches.

Source Tailoring

The diversity regional and international news available on the internet cannot be over estimated. More than 30,000 professional news articles are placed on the internet every day. There are over 10,000 professional RSS news feeds, and this is not counting the non-professional news sources, such blogs, chat-rooms, bulletin-boards, etc.

Custom News filters out these news sources to those sources that are known to provide trusted and/or interesting material. Instead of weeding through, multiple redundant article from questionable sources, the news may be gathered only from prequalified sources.

The idea is to focus news sources to match content of client's interests, and provide specific news that is relevant to client and/or their customers.

Frequency Tailoring

Custom News on the topics of choice may reported and updated as frequently as is appropriate for a specific client — every hour, every day, every month, or at the end of the year. Alternately, the news can reported in real-time on-demand, if the client needs immediate knowledge of breaking news.

Real-time news delivery is very demanding on computing resources. Most applications are response-time sensitive and do not require this real-time immediacy. However, in cases where clients are willing to accept the additional cost and slow response time, real-time news delivery can be provided.

Format Tailoring

Custom News content is delivered in a format that suits a specific clients requirements. It can be provided in a variety of formats (XML, HTML, RSS, text-only, tab-seperated, or any other format is available upon request. In addition, the graphics and audio associated with the articles can be transformed into any of a variety of standard formats for photos, graphics, multimedia, charts, video, audio and more.

Of particular interest is formatting for delivery on web-sites. Custom News can deliver news colums that can be fully integrated into a client's website. This permits a client to enhance the traffic to their site by adding current news content of interest to customer base. In this way, a site can be supplied with fresh content specifically intended for a target audience.

Language Tailoring

Custom News is available through automated translation into/from Arabic, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish. In addition, varying degrees of human translation can be provided to review, edit and verify the automated translations. Beyond these basic translation service, human translation services are available for most modern languages.

Additionally, news sources are not limited to english-only. Custom News has identified thousands of non-English speaking professional news sources, many of them with direct feeds that may be integrated into the news delivered for a particular client. These sources may be scanned and searched in their original language or translated and then searched.

Delivery Tailoring

Custom News can be delivered by a mechanism that is most suitable to the client's needs. For example, it can be delivered as a full-blown web-site with custom layout and additional features, such as weather, stock reports, or advertising. In other words, a fully functional portal supporting the specific interests of the audience targeted by the client.

Alternatively, Custom News can deliver a proprietary, for-your-eyes-only-news, through secure servers that are accessible only to the client; or Custom News can email daily or weekly news reports to the client; or Custom News can deliver fully automated newsletters on a regular basis; or Custom News can insert a column on a client's website; or Custom News can provide a feed to the client's database; or whatever delivery mechanism that is most suitable for the client.

Some Types of Custom News

- **Personalized News Service.** We can provide you with a personal news service that searches all sorts of on-line news providers, including news wires, newspapers, trade magazines, blogs or any other news sources that you are interested in. Searches may be conducted realtime, daily, weekly or monthly. We can even search proprietary news services. In this case, we will provide a link with the headline and lead text. If you are a subscriber to the service, you will then be able to access the full text.
- **Custom Newsletter.** We can build a customized newsletter service targeted for your specific market. You can then distribute these newsletters by e-mail and/or archive them on your web-site. We can build as much of your newsletter service as you want. If you wish, we can provide a complete newsletter delivery and maintenance service, including the web-site. Or we can simply provide columns to be included in your existing newsletters.
- **Custom News Column.** We can also provide you with a regularly updated news column that appears on your web-site. These specialized news columns contain only news that your users are interested in, thereby increasing the value of your site to your users. A variety of styles are available, including text-only, image-only, headline-only, etc. Columns can be sized to fit where you want them including sidebars and banners.
- **Proprietary News.** We can also provide proprietary (for your eyes, only) news. These are highly tailored service that are exclusive to a single client and not for publication to wider audience. Please contact us regarding your special intelligence needs.

The Custom News Difference

It probably cannot be repeated often enough - Custom News is a service, not a technology. It relies heavily on substantial human efforts to create and maintain a Custom News service. Sources need to be identified. Search strategies need to be developed. Templates need to be designed. Translation methods need to be determined. The entire system needs to be configured, tested and delivered. And finally, it must be maintained and operated. Custom News is not a 'turn-key' solution. It is a custom service.