

NewsBank, inc

Archives & Trends

SLA 2007

- NewsBank – content distribution
 - Serving the newspaper industry for more than 35 years
 - Providing newspaper content to institutions worldwide
 - Largest distributor of newspaper content in the education/library market
- NewsBank Media Services – publisher services
 - Formed in 2001 with acquisition of MediaStream from Knight Ridder
 - Largest consumer archive service provider to the news publishing industry
- Readex – distribution of Early Americana content
 - More than 50 years as the leader in scholarly primary source content with emphasis on newspapers
 - Dominant collection of Early American newspapers and Early Americana documents

NewsBank News Coverage

- More than 4,300 news sources
 - Newspapers, wires, web content, periodicals, business journals and blogs
 - 1,200 international news sources
- Focus on US newspapers (cover to cover)
 - 1,625 US newspapers
 - 1,201 are exclusive to NewsBank

Publisher Services

- Distribution
- E-commerce Hosting Services
- Free-to-subscribers access
- Obituary content development
- Internal Access
- Microfilm production
- Microfilm digitization
- “America’s Newspapers and World News” for Newsrooms
- SAVE Library Archiving Systems and SAVE Service Bureau
- “Web Scraping” and PDF extraction for content
- Google “premium content”
- Early American Newspapers
- Data transmission services

NewsBank – Data points

- More than 4,000 sources online
- Over 5,300 years of back files
- More than 150 million total articles online
- Over 1,500 historical newspapers digitized back to 1690
- 99.9% uptime
- FAST search engine

NewsBank manages our own enormous archive and provides archive products and services to news publishers.

NewsBank[®] inc.

SAVE

SAVE – A proven solution for publishers

- First introduced to the market in 1986
- Scalable: used by many of the largest newspapers as well as smaller publications
- Built-in ability to archive multiple newspaper titles
- Sold as both on site solution or hosted by NewsBank
- Multilingual: used by newspapers in the U.S., Canada and South America, supporting English, Spanish and French language searching
- Content Distribution made easy to increase revenue
- Text and Image archiving with increased handling of new media types

SAVE 6.0

- Windows Server 2003 platform
- Integrated Multimedia searching and editing
- MediaDesk - Java based editor for Windows and Mac personal computers.
- SAVEWeb – Browser interface for your newsroom to search
- Real-time updating and corrections
- Improved Interface Features:
 - Redesigned editing interface
 - Enhanced document revision control
 - Redesigned document association handling to increase research value

SAVE 6.0 – Supported Media Types

- Proprietary Editorial System ASCII Formats
- XML / HTML
- PDF
- JPEG
- TIFF
- GIF
- EPS
- Flash
- MPEG

News Publisher Trends – The big, obvious ones...

- Budget and staff cuts
- Newspapers being bought and sold
- Increased “coopetition” with Google and Yahoo
- Increased demand for local content

Archiving trends...

- PDFs deconstruction “overnight” rather than use traditional archive process
- Use PDF deconstruction for their local content such as weeklies which are not part of their normal archive processing
- Use PDF deconstruction and web crawling to get more content in electronic form to use in archive and to populate their websites with more content
- Establishing a Service Bureau scenario for archiving rather than having local staff support the archive system
- For sites which already have an archive system they want leverage that system for more of their sister-newspapers and other content

More archiving trends...

- Considering content feeds directly from their front end publishing system
 - Either bypassing the archive process or coupling with the archiving process
- Archiving of non-traditional content such as blogs, video, web-exclusive content
- More newspaper chains are looking to use their web publishing platform to fulfill traditional archiving process
- Increased requests to manage content feeds for 3rd parties such as Google, Yahoo, Factiva, Lexis, Dialog and others
- Digitizing microfilm and hard copy content

More archiving trends...

- Requests for access to NewsBank's NewsRoom Newspaper Archive for research purposes
- Internal access for newsroom research
- Increased requests for feeds BACK to the publisher for internal access and better integrated web site searching
- Debates on fee vs. free archives
- Mining for more local information such as classifieds, death notices

Thank you.