

GMSM FEATURES

Engage readers across all devices and channels. Nowadays your audiences are receiving information through their mobile devices and seeking news through search and social media platforms. That's why we include Global-Mobile-Social-Measurable (GMSM) with every English-language news release - providing you with greater visibility and engagement of your news. A \$110 charge per invoice is added for GMSM.

GLOBAL

As branded content creation continues to grow at staggering rates, more and more organizations are turning to Business Wire for wide distribution of their content via our patented NX Network.

With our exclusive NX Network, we ensure news releases and multimedia content are accessible by journalists, analysts, media outlets, bloggers, on and off-line influencers and other key audiences, regardless of their location.

In addition, Business Wire's GMSM amplifies the visibility, discovery and engagement of news and provides a clear roadmap for increasing ROI, including influencer identification, geo-location data for future targeting, and word bursts for future release crafting via our exclusive NUVI measurement reports.

MOBILE

Your news release content is presented in responsive design for effective engagement on desktop, tablet and mobile devices. Our Mobile Alerts option lets your audiences receive text alerts of your news.

Business Wire's mobile distribution makes sure your news is included in leading business and industry news apps worldwide, in multiple languages, across multiple mobile platforms, including AP Mobile, the #1 iPhone app for news, with more than 12 million downloads. A sample of mobile platforms that carry Business Wire news:

- AP Mobile
- AFP Mobile
- Yahoo!Finance Mobile
- Bloomberg
- Thomson Reuters
- Morningstar
- Business Wire's mobile-optimized site
- Business Wire app

SOCIAL

Business Wire understands the impact social media and word-of-mouth engagement have on today's news distribution process. Each news release includes social sharing tools to encourage sharing by relevant readers. In addition, GMSM includes targeting your content via a contextual ad network; a form of targeted advertising in which content is placed on websites within ad blocks. The content is selected and served by automated systems based on the identity of the user and the content displayed.

Your news release content is also posted to targeted sites and information platforms across digital media, including Business Wire's own high-traffic website, BusinessWire.com.

MEASURABLE

NewsTrak reports provide in-depth measurement data, including news release and multimedia views, action taken by readers, links to online and mobile postings of your news and performance comparisons to previous news releases.

NUVI social media reports provide a snapshot of overall online visibility for your news release across top social media networks and RSS feeds. Your report is presented using striking, intuitive graphics and includes detail on conversations generated, geographic location of news readership, top social influencers, sentiment analysis and reaction from social discussions.