

The Wider Picture

NEWSBRIEFING

The growing proliferation of Press and Broadcast media means that it's ever more vital for businesses to be aware of the key news issues that are affecting their market. Delivered daily, 365 days a year, News Briefing is designed to provide an early morning overview of the Press and Broadcast stories that are shaping your industry sector, delivering a wider picture of the news.

Expertly produced

Our team of experienced editors, working overnight from our offices in the heart of London, consider all the stories from the days' National Press, News and current affairs programmes. Using their knowledge and experience of each briefing sector, they select and summarise the top stories each morning. News Briefing delivers a concise yet comprehensive summary report that keeps organisations informed about what the media is saying both about them and their peers.

Original Source

Need to know more about a particular story?

Whilst News Briefing summaries are designed to keep professionals informed quickly and effectively, press articles and broadcast coverage direct from the original media source can be accessed instantly. A unique feature of News Briefing is that clients can choose to link to read the full pdf press article or stream the broadcast news story.

Delivery

News Briefings are available from 0600 each morning and can be delivered in a variety of ways to meet specific requirements including e-mail, web portal, Blackberry, fax and early morning courier.



Presentation

News Briefings can be presented in an extensive variety of formats and styles.

High definition processing enables the provision of high quality colour press articles, digital clips and transcripts at an additional cost. These can include company logos and branding on request.

Cost Effective

Available at a fixed rate subscription starting from £98 (€145) a month, News Briefing ensures that both your monitoring and budgetary requirements are met.

Sector Specialist

News Briefing currently keeps Professionals informed in the following industry sectors:

- Environment
- Financial Services
- Food & Drink
- Health & Pharmaceutical
- Telecoms, Media & Technology
- Transport
- Travel & Tourism
- People Management & Development

Complimentary trial

News Briefings are available to trial for a fourteen day period. Please contact our Business Development Team for more information.

About TNS Media Intelligence

TNS Media Intelligence is the leading provider of global and domestic media monitoring and evaluation to communication professionals around the world.

The company's online and bespoke product and service portfolio presents syndicated and customised solutions from over 10,000 media outlets across the UK.

For further information on News Briefing please contact our Business Development Team.

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