

## LexisNexis® Media Intelligence

Drive communication and  
business strategy through deep  
media insights.



### Distill Relevance in the Expanse of Media Data

Every minute, millions of pieces of content are created: articles published, videos uploaded, photos posted, reviews written, comments made and stories told. Information is being shared at an exponentially increasing rate. ***How can you avoid information overload and drill down to what's relevant to you?***

With LexisNexis Media Intelligence solutions, cut through the noise to uncover the information that really matters. Learn what's being said about your brand, benchmark against others, and gain powerful insight about where to shape the direction of your company.



### Stay in the Know

Monitor what's happening with your brand, competitors and market, leveraging millions of articles and posts daily, curated specifically to meet your needs.



### Analyze Performance

Leverage visual data to assess what's being said about your brand, what it means to your business, how your campaigns are performing, and how you stack up against competitors.



### Identify Trends Quickly

Make strategic decisions about important and trending topics, potential risks and new opportunities for your business.



### Share Relevant Insights

Promote insights both internally and externally to create awareness, inspire action, and capitalize on successes.

## Unmatched Content. Purposeful Curation.

We are data experts. We've been working with information for decades, and are passionate about innovating new ways to harness its power. We ensure the most complete data sets on the market, including licensed content, so you can be confident you aren't missing anything.

But it's more than just data.

Our team of specialists process, categorize, and enhance the information, giving you the power to filter, analyze and manipulate it against a range of factors important to your business.

### KEY STATISTICS



OVER 90 LANGUAGES



2.5 MILLION - AVERAGE NUMBER OF NEWS ARTICLES ADDED DAILY



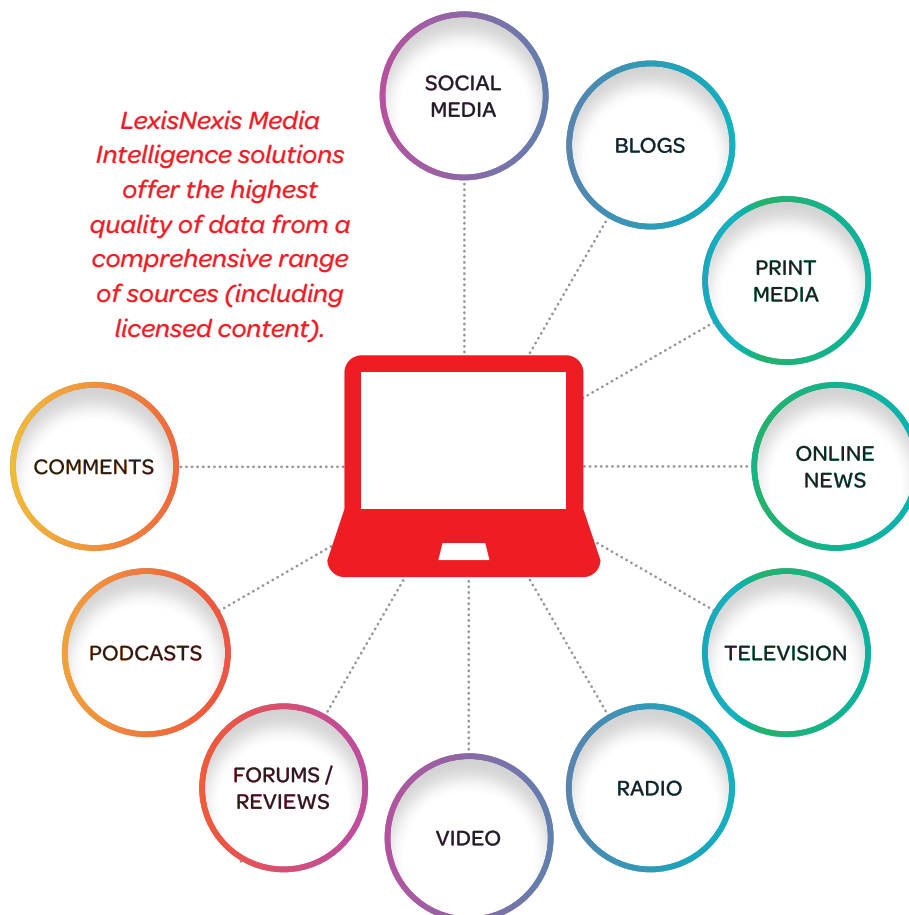
CONTENT FROM 235 COUNTRIES



CATEGORIZED INTO 120+ EDITORIAL TOPICS AND 25+ SOCIAL CATEGORIES



OVER 77K NEWS SOURCES AND OVER 2.5M SOCIAL MEDIA FEEDS

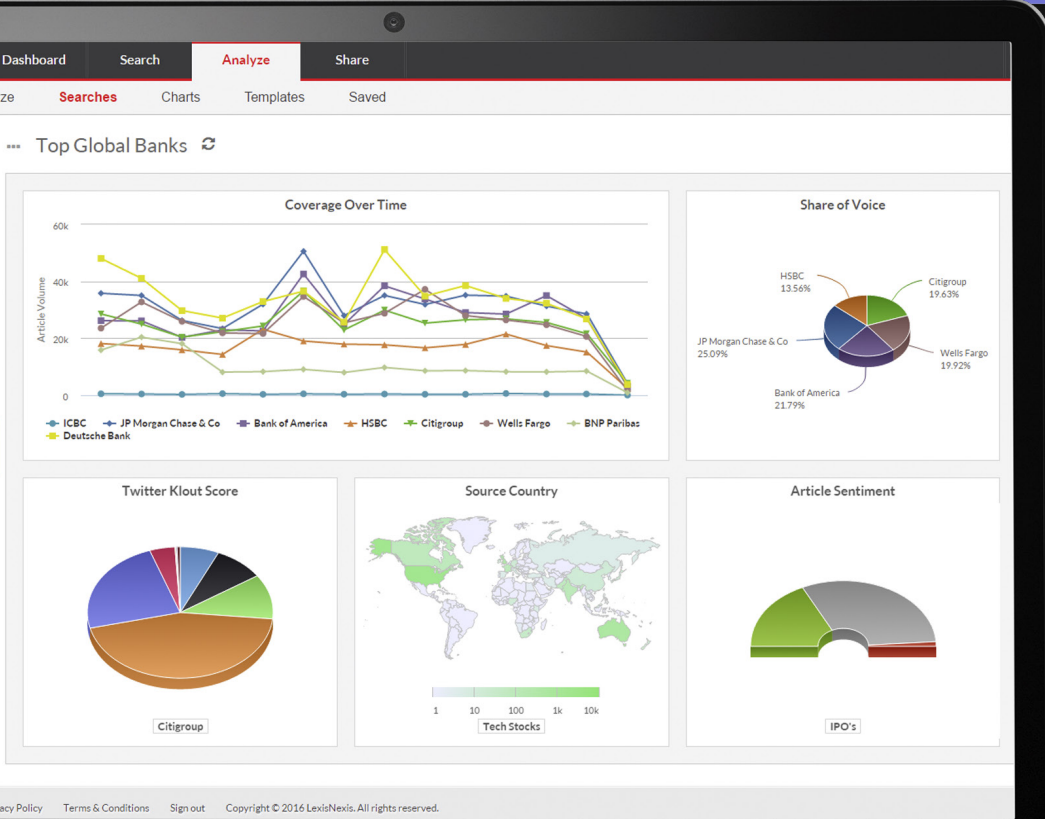
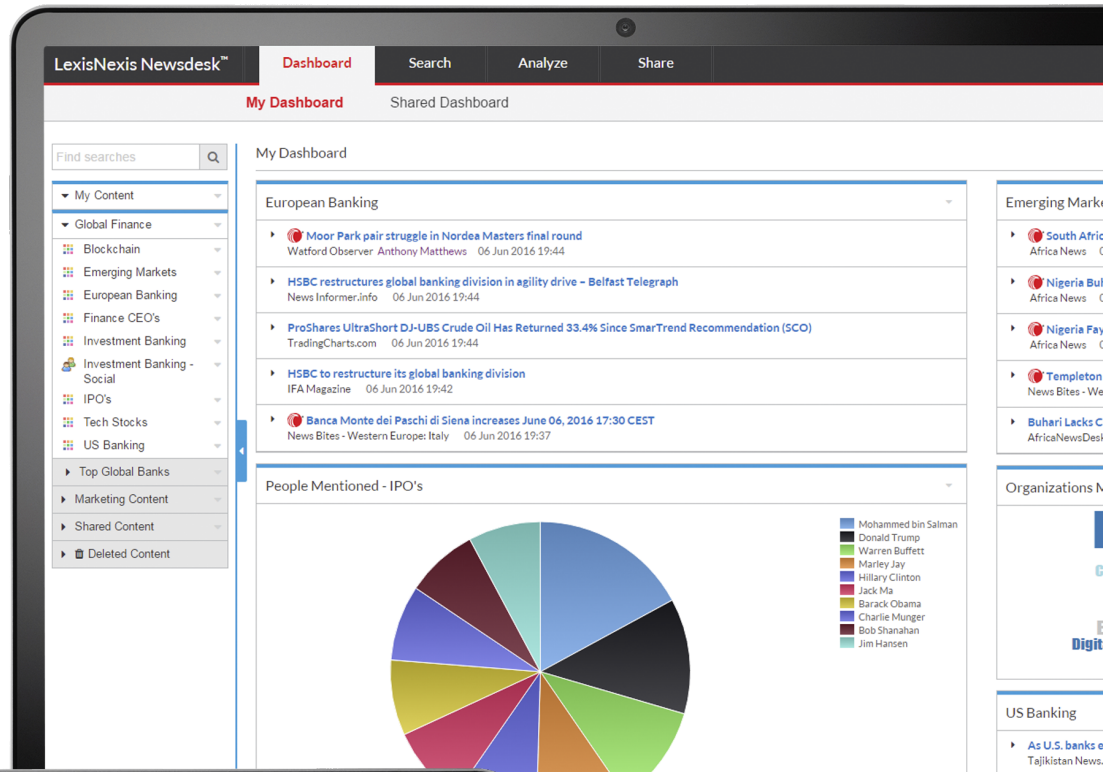


# LexisNexis Newsdesk™

LexisNexis Newsdesk™ is our flagship media intelligence solution that helps you easily and comprehensively search, analyze, monitor and share market intelligence, all within a single tool.

## Newsdesk Offers:

- ⊕ Personalized searches and alerts
- ⊕ Advanced analysis and filtering capabilities
- ⊕ Flexible charts and data visualization
- ⊕ Customizable dashboards
- ⊕ Unrivalled content
- ⊕ Embeddable, interactive charts
- ⊕ Branded alerts and newsletters



## With Newsdesk You Can:

- ⊕ Monitor emerging issues and trends proactively
- ⊕ Benchmark your brand against competitors
- ⊕ Measure campaign successes
- ⊕ Identify key influencers
- ⊕ Share copyright-compliant news and information
- ⊕ Integrate content, including live, interactive charts and visualizations

# Contact us for a demo or to learn more about LexisNexis Media Intelligence solutions.

Interested in integration? Ask us about our **API and data feed** options.

Want to dive deeper? Our expert analyst teams offer **detailed custom reports**, tailored to your unique needs. Leveraging resources across the full suite of LexisNexis products and beyond, ask how our research can provide you with the added insight to really get ahead.

## FOR MORE INFORMATION

Contact LexisNexis for a needs assessment or to learn more about our Media Intelligence solutions.

**VISIT** [lexisnexis.com/newsdesk](http://lexisnexis.com/newsdesk)

**CALL** 800.227.4908

**CONVERSE** @LexisNexisBiz

**CONNECT** [linkedin.com/company/lexisnexis@-business-insight-solutions](https://www.linkedin.com/company/lexisnexis@-business-insight-solutions)

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## About LexisNexis

After nearly 40 years providing solutions that help organizations harness the power of information, LexisNexis remains dedicated to developing innovative tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.