Product Review of LexisNexis Newsdesk

In-depth, independent review of the product, plus links to related resources

"...provides users with the ability to not just monitor the topics and the media discussing those topics, but also makes it easy to share that information with other stakeholders in the company..."

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By Jan Knight
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[LexisNexis](#), as most readers will be aware, is an industry leader in providing online information and technology tools. Its products serve professionals in a variety of markets throughout the world. The primary industries served include legal, risk management, corporate, government, law enforcement, accounting and academic.

Continuing to grow its suite of products and services via company acquisition and innovative technologies, LexisNexis serves customers in more than 100 countries and employs more than 15,000 employees throughout the world.

[LexisNexis Newsdesk](#) is an all-in-one media monitoring and analytics product launched in April 2015 as a result of the LexisNexis [acquisition of Moreover Technologies](#) in October 2014. At the time, Moreover Technologies was considered a leading media management company offering a current awareness and media monitoring tool and was one of the first companies to produce a product that aggregated news and social media in one product. Jinfo (in its former guise as FreePint) carried out a [Mini Review of Newsdesk](#) in November 2013.

Newsdesk provides users with the ability to not just monitor the topics and the media discussing those topics, but also makes it easy to share that information with other stakeholders in the company. However, it's the part in between - the analysis - that makes Newsdesk a solid market intelligence tool and adds to its "cool factor".

Audience

The primary users of Newsdesk are those with the need to receive almost real-time, up-to-date information from a diverse set of sources and possibly on a diverse set of topics.

Professionals involved in product development, business development strategies. marketing, PR, and communication are the most likely to want to keep up-to-date with the trends in the markets they serve, the issues their clients are facing, and the developments of competitors.

Subscribers are most likely to work in corporate enterprises but the product can certainly be useful to those in education, government and other information/research professionals who are looking for current awareness information.

Key Advantages

Even before I started actually reviewing and using the Newsdesk product I was personally familiar with other content, products and the reputation of LexisNexis. That's the first element of value - the authority and credibility of the company.

In reading about the product when it existed under Moreover Technologies it became clear that it too was a leader in its own area. Whereas LexisNexis is considered a leader in providing robust licensed content, Moreover Technologies was leading the way in aggregating and providing content pulled from other open web-based sources including social media. Combining the content and technologies of the two has only enhanced its value.

Specifically, Newsdesk can provide value to individual users and administrators in a variety of ways:

- Newsdesk brings with it, as noted above, the reputation and credibility of two leaders in their field

- Cost and time savings are primary benefits of Newsdesk because users can monitor sources from a combination of licensed content AND open web sources, including social media, all in one product, rather than requiring the purchase of multiple separate services. This is not only valuable to administrators but users also only need to learn one platform to be efficient

- The content that Newsdesk offers is comprehensive, robust and aggregated by experts in the industry who are continually adding new sources to the collection. The acquisition of Newsdesk by LexisNexis has also helped to grow its former news and business portfolio substantially

- Users can personalise their searches and alerts and track topics that are specifically customised to their specific need - at that specific time. This makes the product a good choice for corporations where individual departments might need to customise their searches differently for different departments and be able to quickly edit searches, alerts and feeds to respond to real-time happenings in their industry or company

- Newsdesk provides users with the ability to analyse the search results immediately with the help of simple-to-read graphs and tables which is a great time saving feature and also ensures the analysis is unbiased

- Search results and analyses can be manipulated into a variety of different chart types, a customisation tool very important to a unit who might need to serve different groups or stakeholders within the company. Some levels of personnel might prefer to see one type of graphic while data presented in a different form might serve others better

- Users can also customise some sharing options such as the newsletter, for example, so that the information is branded in a way they choose.

Media monitoring in general and Newsdesk specifically allows users to be so much more aware of what's happening around them and in their words "create order from noise".

Compared to traditional press-clipping services used by these same audiences many years ago, this media monitoring tool helps to "tell a story" about what is important. Specifically, it can help them to:

- Monitor emerging trends and issues on topics of interest

- View what sources are saying about a topic or a brand and identify if it's positively or negatively inclined

- Keep abreast of competitors' activities

- Stay informed about clients' industries and timely or hot topics of discussion

- Integrate findings into branded tools for sharing and collaboration with colleagues as well as existing intranets and CRMs

- Support clients and customers with up-to-date business intelligence.

Contact Details

LexisNexis Newsdesk
9443 Springboro Pike
Miamisburg
Ohio 45342
USA

Tel (US): +1-888-285-3947
Email:
megan.burnside@lexisnexis.com
Website:
www.lexisnexis.com/jinfo2016
Twitter: @LexisNexisBiz

Sources - Content & Coverage

Newsdesk, as a product now being provided by an industry leader such as LexisNexis, gives the user access to content from sources that the company has been aggregating and licensing for years. The credibility and authority of many of the sources is a given, especially in the more traditional content types.

Table 1 shows a breakdown of more traditional content categories and *Table 2* provides a breakdown of social media content. *Tables 3 and 4* provide a look into the topics and the extensive coverage that exists just by looking at the sheer number of sources.

As noted in the Search section under Technology in Section 3 of this review, users are able to choose, to a great extent, what types of content sources they wish to include in their initial search, or even to filter after the results are provided.

For example, a user in the UK monitoring social media outlets for the buzz on some sort of new innovation or technology may well choose not to include some of the local or regional US sources.

Table 1: Content Types & Examples

Content Type	Examples
Top Global Sites	BBC, CNN, NY Times, Sydney Morning Herald
Top Business Sources	Financial Times, Business Week, Bloomberg
Top Magazines	The Economist, Wired News, Time
Top International Sources	Le Monde, Die Zeit, South China Morning Post, O Globo Online
Digital-only News Outlets	Huffington Post, VICE, Mashable
Industry Publications	Jane's, The Lawyer, Adweek Online
Regional & Local Sources	Houston Chronicle, Manchester Evening News
Government News, Political Sources, Regulatory Bodies, International Organisations	SEC (Securities & Exchange Commission), United Nations
Corporate Press Release & Wires	Newswire, Business Wire
Consumer Magazines	Vogue France, Time Out London
Sports Sources	ESPN.com, Sky Sports, Bleacher Report U.S.

Table 2: Social Media Coverage & Examples

- Searches over 2.5 million social media sources - made up of individual social RSS feeds and does not include each individual Twitter account
- Searches over 40 million social media posts monthly and more than 30 million tweets monthly
- Indexes 2.3+ million social media posts daily
- Podcasts, videos and radio programmes are also included.

Social Media Types	Examples
Blogs	Huffington Post, Gawker, TechCrunch
Social Networks	YouTube, Facebook, Pinterest, Twitter
Blog Publishing Platforms	WordPress, LiveJournal, Blogger, TypePad.

Table 3: News Topics & Number of Sources

- Searches on average 70 million news articles monthly
- Indexes on average 2.4 million news articles daily.

Industry Breakdown (over 800 topics)	# of Sources
Business and Finance	22,000
Automotive	3,400
Health	6,000
Healthcare	3,200
Food Industry	2,200
Media Industry	2,000
Wires	11,500
Law	2,500
Energy, Oil & Gas	2,200
Telecommunications	1,000
Information Technology	9,500
Engineering	800
Biotech & Pharma	700

Table 4: Topical Coverage & Number of Sources

Topic	# of Sources
General News	23,000
Sports	14,500
Society	15,000
Arts	13,000
Lifestyle	12,000
Organisations	8,000
Politics	5,300
Education	5,000
Music	3,500
Science	3,000
Environment	2,500

Newsdesk continues to add to its sources in an ongoing manner. Back in 2012, it was announced that the product had recently doubled the amount of news items that it indexed from the internet. At that time those numbers were 2 million social media pieces and 1.5 million news articles a day, a number that has continued to increase.

Also in 2012, Newsdesk provided content from over 100 countries and in 50 languages supplying approximately 750,000 English language articles and approximately 750,000 non-English language articles daily. Currently, it indexes articles in more than 90 languages and, each day, it indexes approximately 1.3 million English language articles and about 1.1 million non-English articles.

A user can set his/her native language in the Settings of the profile they have set up. This allows them to search in the language of their choice (at least from the 80+ languages offered). Additionally, if a user wants to search, for example, all articles in French, possibly because a competitor is located in France, then they can do so, and next to the title there is an opportunity to "translate" the article with the use of Google's translate tool. This machine-based text translation will then appear on the screen, but a quick click of the back arrow will take the user back into their listing of results.

Another useful feature in the languages is that a user could, for example, search a topic and specify maybe all languages, or possibly just a few. Then, during the review of the results, additional filtering can take place after seeing just how many articles there are from each language and choosing accordingly.

Its proven record of continually adding valuable sources and technology allowing ways to incorporate multiple languages in both search and results, only enhances the product's global value.

Jinfo's View: Sources

✓ *Impressive diversity of topics & sources*	✓ *Good combination of social media sources & online sources vs traditional*
✓ *Geographic & language options are excellent*	✓ *Multiple language sources are crucial for a global world of business.*

Technology – Search & User Interface; Outputs & Alerts

Technology

Users will find the Newsdesk interface to be very intuitive when searching, reviewing and sharing results. In this section, I'll outline a search, the subsequent display and refining of the results and this will be followed with the Analysis function and a discussion of the options for sharing.

The three primary functions of Newsdesk - *Search, Analyse and Share* - are in fact the main three navigation labels on the homepage with the Dashboard appearing along the same line.

Search and User Interface

Users have the choice of a simple search where keywords are entered into the search bar and then filtering or narrowing can be accomplished once a result list is shown, or an Advanced Search interface that is exceptionally powerful.

A simple search is accomplished by typing key words or phrases into the search bar and there is an option for choosing content types. The Advanced Search (*see Figure 1*) allows for additional filtering immediately and includes the following options:

Emphasis: Users can choose where in the document the words should appear including headlines or in the first "x" number of words of the article. There is also an option here to filter by case sensitivity.

Languages: The ability to search for results in all languages or to specify one or more from 48 different languages.

Locations: This option allows users to include, or exclude, geographic locations including countries, regions, sub regions, US states, UK counties and Canadian Provinces.

Sources: This filter allows the user to include, or exclude, specific sources. These might include a newspaper title if print media has been chosen, or a specific Blog - if Blogs have been chosen, and even a specific Facebook page if Social Networks has been ticked as a category.

Source Lists: For this option, the categories are broader and include Major World News and Major World Publications and UK National Newspapers.

Topics: This category is especially powerful. It provides the user with the ability to select by what is called Channel.

At risk of being a little picky, I dislike the term Channel in a Media Monitoring tool as it feels as if it should be related to Media Channels. However, it's not. Channel in this filter includes a variety of categories that are mixed and include industry, region, topic, etc. For example, Business, Internet, Lifestyle, Sports, US Regional, Media, Finance just to name a few. In this same Topic filter there is the added functionality of being able to type in a Topic or choose from controlled vocabulary topics under an alphabetical list of A-Z. *Figure 1* shows a search screen with the Topic filter open where I was able to choose Biotech OR Medical AND Canada but NOT include results from Mexico.

SmartIndexing: A newly added feature, LexisNexis SmartIndexing technology is applied to licensed content across all of the company's products. This taxonomy is a robust indexing system that helps users to achieve results that are more focused and

relevant, and most likely is a differentiator for the product. Users are able to include SmartIndexing of both Subject and Industry within the Advanced Search Functionality.
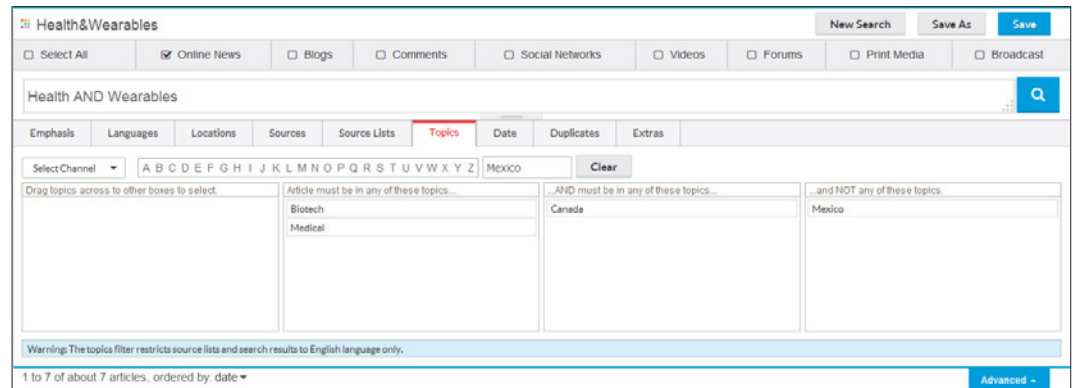

Figure 1: Advanced Search options (Topics)

Date: Users have the ability to filter by date as in "the last x number of days" (from 1 day to 100 days) or within a range.

Duplicates: This allows for including, or excluding, duplicate results based on content or headlines.

Extras: An interesting and unique name for a filter and given the fact that Newsdesk offers content from free sources as well as from licensed providers, this is a wonderful option to have and allows "exclude articles that require a free registration", "exclude articles that require a paid subscription" and "only show articles with images".

Figure 2 shows the search and results for Health AND Wearables and filtered to include Online News and Print Media only. There is the option to just Select All or to choose source types (Online News, Blogs, Comments, Social Networks, Videos, Forums, Print Media or Broadcast) from the grey bar above the search box.

Once a search is entered the results screen as seen in *Figure 2* provides a variety of additional options and information. Users can save the search and name it for later so that it appears under the "My Content" column on the left. They can also roll their mouse over the individual search result and some key information will appear that doesn't show up on the initial list.
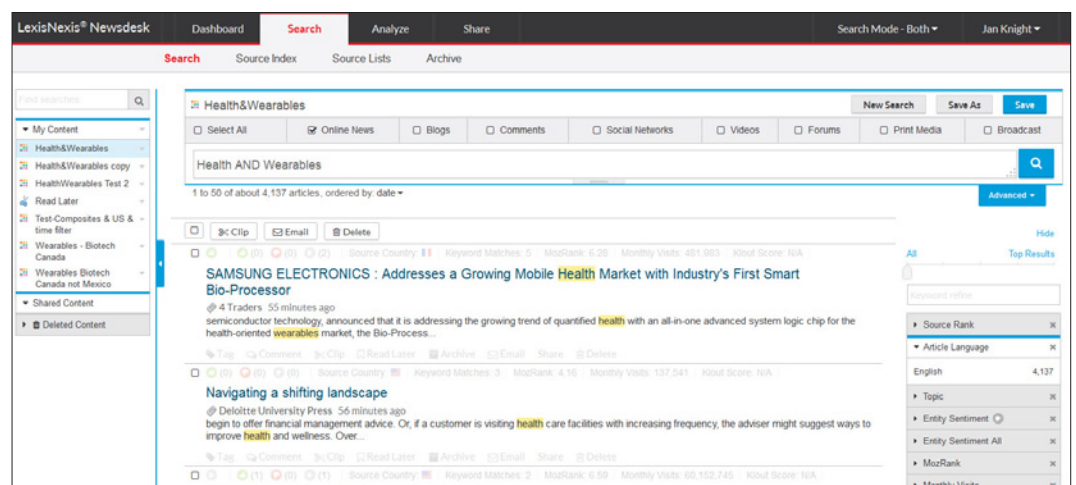

Figure 2: Search screen with results

Figure 3 shows an individual search result for an article from Fierce Biotech IT. The

amount of intelligence that can be gleaned without even clicking and reading the article itself is impressive. Above the title there is additional value-added information that helps to immediately identify the potential relevance of the result including the country where the article was published, the sentiment of the article (positive, negative or neutral), the number of times the keywords searched actually appear in the article, the MozRank score (a 10-point score of Global link authority) which in this case was 6.59 identifying it as an authoritative source, monthly visits (the estimated number of Internet users who have viewed this article in a given month) and the Klout Score (a value of between 1 and 100 indicating influence). In this specific result, the Klout Score is noted as N/A (Non Applicable) and I later found out that Klout scores only apply to social media posts such as Blogs, Twitter, YouTube, etc.
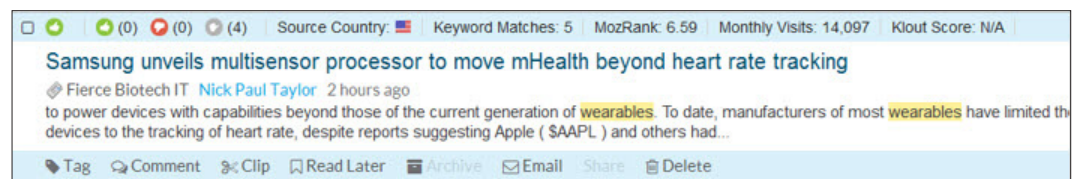

Figure 3: Search Result close-up provides valuable information even before opening the article

Under the search result a user is provided with additional options, some of which are clearly defined and others that appear not to be but would be explained in a training session. For example, a user can choose to save the article to read later, email it to someone, or delete it, all of which are pretty self-explanatory. However, the user is also able to Clip (copy selected articles to another feed) or Tag the article (create a label that is pertinent to your own need) and Post a comment. I'll admit that the last three options of Clip, Tag and Post aren't as intuitive to me as most of the interface but would certainly be explained in any sort of training session and do appear in the online help section.

I especially like the idea of the "read later" option which then moves the article to a Read Later section of the left hand column - the tree - to well, read later! For users in a hurry to collect results for later analysis this is a small, but valuable, feature.

Search Results

The clean layout of the search results (*see Figure 2*) which acts as a homepage once results are available maintains a consistent look and feel throughout searching and filtering. On the left-hand part of the screen there exists what LexisNexis calls "the tree", an area that provides a short cut to former searches, saved searches/feeds etc. under My Content. There is also the ability from this tree to view Shared Content if a user chooses to use that option in a collaborative way.

In the centre of the page, the results of the search are to be found and these will be covered in more detail under Search. On the right-hand side, there are a variety of categories, many of which mirror options that had been available for use in the original search. These can be used to not only provide more details on those results but to also help refine the search further.

In the stacked right-hand column of the screen shown in grey, there is an expandable menu that is too large to outline in depth in this review. However, for example, if I wanted to gain an idea from which industries these results were pulled I could expand the Industry tab and see that "Wearable Technology" is indeed an industry and that 1,613 of the results were tagged in that manner. Another 468 were identified under the "Internet of Things" and about the same number were associated with "Health

Care". Similarly, if I wanted to see which social media outlets the findings were pulled from, I would expand and open up the "Platform" tab and it would identify that that vast majority of them (11,797) were from "Twitter" with the next most popular being "WordPress". See *Figure 4* for a close up view of the Platform tab.

It is also possible at this time to refine the search results. For instance, as I can see that Twitter was by far the platform where the majority of information existed for the original search called "Health&Wearables" I could click on that link and it would refresh the results to only include those sourced from Twitter and pertinent tweets and omit the other sources. The expandable list in the right-hand column is a powerful tool not only for narrowing a search but for providing metrics in their basic form without even delving further into the Analyse tab.

▼ Platform	✕
Twitter	11,798
WordPress	954
LexisNexis Licensed	481
Blogger	170
Google+	33
vBulletin	18
Facebook	13
Movable Type	13
TypePad	9
Disqus	8
Blogsmith	7
Joomla	7
Pinterest	7
reddit	7
FeedForAll	6

Figure 4: Breakdown of results by platform

Outputs & Alerts

Share

There are a number of ways that the search results or the analyses can be shared. Many are quite commonly seen functions and the process for sharing is easy to follow. I'll outline some of those sharing options with details of some of the types of variables that exist.

Alerts: Alerts can be set up so that search results can be emailed to the user, and even to others that the user chooses to email. The user has the ability to choose and edit common variables such as how the alert should look, when and how frequently it should be sent, and how the sources are noted. This is typically a plain looking alert with data only.

Newsletters: Users are able to share results with others internally via a newsletter. Again, common functionality for newsletter sharing is a choice of theme/layout, text or HTML, time of delivery, and more. During this test I did not create a newsletter based on a search but did see that the variety of options for customisation were impressive, down to choosing colors for each element of the newsletter whether it be as big as a heading or as small as the date of the article. A table of contents can also be added, all with the use of a very "Microsoft Word-like" internal tool. As opposed to the Alerts, newsletters can be branded in any way the user chooses.

Email Manager & Email Themes: For this feature, users can choose a feed/result and choose to set up an emailing process, pause the process and send multiple times. The themes option allows a user to customise the layout, much as in the newsletter options.

Export: Saved searches can be exported to HTML for embedding into websites and exported in a variety of ways including to RSS, Atom or TSV. I'll admit to not fully knowing how all of those work, but was impressed that by going to the Export tab, the instructions explained how by "right-mouse clicking" the pertinent feed in the left-side tree of saved searches, not only could you export a feed, but you could also analyse it from this location, download elements of the feed, rename it and much more. This use of a clear direction under Export highlighted another whole set of functions that Newsdesk offers.

Analyse

Behind the Analyse tab is a wealth of options and information and it's one area that provided me with what I call the "wow factor" in this review. Charts were created and loaded quickly and told stories immediately!

This feature of Newsdesk provides the user with the opportunity to see an immediate analysis of the results that have been produced by a search. Users are able to choose a starting point for their analysis that suits their immediate need and experience level.

1. They can either build a chart starting with their own searches which is something I initially found a little confusing even though I would assume it's likely the most common way of starting to use the analytics function. Note: I finally got on the right track with the aid of the extensive online help page.

2. They can also build a chart by starting with a specific metric, such as article sentiment or MozRank or names of companies being mentioned.

3. Users also have the option of starting with a predefined set of charts and dragging their results into those templates, another likely beginning step. Users then have the ability, regardless of how the charts were created initially, to take those initial analyses charts and build upon them.

Not all analyses are available for every type of chart, and not all chart types are available for every type of metric. These are the categories of analyses available and below them the types of charts available overall:

Time Trend: Allows users to see the number of articles either within a feed or multiple feeds over a specified period of time. Items easily graphed include trends, topic correlation, frequency, media type coverage.

Breakdown: Allows users to see articles sorted by a set of categories: Country, Language, Source Rank, Media Type, Platform, and Source Category.

Sources: Users can see which category of media outlets are producing the most content and, again, either one feed can be analysed or multiple feeds. This allows analysis by Author, Publisher or Source.

*Share of Voice:*Frequency is important in terms of which topics are covered the most, or have the highest post frequency. This analytic tool "analyses the total article/ conversation universe" among feeds that the user selects, and compares them to one another. This is a valuable metric to determine which competitor, for example, is getting more coverage.

Themes: Familiar to many as a Word Cloud, this analysis takes one particular feed and shows the dominant subject/topic of articles. This allows analysis by People, Companies, Organisations, Products and Stock Tickers. Currently, this analytic feature is allowed only on News Articles.

Geo Map: Users are able to see where the results are coming from by reviewing a Geo Heat Map. Countries shown in darker colors have more articles and lighter shaded countries fewer. Only one feed at a time can be geo mapped.

Although, as noted, not all chart types are available for every type of metric, the array of charts available include:

- Line
- Bar
- Stacked Bar
- Percent Stacked Bar
- Column

- Stacked Column
- Percent Stacked Column
- Area
- Stacked Area
- Percent Stacked Area.

Results can then be downloaded in a variety of different formats such as Excel (feed statistics & article data), and PNG (chart image).

Templates are also available for a quick-start look. By choosing a template such as Market Analysis, Industry Analysis, or Competitor Intelligence Analysis, the user is presented with a set of predefined charts so they can add their own searches to them.

These data visualisation tools build quickly, refresh quickly and provide, again, a powerful method for reviewing key metrics.

Figure 5: Dashboard with a variety of analytics graphs

Figure 5 shows a sample of the graphs available. Each graph is created by dragging the saved search/feed from the My Content tree on the left to a graph in the centre. Each graph as noted elsewhere can be reconfigured, relabeled and added to very easily.
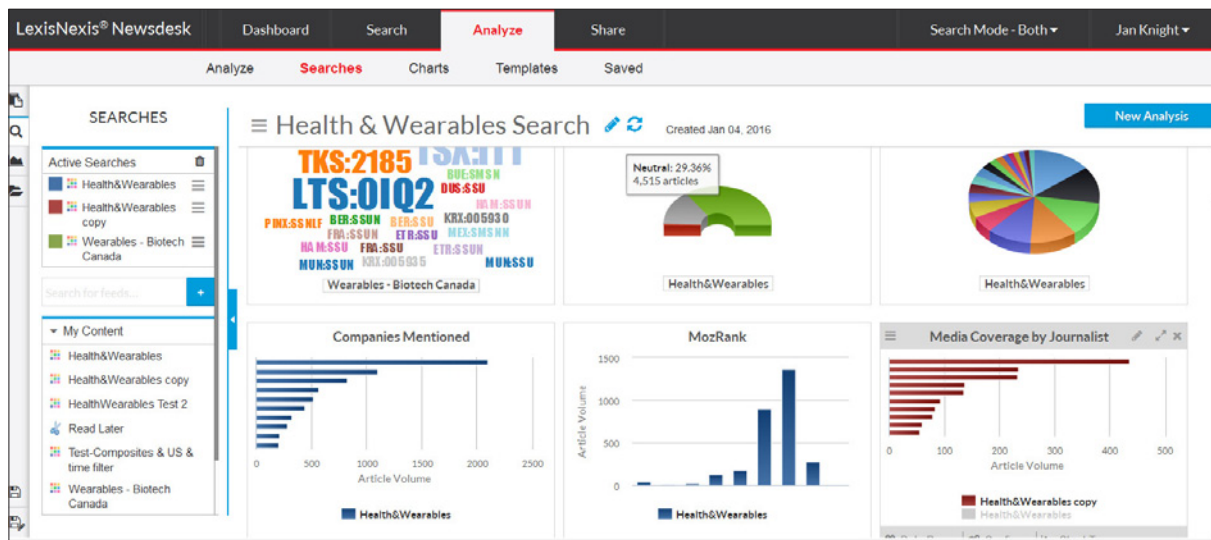

Figure 6 shows an example of a pie chart identifying Social Media sources for the Health Wearables search and identifies not only the percentage of articles but the actual number per topic source.
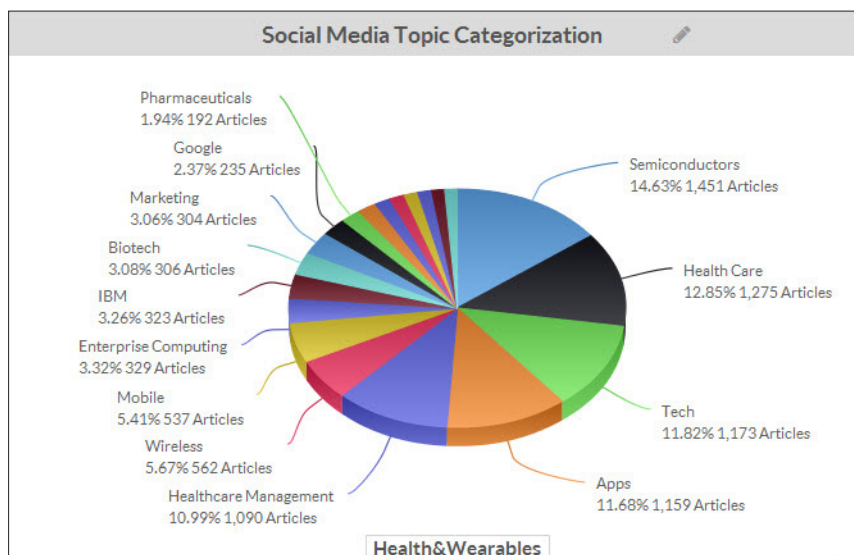

Figure 6: Pie Chart showing breakdown for social media results

There are certainly a large number of features that I did not delve too deeply into but I did experience just how easy it is to edit a graph or chart. Not only can the user change the title of the chart and make other aesthetic changes or configurations on range, for example, but it's possible to easily change the chart type as well as to pull in a different search feed to an already established chart. In some analysis types as I note elsewhere, it's possible to pull in multiple feeds so comparison between two feeds/saved searches is easily accomplished.

Although under Settings, a user can select search display preferences (the number of results on a page, the date format (12 or 24-hour clock), whether to include images or not, whether key words should be highlighted, etc.), there did not appear to be any additional detailed options for administrators or information managers. Once I asked about this, I did find out that Administrators can actually set up distribution groups and manage user subscriptions for the sending of alerts, emails and newsletters.

Browsers

Newsdesk currently supports the following browsers: Internet Explorer 9 up to 11, Firefox 3.0 and up, Google Chrome, and Safari. Microsoft discontinued support of Internet Explorer 8 (IE8) from 12 January 2016.

This review was conducted using Firefox 42.0.

Jinfo's View: Technology

✓ *Surprisingly intuitive interface for a product with such excellent functionality*	✓ *Rapid building of graphs & great flexibility in Analytics function*
✓ *Multiple advanced search options allow for great precision*	✓ *Handy rollover tags identifying functions for icons & options (e.g. Sentiment)*
✓ *Impressive filtering (number & type) options are available within results*	✖ *Options to view summary of current search parameters not easily found even when editing a search*
✓ *Dashboard has easy-to-read options and standard displays*	✖ *A robust and flexible Analytics function made it sometimes difficult to grasp process!*
✓ *Good variety & diversity of sharing options for multiple stakeholders*	

Value - Help & Training; Competitors; Development; Pricing

Help & Training

LexisNexis has included an exceptionally detailed help screen where users can, through a hierarchical tree format, learn about almost any feature, small or large, within Newsdesk. The 16 sections start with a Quick Overview on the overall layout and functionality of the product, but then it provides in-depth explanations for more than 50 of those features, often with screen shots and easy to understand instructions. While a demo of the product before subscribing is part of the service, it certainly wouldn't take long to get up to speed on even the least-used features quickly with this Help file.

In addition, there are videos on the LexisNexis Business Insight Solutions YouTube channel that are available, outlining the features and functionality of the product. For this review, I accessed both of these handy sources.

There are also opportunities for users to review FAQs and participate in Online Training via GoToMeeting. The personalised, interactive training webinars are available to all and take about 40 minutes each.

Competitor Landscape

Media monitoring has come a long way since the days when public relations professionals had interns cutting out newspaper articles for their press clipping books. Not only has technology created additional ways to view and collect items, but the number of content types continues to increase. Media no longer consists of just traditional media in the form of print and broadcast, but online media in various forms, and specifically social media, which have all been added to the mix.

If a marketing or PR professional were to search on the web for media monitoring tools they would find a dizzying array of products, some free and some fee-based, and with an equally dizzying range of features. There are literally dozens and dozens of ways, it appears, to monitor media.

However, from my own experience and reviews, a couple that come to mind when thinking of products people might be using for a similar purpose would be Meltwater News (traditional news monitoring) and its sister product Meltwater Buzz (social media monitoring). This pair of products that I reviewed in October 2013 for Jinfo (then called FreePint) are from a company based in Oslo, Norway and at the time were basically two separate products. Meltwater has strong products and it has a great reputation in Europe for media monitoring. It certainly did not have the authority of content or credibility of a company like LexisNexis behind it. However, its technology and interface were strong and it too provided the ability for chart building.

Digimind, another product I reviewed for Jinfo (then called FreePint) back in April 2012, wasn't technically a media monitoring tool but had many features that allowed monitoring of competition, markets, technologies from a variety of sources, both traditional and online sources. This tool was also strong in many ways and had a customisable dashboard but its collection of sources is much smaller and less diverse than Newsdesk.

Factiva is another product where content is fairly similar to that of Newsdesk in terms of content coverage and numbers of sources and it too, not only includes traditional news sources but also in recent years, has added social media sources. An evaluation

and comparison of Factiva and Nexis overall (note: not Newsdesk specifically) published by Jinfo just a couple of months ago, provides more detail on the similarities and differences. Based on that comparison and my own review of Newsdesk I would hazard a guess that the social media content of Newsdesk is more robust and covers more platforms, including Facebook, than Factiva which appears to have a heavier focus on blogs and Twitter content.

Infomart, a Canadian media monitoring company I reviewed earlier this year, focuses primarily on Canadian sources, both social media and traditional media.

Newsdesk differentiates itself in a number of ways. As already noted, the ability to monitor both traditional media and social media in one streamlined product produces a breadth of content not seen in other products and simplifies the process, while saving money and time for the customer.

The product has just recently incorporated the familiar LexisNexis SmartIndexing technology that is applied to licensed content across all of the company's products and as noted earlier in the review, according to LexisNexis, this is a more robust taxonomy option than other products integrate into their products.

Another differentiator of Newsdesk is that the user has the ability to search across the various types of content in one search. Some of the other products require that each content type be searched and analysed separately.

Although most competitive products do offer flexibility in how to share the information, the array of sharing options, especially the branded newsletter, is also an important differentiator.

Another unique feature is the ability to embed an interactive, "constantly updating" chart into an intranet site, for example. As opposed to some of the static graphs shown in print screens in this review, the embedded chart might be found in a company's intranet and would, while refreshing automatically, provide an almost real-time data source. This is a wonderful feature for fast-moving news stories and lends itself well to a Presidential Campaign, for example www.lexisnexis.com/Election2016.

Development

Newsdesk may be relatively new to the LexisNexis family but as a product it has been considered a leader from its origins with Moreover Technologies. Thus, I'd consider this a mature product that, with the acquisition by LexisNexis, will only continue to develop new enhanced functionality and add new content.

During the demo of the product, I was told of a couple of specific enhancements that are currently underway. According to LexisNexis, product investments for 2016 are focused on three main areas - the mobile app, enhanced analytics and additional content aggregation options.

Purchasing & Pricing

Newsdesk is available to customers on a per user/per seat subscription basis.

As far as access is concerned, subscribers currently choose which content packages they wish to have access to. Thus if a user in the UK, for example, purchases the same subscription package as someone in the US, both would have access to all the same sources and documents. However, subscribers can also purchase additional "add-on modules" for additional features and content.

Pricing is based on a subscription model per user with volume discounts and is customised to the need of the customer. There are add-on packages for premium features, for example, the ability to embed live charts into reports and the ability to create newsletters. There are also some content types that would be considered premium content such as Twitter and then there are add-on costs for distributing licensed content. Anyone interested in finding out pricing or discussing the content packages would be advised to make contact via the website.

Jinfo's View: Value

✓ Seamless (from a new user point of view) integration of content from two sources	✓ Competitors tend to focus on smaller geographic areas and/or have fewer sources
✓ Newsdesk is continually enhancing features & adding new content	✓ Competitors have less breadth and streamlining of content and processes.