



Newsdesk®



# MAKE CONFIDENT DECISIONS

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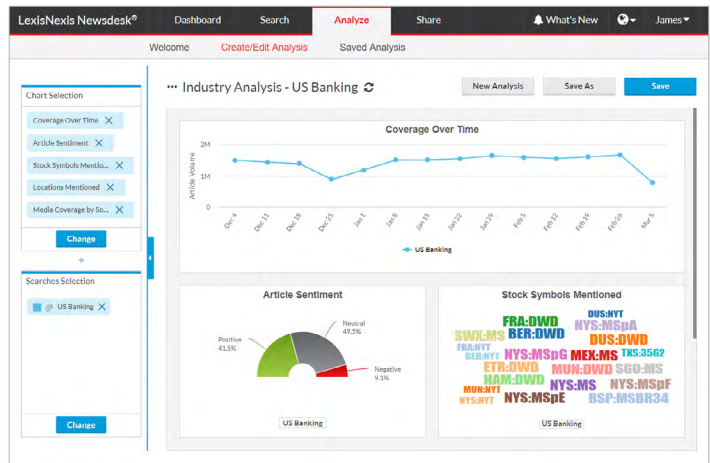
## ANALYZE MEDIA EXPOSURE AND SHARE YOUR FINDINGS

Get market intelligence from one of the largest global collections of media content. When there is literally too much news to read, you can trust our sophisticated analytics can point you in the right direction.

Gain actionable insights by turning data into easy-to-understand charts. See how the media treats your clients, prospects, competitors, your firm and the legal issues and business developments that matter to you with **LexisNexis Newsdesk®**.

From the Analyze tab, you can:

- Visualize media feeds in a few clicks and download the results as image files, feed statistics or article data
- Create breakdowns by country, language, source rank, media type and other metadata
- Leverage templates that automatically populate the best chart for market, industry and competitive intelligence analysis
- Create custom analysis to report performance metrics such as media exposure, sentiment and share of voice
- Identify brand reach across your market: size up social media conversations and measure PR effectiveness



Evaluate media coverage by companies, sentiment, source and more.

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