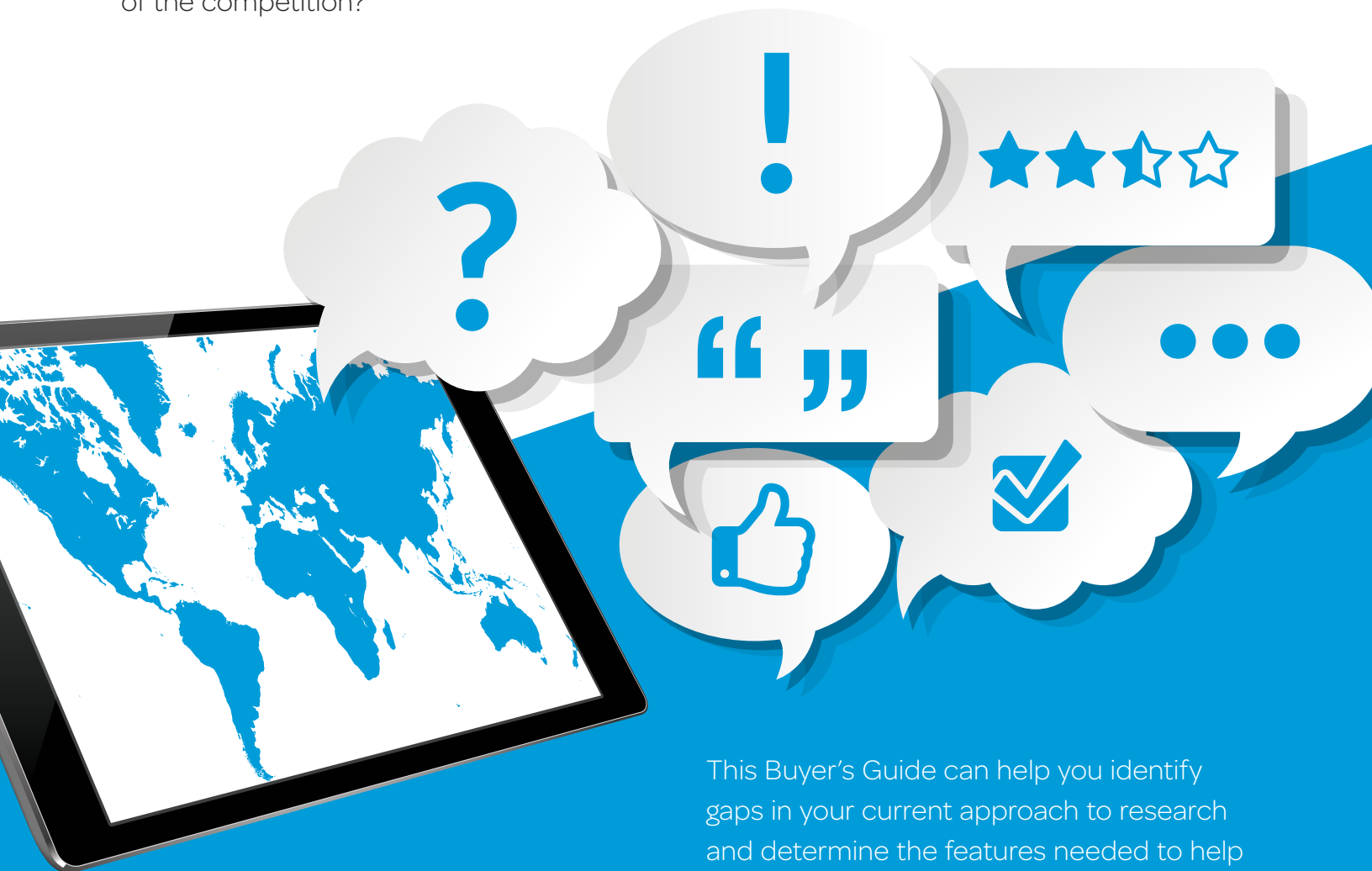


# Media Industry Buyer's Guide

## What You Need to Know Before Selecting a Media Research Tool

Whether you're a journalist or a producer, you have deadlines to meet—and today's 24/7/365 news cycle only increases the pressure you face. What's more, the furor over fake news has led to media skepticism among your consumers, so the content you produce needs to stand up to scrutiny. Do the tools you use for media research enable you to find the information you need, vet sources and spot trends, at the pace required to stay ahead of the competition?



This Buyer's Guide can help you identify gaps in your current approach to research and determine the features needed to help you bridge those gaps.

# 5 Signs You Need a More Powerful Research Solution

Answer each question to see if it's time to upgrade your approach to research.

1. Do you find yourself frustrated with news searches that lead to dead-ends, questionable or out-of-date information?

 YES  NO

2. Are you able to easily connect the dots when conducting news research?

 YES  NO

3. Do you find yourself spending so much time fact-checking that you lose the competitive advantage of delivering quality content quickly?

 YES  NO

4. Do your current tools enable you to easily uncover news mentions of clients, competitors and other topics of interest?

 YES  NO

5. Do you have trouble finding current contact information for potential interview sources?

 YES  NO

# Key Considerations When Choosing a Media Research Solution




As a media professional, you rely on your research to stay ahead of the competition—so when it takes too long to get the answers you need, you can fall behind fast. Before you invest in a media research solution, consider these factors:

## Data Breadth & Quality

-  Timely news from local, regional, national and international sources
-  Deep company, industry and executive data drawn from trusted, premium sources
-  Comprehensive access to public records




**65 BILLION  
PUBLIC RECORDS**

## Features

-  Linking technology to help connect the dots between people, places and companies
-  Alert tool to stay up-to-date on trends, key accounts and new business opportunities
-  Analytics to help discover trends and anomalies more quickly

**26,000+  
NEWS AND BUSINESS  
SOURCES**

## Usability

-  Easy-to-use, intuitive interface and robust training and support
-  Flexible search options including entity-matching, Boolean and natural-language searches
-  Web and mobile access so you can use it where and when you need it

**80 MILLION  
COMPANY PROFILES**

## Why LexisNexis?

Since first launching an online information service in 1973, LexisNexis has earned a stellar reputation for its legal, business and academic research tools. In an era dominated by fake news finger pointing, it's more important than ever that you have reputable sources to back up your stories—and Nexis®, our flagship research solution, delivers.

---

*"I can find what I'm looking for quickly with useful options to refine my searches."*

– Major Daily American Newspaper

---

## How can we help?

### Nexis

Featuring a robust collection of trusted premium and open web news and business sources, as well as vital regulatory and legal information, Nexis helps you:

- Conduct background research by leveraging news archives going back 40+ years and an unmatched collection of public records.
- Work more efficiently by saving searches you conduct frequently and setting up Alerts to monitor for news about market changes and more.
- Keep up with developing stories, track emerging trends and respond proactively.

### LexisNexis® Dossier Suite

LexisNexis Dossier Suite offers company financials, industry analysis and hard-to-find contact data, allowing you to:

- Generate in-depth reports on companies or industries to better understand the competitive landscape and spot trends, opportunities and threats sooner.
- Leverage executive profiles that draw from hundreds of premium sources.

### LexisNexis SmartLinx®





Our proprietary technology helps you filter through billions of public records simultaneously so you can:

- Capture valuable contact information including 750 million phone numbers not listed in directory assistance.
- Generate reports by person, business or location that summarize different types of information—addresses, voter registrations, licenses, real property and more.
- Uncover hidden connections—even when entities don't have a record in common—so you can connect names, address, phone numbers and other information with the appropriate people.

*"I enjoy the ability to background a subject and see what has been written on it. If the story idea I am doing has already been done, I can decide to go in a different direction."*

– Freelance Writer

### For more information

 [LexisNexis.com/MediaBuyersGuide](https://www.lexisnexis.com/MediaBuyersGuide)  800-628-3612  @LexisNexisBiz  [LexisNexis.com/BizBlog](https://www.lexisnexis.com/BizBlog)



LexisNexis, Nexis, LexisNexis SmartLinx and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products or services may be trademarks or registered trademarks of their respective companies.

© 2017 LexisNexis. All rights reserved. NBI01489-0 0517