

FT.COM AND CHANNEL ACCESS: THE DIFFERENT WAYS TO VIEW OUR JOURNALISM

The FT works with a number of B2B channel partners who aggregate content and offer powerful search tools. They pull through text across print and digital content, but not multimedia content.

What are channels?



Channels are a one-stop shop that aggregates thousands of news sources into one hub. A single search can run across a variety of content sets.

Popular news aggregators include:

- Dow Jones Factiva
- LexisNexis
- Bloomberg, and many others

The FT is available on **60+** aggregators globally, but how does the content differ on channels, versus on FT.com?

Only on FT.com

What features are only available on FT.com and not on third-party channels?



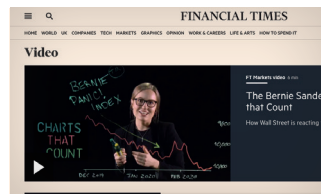
Photos, interactive graphics and other visual elements in the content



A complete list of what are the most popular articles across the globe



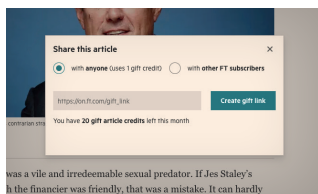
A huge array of podcasts that cover multiple topics from our renowned journalists



In-depth videos that deep-dive into the granular details of the news that matters



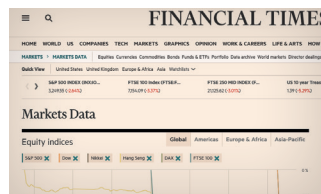
Complete interactivity in our comments section, letting you to continue the discussion with your peers



Gift up to 20 articles without the paywall, directing non-FT readers to high-quality journalism



Charting tools that help staff research and analyse companies



Market data, such as share price, commodities and currency data at your fingertips

Benefits to viewing content on FT.com

Whether you consume your content on mobile browser, desktop, tablet or on our app, viewing news on FT.com has never been simpler.



Visuals within an article can help readers understand the content more easily



Comments provide wider insights and varying viewpoints that can aid decision making



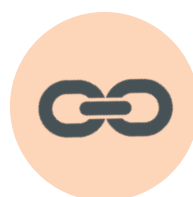
Curated newsletters provide a tailored selection of articles, as opposed to broad search results



Having **additional data** to back up the information you're reading enhances the content



Readers can **interact with journalists** and like-minded people, sparking discussions



It's easy to **identify articles as part of a series** on FT.com, as opposed to a broad search results list

Bloomberg



LexisNexis®



isentia

CISION

DOW JONES
FACTIVA

KANTAR

Benefits of using channels

- Use an aggregator to quickly search across thousands of content sets to cherry-pick relevant articles
- Sophisticated search and post processing tools to cut through the noise and customise the content output
- Easily refine your alerts as the needs of your business evolve

Find out more

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