

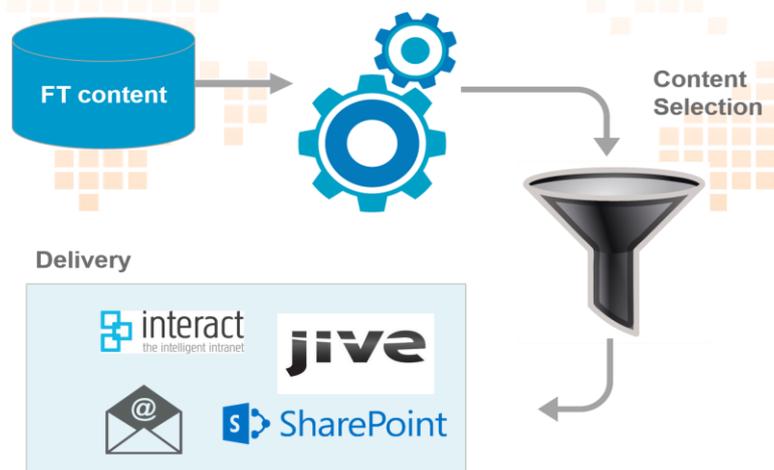
## FT Headline API

The FT Headline API allows you to build customisable news feeds so you can integrate relevant FT content into the applications of your choice. So your readers get important updates and insight from the FT, when they need it and how they want it.

Using the headline API, you can create a customised list of headlines for different needs throughout the organisation and deliver it using existing applications or workflow solutions.

### Benefits include:

- More relevant content as users have the ability to define what makes an article relevant and create many customised lists of headlines. This allows for better targeting and personalisation.
- Quicker, more convenient access to FT content within your existing workflow solutions.
- Greater flexibility and increased control as data feeds can be updated in real time on a self-service basis.



## Implementations of the API and alerting service

### Integrate news content into CRM systems and intranets

A financial services practice group at a leading UK law firm provides alerting service to partners & associates within their intranet (Interact) on news related to practice area topics of interest.

Getting Started | Evan Smith | Who or what are you searching for...

**4g 'On Track'**  
by John Richards | 3 months ago

**More News** | **Next Event**

**Banking Sector Client Briefing**

HSBC | ABOUT 7 HOURS  
**HSBC joins 'coco' bond revival**  
HSBC has issued its first "coco" bonds as banks Europe-wide seek to...  
BY CHRISTOPHER THOMPSON

Barclays | ABOUT 9 HOURS  
**Barclays appoints Aviva's John McFarlane as**

### Automatic, real-time updates

The Strategy & Competitive Analysis team at a leading Insurance company provides alerting service to strategy associates within their social collaborative team environment (Jive).

The screenshot shows a Jive interface with two main sections. The 'Projects' section lists two items: 'Board Meeting Q4 - Offsite' and 'Competitive Strategy Report for Directors Council', both in FT API test groups and marked as 'On Track'. The 'Event Calendar' section shows a calendar for September 2014, with dates from Sun to Sat. The calendar is currently displaying the month view.

The screenshot shows the FT Insurance Industry Competitive Briefing page. It features a search bar, a filter for 'Insurance', and two article teasers. The first article is 'Veteran untainted by banking crisis' by Martin Arnold, with a duration of 44 minutes. The second article is 'Scotland after the vote: pensions' by Josephine Cumbo, with a duration of about 1 hour.

### Third party channel integration

One of FT's key channel partners, uses our API services to incorporate FT news and commentary into its news feed. Using the Headline API allows information professionals within the legal sector to create & schedule bespoke email newsletters.

The screenshot shows the LINEX Financial Times news feed interface. It includes a search bar, filters for 'Financial Times' and 'UBS', and a list of news articles. The articles cover topics such as 'FT Spotlight Awards: Top executives look 'holistic' view', 'FT Spotlight Awards: Asia - First women come back to India', and 'UK trade: One-way traffic'.

### Customise delivery to meet user workflows

Mergers & Acquisitions business school course designers provides alerting service to students on relevant news related to supply chain management course material (in Blackboard Connect)

The screenshot shows a Blackboard Connect course page for 'Mergers and Acquisitions'. It includes a 'Program Overview' section with a list of learning objectives, such as 'Determine a rationale, select and value acquisition targets and evaluate the long-term potential of the partnership'. Below this is a section titled 'Financial Times Coverage of M&A' with three article teasers: 'Yara in merger talks with CF Industries', 'London stocks hit by US tax crackdown', and 'Fosun offers \$580m for Espirito Santo Saúde'.

### For more information:

If you have any queries about an FT Headline API licence, please contact our Product Consultant team directly on [b2bproductconsultants@ft.com](mailto:b2bproductconsultants@ft.com), or visit [ft.com/integration](http://ft.com/integration)