FINANCIAL TIMES DATAMINING LICENCE

Become an FT channel partner and enrich your client offering

FT
FINANCIAL TIMES

Value of FT content

Become a licensee of our international award-winning journalism to:

- Enrich and differentiate your client offerings with high quality news, commentary and analysis.

- Gain a competitive advantage through timely access to original and reliable news and analysis.

- Help your clients make informed business decisions by cutting through the noise and fake news by using reputable journalism.

What you can do with an FT Datamining Licence

- Retrieve and host FT articles in your platform server to allow deeper datamining of the content.

- Integrate full-text FT articles with your other datasets to provide your clients with a more comprehensive analysis.

- Run your own search algorithms to discover relevant and timely insights to aid your clients' decision making.

FT Channel network

Over 35 of our channel partners are already deriving value from FT journalism through their Datamining Licences

alva: know where you stand • Bloomberg • Burrelles*Luce* • CISION • COMMETRIC • EBSCOhost

FirstRain • Gorkana a CISION company • im intelligentmedia • isentia • KANTAR MEDIA • a l'Argus de la presse

Roxhill • POLECAT • pressdata • PRIME RESEARCH • Retriever • ripjar

SIGNAL • SYNTHÈSE & MÉDIAS • synthesio • Tulchan Communications LLP • Wisers 慧科 Advantage through Intelligence • zignal LABS

EARLY MORNING MEDIA • FACTSET • Lone Buffalo, Inc. • LexisNexis • SELERITY • Meltwater

"The Financial Times remains one of the top business and news publications relied upon by Global 2000 enterprises and other large organizations. Our ability to access and analyze full-text Financial Times articles enables Zignal to remain competitive within this strategic client segment."

JAY KRALL,
Director of Strategic Solutions at Zignal Labs

Benefits of a Datamining Licence

	FEATURE	BENEFIT
REPUBLISHING RIGHTS	Republish unlimited FT headlines, links & teaser text Republish your manually generated proprietary summaries of FT articles	• Deliver premium global market intelligence alerts to your customers so that they can make better, more informed business decisions. • Accelerate your ROI by delivering insightful business alerts from FT to ALL of your clients, regardless of whether they hold an FT subscription. • Keep clients engaged on your platform through the FT republishing features, meaning clients only click out of your environment if they wish to read more.
API	Unlimited access to our powerful suite of APIs Our APIs use industry standard formats - JSON, XML, PDF, FIGI	• Never miss out through our constantly updating list of award winning web content from approx 300 articles per day. • Capture everything your clients need to know about their brands' media coverage and the sentiments and trends impacting their industry. • As a trusted source of news, we have very few deletions, which means your technology teams spend more time harvesting and analysing our content instead of deleting it.
METADATA	Use of our enriched metadata	• Use FT metadata covering organisations, people, topics, sections and locations, to align FT articles to your clients' briefings and profiles. • The 4.2 million organisations and 2.6 million people metadata will help you to identify the connections between the stories, organisations, people and events we write about. • Our people metadata and tagging will allow your customers to see what is being said about their own people, competitors and industry. • The connections identified by the metadata will provide deeper insight to inform your clients' business decisions.
ARCHIVE	Rolling 90 day archive Deeper archive access	• Satisfies your clients' current awareness requirements and keeps your customer insights timely and up to date. • Allows you to datamine our content for deeper and more complex trend and sentiment analysis.
OPTION TO ACCESS FULL-TEXT FT THROUGH LEXISNEXIS	Receive filtered FT articles via your LexisNexis Metabase service	• Allows you to quickly and easily integrate FT within your current service without any development time on your side.

Find out more

Join other leading firms using the FT Datamining Licence to their advantage.

Contact us at:

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🌐 **ft.com/dataminingpartners**