

FT Media Republishing: Enhance your news strategy, attract and engage new and existing customers



ft.com/republishing



Over 100 media publications and businesses publish and host the FT to drive engagement and revenues

The state of the media industry

A further emerging imperative – especially for newspaper publishers – is to play up their long-standing association with high-quality information. Given the recent glut of apparently “fake” news, newspapers’ reputation for delivering credible and accurate information can be particularly attractive to major marketers, who want to be seen to be operating in “clean and well-lit” environments.

PWC, 2016-2020 Outlook report,
'Transitioning from a print past to a digital future'

Digital disruption still continues to cause turbulence and shifts.

Globally, publishers and media organisations, regardless of the industry or niche it serves, are striving to adapt to the challenges and opportunities presented by digital disruption.

In light of continuing print revenue decline, there is no shortage of demand for digital news and information. Nor is there a shortage of 'free' news, particularly when there is a multitude of sources including mobile channels and social platforms.

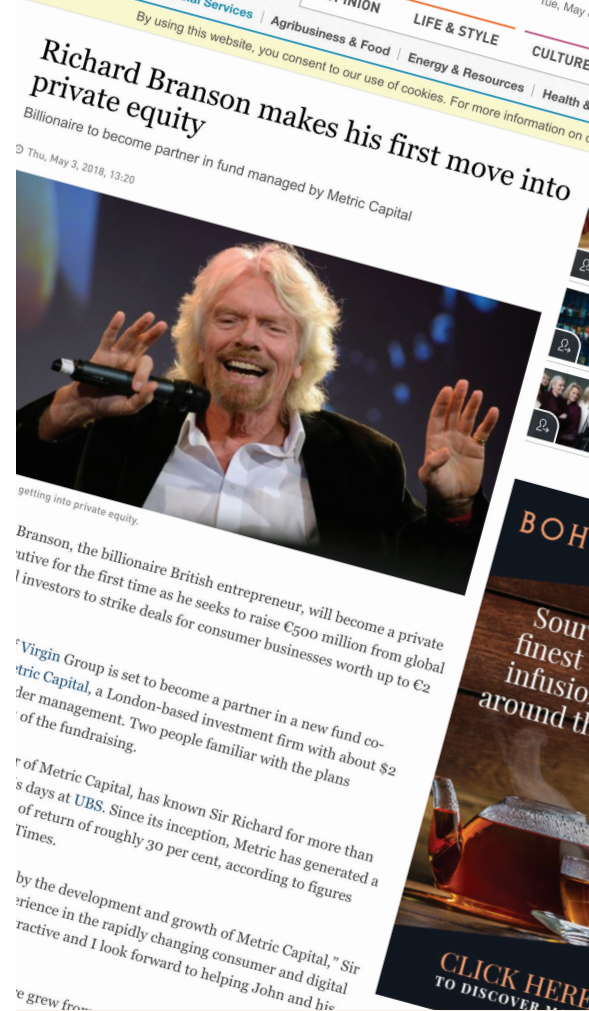
However, in order to remain competitive, there is an increasing expectation to filter out the noise, ensure readers and customers have access to premium, reliable and quality content.

What should a publisher or media organisation provide to meet customer expectations?

Fundamental questions are raised, particularly in the era of fake news, political bias and data scandals. For example, PWC's Global entertainment and media outlook 2016-2020 report asks *“What does it take to be – and remain – a trusted source of information for consumers, in a world full of digital content and social media noise?”*

There are common themes that emerge to solve this:

- Credible and accurate information is seen as essential
- Providing high quality information and unbiased news is key
- Diversification and quality are the new strategic imperatives
- Moving away from “just” being a newspaper and from being overly dependent on desktop-focused digital display advertising or traditional subjects.
- Rich journalism provides a better, more efficient, effective and engaging reading experience such as video, podcasts and interactive graphics.



We witnessed the immediate dividend from the FT... The increased level in demand was causing (our vendors) to run short of printed copies out in the market. So true, we were quickly required to increase our printed circulation more than 20%.



Tamrat Giorgis
Managing Editor, Addis Fortune

Why FT Republishing



The syndication of FT content enables us to meet a great reader interest in connecting the dots in the world economy. In the world of newspapers, the FT provides the very best journalism on the economic and political front. Our readers love us for having chosen it. (We) chose the FT as a partner because in the world of newspapers, the FT provides the very best of journalism.



Adam Hannestad

Former Editor International News, Politiken, Denmark

The FT is a leading, award-winning publisher renowned for its premium, trusted and unbiased content.

Our in-depth coverage of international news is objectively reported from an independent, global perspective.

2017 saw 910k paid readers, a 20% growth in corporate subscribers and FT.com become one of the fastest news sites in the world.

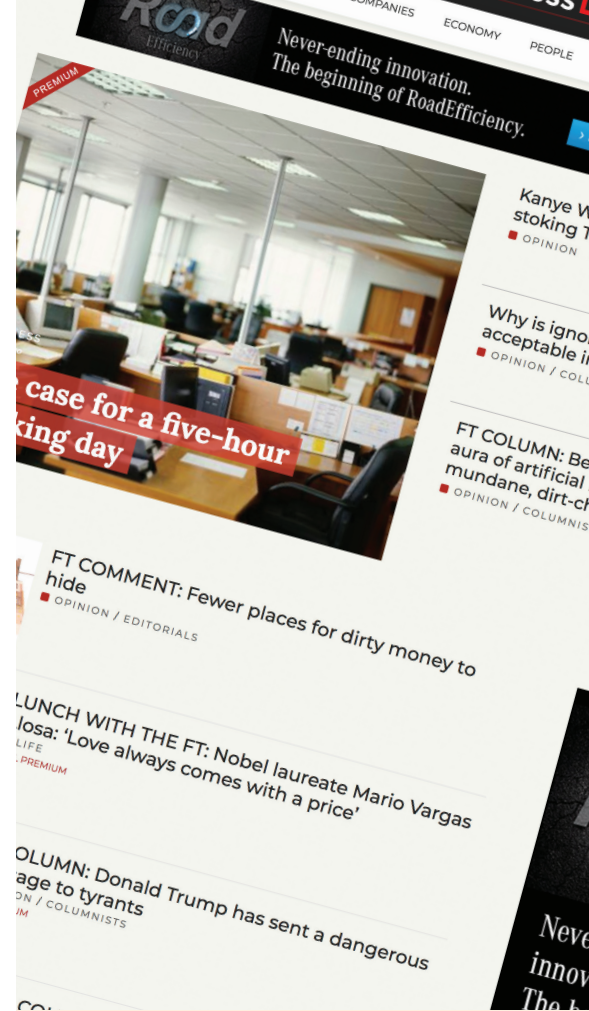
- **+22%** Year on year engagement
- **+33%** Year on year visits to FT.com
- **+29%** Year on year article views
- **+15%** Year on year search traffic

Our republishing service provides news, video and analysis to major publications and organisations worldwide to help them change brand perception, shape opinion and outshine competitors.

It helps you syndicate content of your choice from FT.com on your website or publication, offline and online.

With the FT's broad range of content, the commercial re-licensing of the Financial Times can:

- provide essential content to **complement** your own editorial and content strategies
- help you **reach** and **engage** new and existing audiences
- support your reputation as a **trusted** source of news and opinion
- attract key audiences, maintain engagement and drive **revenues**
- help fill an editorial gap or compliment editorial/ content marketing teams



The Financial Times is a brand and a product that is not only prestigious but provides intricate and analytical information for decision making. Our partnership has provided us with true value; a value that has elevated the already existing prestige of our newspaper.



Vivian Barrios

General Manager, Capital Financiero

Reach your target market



FT Republishing enabled us to reach a premium audience in Pakistan. Previously there was no such high-quality content available to reach business-communities that we weren't reaching that effectively before.



Sarmad Ali
Managing Director, Jang Media Group

Depending on your target audience, our team can advise you on what FT content will reach and engage them.

A recent snapshot of the FT's audience:



Senior positions

60% are business decision makers, 31% are c-suite and 49% are senior management. ¹



Employment

73% are employed by international companies and 60% have budget responsibilities. ¹



Average age and net worth

The average age is 48 with a net worth of £785k and 18% are millionaires. ¹

What you can republish

You can host all manner of FT content on your website, intranet or client portal, including:



Video

Market analysis, expert business and finance opinion, breaking news, interviews with top CEOs, the arts and travel, documentaries and more.



Podcasts

FT podcasts include Alphachat, Banking Weekly, Big Read, Brexit Unspun, Everything Else, FT Investigations, FT Money Show and Hard Currency.



News

Award-winning news from the Financial Times, the world's leading global business publication.



Comment

Sophisticated and thought-provoking commentary from our team of acclaimed columnists, bringing together developments from different markets and disciplines.



Analysis

Deliver in-depth or rapid opinion and analysis from Instant Insight on the biggest news stories of the day from our award-winning columnists.



Thanks to the FT we have significantly strengthened our international coverage, answering the request of key decisions-makers and politicians among our readership.



Henri Nijdam
Editor-in-Chief,
Le Nouvel Economiste

An easy-to-use syndication tool



FT Republishing permits us to differentiate ourselves in the French market and reinforce our selling points, both for our subscribers and advertisers.



Henri Nijdam
Editor-in-Chief, Le Nouvel Economiste

The FT offers a hassle-free tool that enables your content teams to easily select and republish relevant articles at the click of button.

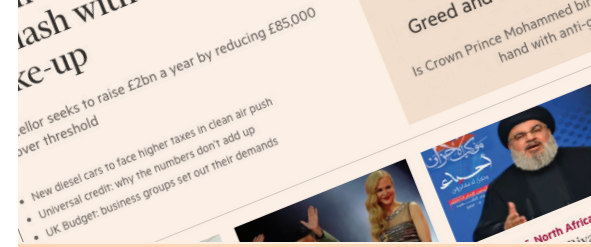
This [2-minute video](#) will show you how easy it is to syndicate content. Customers can find license-ready content they can embed on their sites to enhance their own original content and extend their editorial mission and keep readers engaged. It will change the way you create, curate, and manage content on your site.

Search for people, topics or organisations that are relevant for your audiences and see which ones are available for republishing and downloading with clear indicators. You can also save articles or videos for later consideration, with prompts to guide you and stay within your quota.

24/7 customer support and content specialists are available to help with content curation, personalisation and help you reach your business goals.

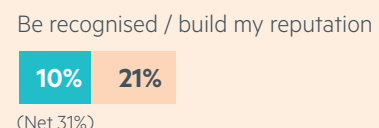
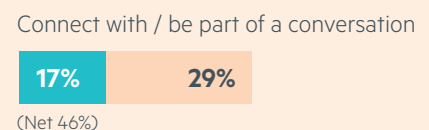
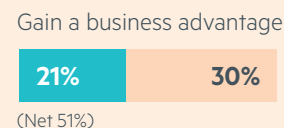
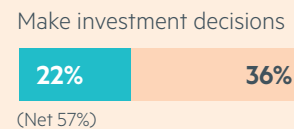
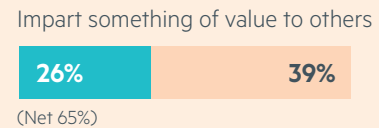
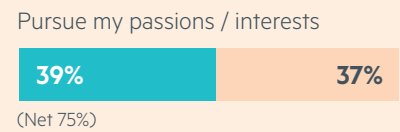
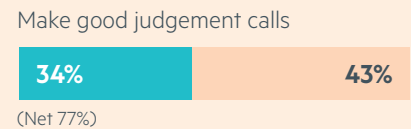
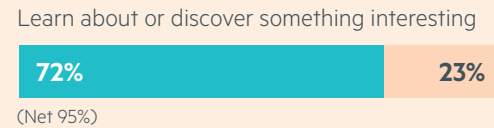
Benefit of using the FT's Republishing services:

- Quality journalism that attracts a large readership due to its appeal to many interests, and reliability for decision-makings.
- Inspirational and award-winning, reliable journalism to drive newsrooms, inspire and enhance your editorial strategy.
- Rich, engaging journalism, available in many formats to help your media organisation or publication provide richer experiences, including video, podcasts and interactive graphics.
- Custom consulting services and content specialists to guide you to content that's relevant to your needs and audiences.
- Easy-to-use platform to help you locate articles, download and republish in the format you requires.
- A range of branding opportunities allowing you to build your brand - show credibility and impartiality while aligning with the FT's reputable brand..



Reading the FT helps me...

■ Strongly agree ■ Somewhat agree



FT Global Survey 2017



FINANCIAL
TIMES

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