

The *Truth* about Blog and Twitter Content Syndication



**The Next Step in Online Marketing Strategy
and Brand Expansion**

By Larry Schwartz and Susan Gunelius



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Blog Syndication Success Story

Vince Leibowitz of CapitolAnnex.com

When journalist and political communications director Vince Leibowitz started his blog to discuss Texas state politics in 2006, CapitolAnnex.com, he simply wanted his own place online to publish his opinions on the news that mattered to him.

Shortly after Capitol Annex launched, Leibowitz discovered blog syndication. Specifically, he heard that Newstex was syndicating blog content through distributors like LexisNexis, one of the leading providers of content to professionals working in the fields of government, journalism, law, education, business, and more. Leibowitz quickly realized three things:

1. An audience he wanted to reach with his content often found information on the closed systems provided by their employers rather than through traditional Web searches through Google or Yahoo!
2. Blog syndication, particularly through Newstex, could help get his content in front of an audience he might not attract to his blog otherwise.
3. Reaching this broad audience of influencers was exactly what he needed to do to achieve his blogging goals.



Fast forward to 2009, and Leibowitz's Capitol Annex blog has grown to become the go-to place for Texas state political news and information. The lesson to learn from Vince Leibowitz and the success of Capitol Annex—blog syndication is a vital part of a blog's marketing distribution strategy, and this ebook will teach readers everything they need to know in order to make educated decisions about whether or not to syndicate their own blog content.

“ I think the main benefit to blog syndication is making the content more accessible to a wider audience of people who may not already read the blog, particularly through LexisNexis. I syndicated with Newstex because I felt it would get my blog a wider audience, help preserve my content for the historical record, and also generate a little revenue for the blog. ”

— Vince Liebowitz, CapitolAnnex.com

CHAPTER 1: What Is Blog Syndication?



The Opportunity

The concept of syndication is not a new one. In fact, syndication formally originated over 100 years ago. As early as the late 1800s, news organizations were participating in syndication activities. Before 1910, the syndication of comic strips in newspapers began as a tool to boost newspaper sales through the broad appeal of

comics like *Buster Brown* and *Mutt and Jeff*. Today, consumers take it for granted that a new *Dilbert* will appear in their Sunday newspapers each week.

As media evolved throughout the 20th century to include radio and television, syndication grew as well. Soon comic strips such as *Little Orphan Annie* became syndicated radio shows, television cartoons, and more. Today, the syndication business model is extremely popular and has proven to be beneficial to content producers, distributors and consumers. It's not surprising that the 21st century brought with it a new age of syndication—online content syndication.

As the business of online content grows, more and more consumers shift their content consumption habits from traditional, mass media to freely available content on the Web.

According to an April 2009 report from The Nielsen Company, [*The Global Online Media Landscape*](#), nearly 1 billion people around the world are actively involved in the digital media universe. With so many people looking for specific content each day, syndication provides a unique opportunity for media producers (such as news organizations, bloggers, video producers, and so on) to get their content in front of a large and highly targeted audience.

Today, it's common to find large companies and well-known brands, particularly from news organizations, syndicating their content. Those influential content producers have three things going for them:

1. They produce content that people want to read.
2. They produce high-quality content, making consumers perceive them as authoritative and credible sources.
3. They create brand recognition across a broad audience.

Blog syndication works much the same way as the syndication of content from well-known online content producers. For example, just as the Associated Press, the largest and oldest news organization in the world, is paid to allow a myriad of Web sites to republish content from its reporters, bloggers are looking for ways to get paid for the content they create. However, blogger content is far too often republished without permission, without attribution and without payment. That's where blog syndication comes into the picture.

Types of Syndication

Syndication can be confusing, because there are actually several types of syndication. Each model centers around an agreement between content producers and content aggregators or distributors, but the processes between syndication models differ. **The three types of online content syndication are defined below:**

1. Licensed:

Distributors pay a fee to content producers to provide their content to end-user customers. Blog syndication through Newstex *Blogs On Demand* follows the licensed syndication model. Unlike other syndication models, in which content can be republished on multiple, publicly accessible Web sites, licensed syndicated content through Newstex *Blogs On Demand* is distributed to end-users who access that content via closed systems found at corporations, law firms, financial institutions, government agencies, or academic research libraries. Links back to the content producers' blogs are retained to ensure the bloggers are identified as the original publishers. In return, bloggers are paid royalties when consumers access their syndicated content, and bloggers benefit from increased exposure to professional influencers.

2. Ad-supported:

Content producers share in advertising revenues generated from their content that is syndicated to end-user customers. There are some blog syndication companies that follow the ad-supported syndication model, which offers little control to bloggers. Blog syndication through

i *Fast Fact*

In simplest terms, blog syndication is the process of simultaneously publishing blog content through multiple sources.

Formal, licensed blog syndication includes appropriate attribution, royalty payments, and contracts to protect the bloggers, distributors and end-users.

BlogBurst follows a version of ad-supported syndication by paying only top performing bloggers using a performance-based reward system. Blogs that are not highly trafficked do not earn money but do benefit from broader exposure than they might be able to get on their own.

3. Free or bartered:

Content producers receive no monetary payment but can benefit from increased exposure, embedded advertising, or secondary sales such as subscriptions, product tie-ins, seminars, and so on. Many blog syndication services have followed the free or bartered syndication model without long-term success, such as the defunct BlogRush and ScriptWords. Others follow a slightly different variation of blog syndication, such as PaidContent and SeekingAlpha (for the financial industry), where bloggers are given the opportunity to syndicate (i.e., republish) certain posts or articles on these sites for no payment but with the hope of achieving added exposure.

! QuickTIP

Blog syndication has often erroneously been attacked as a bad deal for bloggers, however, that argument is not valid for the vast majority of bloggers seeking to expose new audiences to their content.

Each blogger has his or her own goals for a blog, and syndication is not right for everyone. The key for bloggers is to review the terms of the syndication agreement presented to them to ensure the benefits meet their objectives. The best deal for a blogger looking for both exposure and monetization is the licensed model described on [Page 6](#), which pays a royalty for distributed content.

Selecting a syndication partner that provides appropriate attribution, links back to the blog, and top distribution partners is also an essential factor to consider.

Who Syndicates Their Content?

Television studios, radio producers, Web site creators, video producers, bloggers, microbloggers (people who publish short 140-character or less snippets via sites like [Twitter.com](#)), and others look for syndication opportunities to grow their audiences, make money and reach their goals. In fact, blog syndication is gaining significant popularity as the number of blogs continues to grow (there are over 130 million blogs according to [Technorati's State of the Blogosphere 2008 report](#) and millions more in countries not tracked by Technorati). Well-known bloggers with highly-trafficked blogs, bloggers with growing blogs, and bloggers of every size in between syndicate their content. For example, [Engadget.com](#), [Gawker.com](#), and [Mashable.com](#) are just a few of the thousands of popular blogs that syndicate their content through the licensed syndication model.



Who Distributes Licensed Syndicated Content?

Television and radio producers typically seek out individual distribution partners to syndicate their content. This process is also used by news outlets (think of news columns that are syndicated to multiple newspapers, such as *Dear Abby*), Web sites, and bloggers. However, it is difficult for smaller players to secure syndication deals with large distributors. For example, the average, quality blogger would have a very difficult time signing an individual distribution deal with [LexisNexis](#) (a leading global provider of information solutions to professionals in the legal, risk, corporate, government, law enforcement, accounting and academic markets—see the sidebar for details).

That's where licensed syndication is useful for some content producers, such as bloggers. For example, companies like Newstex aggregate the content they license to syndicate and provide it to high quality, well-known distributors. Those distributors then provide that content to end-user customers around the world in real-time and often alongside content from internationally recognized and respected news organizations and sources. Suddenly a blog with an audience of thousands of visitors per month has the potential to get in front of millions of people through a simple syndication agreement. Bottom-line, licensed blog syndication gives quality bloggers an equal seat at the table with top online influencers and media outlets.



Who is LexisNexis?

LexisNexis' roots can be traced back to 1818.

Today, the company is one of the leading providers of content from high quality sources designed specifically for professionals working in the legal, risk management, corporate, government, law enforcement, accounting and academic fields around the world. LexisNexis has customers in over 100 countries who rely on the information the company provides everyday to make their jobs easier, or as the LexisNexis Web site explains, "to help customers win in their own marketplaces."

Consumers who pay for access to content delivered by LexisNexis don't have the time or desire to weed through the long lists of results a traditional Google search provides. They need access to targeted, premium content from authoritative sources, and they need it quickly. Consumers use the information delivered through LexisNexis for a variety of reasons such as legal research, brand research, business acquisitions, background screenings, law enforcement initiatives, homeland security activities, and more. LexisNexis' goal is to deliver content that "helps clients make critical business decisions with confidence and speed."

Who Uses Licensed Syndicated Content?

People who use syndicated blog content come from a variety of professions. For example, academics, journalists, scientists, legal professionals, and many others use syndicated blog content to support and streamline their lives and their jobs everyday. Unlike free, bartered or ad-supported syndicated content, licensed syndicated content gets in front of a unique audience, because it is distributed to closed systems. That means it is not accessible to the general public. For example, LexisNexis content might be delivered to a corporation for use by corporate researchers on the company Intranet or corporate library. Alternately, content might be delivered to law firms or universities for research purposes. In all cases, the content can only be accessed by employees or individuals who are able to use the closed systems through which the content is delivered.



Companies that license blog content for their distributor partners to provide to end-user customers must provide premium content, because end-users who access licensed, syndicated content on closed systems (e.g., a Wall Street trader accessing blog commentary about stocks from the trading desk or a journalist seeking commentary for a breaking story) expect to find only the best information. The content needs to be timely, authoritative, credible, and accurate. Many of these end-users choose to access content through a quality distributor of licensed syndicated content because they want more than a simple Web search can provide. They want easy access to great content from a variety of top sources that is directly applicable to their needs, and they want it now!

Why Should You Syndicate Your Blog Content?

Content syndication offers a variety of opportunities to bloggers, but the decision to syndicate your blog should be made based on your individual goals for your blog. [Chapter 3](#) discusses the benefits of licensed blog syndication, so you can make the best decision for you and your blog. But first, it's time to debunk some of the myths about blog syndication in Chapter 2.

CHAPTER 2: Dispelling the Myths and Rumors about Licensed Blog Syndication

The Most Common Misconceptions Debunked

Licensed blog syndication is very different from ad-supported, free or bartered syndication. While some of the myths and rumors about blog syndication might apply to the ad-supported, free or bartered syndication models, they are not true of licensed syndication. It's important to make the distinction between what is accurate and what is false before bloggers can make educated decisions as to whether or not blog syndication will help them achieve their individual goals.



Myth #1: Distributors Make All the Money from Syndicated Blog Content

The Truth: It's true that end-users pay for access to the highly selective content delivered through licensed blog contracts. From those subscription fees, several parties are paid:

1. The distributors are paid to maintain the systems and to get blog content in front of highly influential audiences that are unlikely to find it easily through open Web searches.
2. The aggregation company is paid from those subscription fees to maintain the systems and standardize, enhance and deliver content to meet both the distributors' and end-user customers' needs. Again, a haphazard Web search won't produce the results that top companies, universities, government entities and law firms are looking for.
3. The bloggers are paid royalties from those subscription fees based on the actual use of their content by end-user customers.



David Meerman Scott Weighs in on Licensed Blog Syndication

[David Meerman Scott](#), best selling author of *The New Rules of Marketing & PR* and popular blogger at [WebInkNow.com](#), believes that licensed blog syndication is a positive for most bloggers. He explains, “To bloggers who are concerned about losing ad revenue through blog syndication, I would point out two things. First, the reason most people write a blog is more than just to make money. Most do it to get information into the marketplace, and syndication offers the potential to reach millions of people the blogger wouldn’t otherwise reach. Second, everyone is making money off of your content. For example, Google makes money by monetizing your content through their paid Google Ad Words program. Are you going to take your blog out of Google crawl? If you allow Google to index your site for search, they’re making money off of you. Even if your goal for your blog is strictly to make money, bloggers won’t lose money through licensed syndication. In fact, they’ll net new revenue by exposing their blogs to a new audience who might become loyal readers.”

Myth #2: Bloggers Don’t Make Any Money from Blog Syndication

The Truth: While it’s unlikely that bloggers won’t make any money from blog syndication, it’s probably true that they won’t earn huge royalty payments. However, every dollar helps. Many bloggers think, “I’m writing my blog anyway, why not syndicate it to an audience who probably won’t read it otherwise, and make a few bucks, too?” The money is nice, but the exposure is priceless for the majority of bloggers.

“ I began syndicating through Newstex early on because I thought it represented one more avenue for broadening my audience and enhancing my standing as an expert on a variety of economic and financial matters. Of course, the fact that I get additional compensation for earlier creative efforts is the icing on the cake. ”

— *Michael Panzner*, [FinancialArmageddon.com](#) and [EconomicRoadmap.com](#)

Myth #3: Bloggers Who Syndicate Find Their Content All over the Internet and Lose All of Their Rights

The Truth: The difference between free, bartered and most ad-supported syndication models versus licensed syndication is the type of exposure they provide to bloggers. Most free, bartered and ad-supported syndication opportunities deliver blog content through the open Web, making it available to exactly the same people who could find it directly through Web searches. In other words, bloggers won't necessarily boost their blog traffic to a new audience. While free, bartered and ad-supported syndication might boost blog traffic faster than a blogger can achieve on his or her own, eventually, the same people would find the blogger organically. With that said, free, bartered and ad-supported syndication can be useful to some bloggers who want to grow their blogs quickly.

The drawback of free, bartered and ad-supported syndication can come on the back end in terms of hurting the blog's search rankings. For example, Google ranks the originating site of an article or blog post higher than the sites that republish it. Depending on a blogger's individual publishing situation and syndication agreements, first publishing rights might go to the syndication site, not to the blogger, as far as Google's search ranking algorithm goes. That can actually hurt a blog's traffic numbers in the long run and is something every blogger needs to consider when researching syndication options.

Fast Fact

Licensed blog syndication agreements from credible companies like Newstex include clauses telling distributors and end-users that they may not republish syndicated content in any way that could be considered a copyright violation.

However, blogs that are syndicated through a licensed syndication agreement have their content delivered through closed systems, not on the open Web, with links back to the original article, so the blogger retains all rights to his or her work. Furthermore, the blog is always identified as the original publication source, thereby preserving the blog's search rankings and organic traffic growth. While it is harder to get accepted into a licensed syndication agreement than an ad-supported, free or bartered syndication agreement, the results are quite different. Licensed syndication drives smaller amounts of highly targeted and influential traffic over time and often leads to other opportunities for the blogger to grow his blog and business.

Myth #4: Since People Read Syndicated Content Outside of the Blog, the Blog's Traffic Will Drop

The Truth: This is a common misconception related to licensed blog syndication. Unlike free, bartered and ad-supported syndication, where blog content is republished in a myriad of places and on multiple Web sites, thereby reducing the potential traffic for the originating blogger, licensed syndication works differently. Subscribers pay to access licensed content through closed environments such as university libraries, corporate or legal research departments, and so on.

There is little likelihood that the individuals who access blog content through syndicated, licensed distribution would be the same audience that would find it through Web searches. In short, the audiences are quite different and licensed syndication introduces a blogger's content to a new and highly targeted, professional audience that may turn into loyal readers and ultimately, boost a blog's traffic over the long term.



Myth #5: The Amount of Traffic Blogs Get from Blog Syndication Is Negligible

The Truth: It's difficult to predict how much additional traffic a blog will get as a direct result of licensed syndication. More often, it is the indirect traffic and exposure to targeted influencers in the fields of journalism, business, law, government, academics, and so on that are the primary benefits of licensed blog syndication. According to Jonathan Hoy, Director of News and Business Content for LexisNexis, "Traffic trends often change with the current hot topics. For example, during the election, political blogs were popular. During the recession, financial blogs have grown in popularity. Currently, international blogs are becoming big, and blogs in languages other than English are likely to be in demand from our end user consumers in the future."

Bottom Line

Each blogger must identify his or her goals for a blog in order to determine whether or not syndication is right for him or her. The key is to understand that licensed blog syndication is very different from free, bartered or ad-supported syndication. That's why many of the most popular and well-trafficked bloggers, as well as many smaller, high quality bloggers, choose to syndicate their blog content through the licensed syndication model. Chapter 3 provides more details about the benefits of blog syndication.

CHAPTER 3: Why Should You License and Syndicate Your Blog?

The Top Benefits of Blog Syndication

Licensed blog syndication can play a pivotal role in a blogger's overall marketing strategy. In the 21st century, generating word-of-mouth marketing and online buzz are extremely powerful tools. That's why so many people around the world have started blogs. Everyone has a particular goal in mind for their blog. For those bloggers who are interested in growing their blogs, developing a platform as a subject matter expert, and connecting with top journalists, corporate and legal researchers, academics, financial experts, and others, licensed syndication is an easy way to broaden their exposure to a highly targeted audience of professionals, and it fits in perfectly as part of an integrated marketing plan.

The decision to syndicate blog content is one that each individual blogger needs to make based on his or her unique goals. Bottom line, a licensed syndication agreement can bring added exposure, new opportunities, a broader reach, and some money to the blogger.

“ Blog syndication provides a triangle of benefits. End-users get access to the content they need, aggregators and distributors earn revenue, and bloggers get exposure to a very select, closed audience through a subscription service that's not available to the general public. For example, LexisNexis customers are made up of a highly focused set of users who are paying for access to information from subject matter experts. Blog syndication provides them with a targeted point of reference as opposed to a generic Google search. ”

— Jonathan Hoy, Director of News and Business Content, [LexisNexis](#)

“ Blogs syndicated through Newstex *Blogs On Demand* are distributed through highly credible organizations like LexisNexis. Having your blog post accepted by LexisNexis is a badge of honor. Since LexisNexis mixes blog content in with news content, blog content benefits from a legitimizing effect. Traditionally, distributors like LexisNexis have been very careful about what they put on their systems. Once your blog is in their database, you’ve arrived. It’s almost a certification of legitimacy. It’s a badge of honor. ”

— Ken Doctor, ContentBridges.com

Increased Credibility and More Authority

The power of the blogosphere has grown exponentially over the past five years and shows no signs of stopping. Traditional mass media is feeling the effects of that growth as print newspapers and magazines struggle to stay in business and news organization Web sites search for ways to stay profitable despite the demand from consumers for free online content. Blog syndication provides one more avenue for bloggers to directly and effectively compete with mass media because it allows user-generated content to be delivered to professional end-user customers, including many of the top companies in the world, alongside content from highly-respected global news organizations.



More specifically, professional influencers from Wall Street, the legal and business fields, government and law enforcement agencies, and universities access syndicated blog content through private systems via well-known distributors such as LexisNexis, which immediately gives those blogs a credibility boost. It never hurts a blogger to be able to tell potential advertisers, clients or employers that his or her content is distributed through organizations like LexisNexis or [Thomson West](http://ThomsonWest.com).

Increased Exposure and Brand Building

Blog content that is syndicated through a licensing contract is delivered to end-users who access it through closed environments, which are completely separate from the open Web. End-users who pay for subscriptions to access syndicated blog content have specific needs. They don't have time to search through Google or Yahoo! to find targeted commentary from premium bloggers. Instead, they are willing to pay for access to commentary written by experts who can help them do their jobs, build their businesses, and so on.

Syndicated blog content that is delivered through closed systems gets in front of an audience of influencers who are unlikely to find it otherwise, and since the blogger's links and original branding are retained for end-user customers to see, blog syndication presents an invaluable opportunity for bloggers to generate increased brand awareness and recognition across a new global audience. Imagine the advertising dollars a blogger would have to invest to get his message in front of that same audience! Some people and businesses pay hundreds or thousands of dollars on press releases to reach a similar audience, but bloggers can do it (and earn money rather than spend it) through licensed blog syndication.



More Readers and Opportunities

Since syndicated blog content that is accessed through closed environments gets in front of influential users who are not typical blog visitors, the added exposure a blog gets from this audience often leads directly to increased blog readership. For example, bloggers who syndicate their content to closed systems are often called upon for interviews, to write books, for public speaking engagements, for job opportunities, and more. Such broad exposure ultimately leads to more blog traffic. Depending on a blogger's goals for his or her blog, that added traffic can be an important part of his or her marketing plan. It could help the blogger boost ad revenue or present new business opportunities. The possibilities are vast and real.



“ When you force people to just go to your own URL, you’re limiting the potential number who can visit. The ability to provide blog content to many places through syndication is very valuable. With no extra work on the blogger’s part, syndication allows him to reach a potential audience of millions of people he would not otherwise reach. ”

— *David Meerman Scott*, best selling author of *The New Rules of Marketing & PR* and popular blogger at WebInkNow.com

Make Money

Bloggers who syndicate their content through licensing contracts earn royalties when end-users access that content. The vast majority of bloggers who syndicate their content are looking for increased exposure and recognition to boost their blogs or develop other businesses ventures. Therefore, to many bloggers, royalties are an added bonus that won't make a blogger rich, but when coupled with the added exposure, credibility, and indirect opportunities that licensed syndication offers, the entire licensed syndication model is an excellent way to enhance a blogger's overall integrated marketing plan.

Next Steps

It's undeniable that blog syndication can enhance a blog marketing plan. For bloggers who want to expand their audiences among top influencers who are unlikely to find them through traditional Web searches, licensed blog syndication through a company like Newstex provides an invaluable solution as described in detail in Chapter 4.



CHAPTER 4: What Is Newstex?

The Solution

In simplest terms, Newstex is *Content On Demand*. What does that mean? It means that Newstex helps content distributors provide the best collection of content from premium sources to their end-user customers around the world in real time. If you look at the home page of the Newstex Web site, you can get a good idea of what Newstex does in just a few sentences.

"Newstex is content on adrenaline! With Newstex, you get the next level of syndicated content—full-text blog feeds, enhanced videos, news, Twitter feeds and more. Traditional content aggregation isn't enough anymore—you need the supercharged information intelligence you can only get from Newstex."

Sound interesting? It is, and that's why more and more end-user customers are actively looking for the premium content delivered through Newstex.

i *Fast Fact*

Newstex is a premium content aggregator and syndicator, which means Newstex collects licensed content and delivers it to numerous quality content distributors who provide it to their end-user customers.

History



Newstex was founded in 2004 by online business experts CEO Steve Ellis and President Larry Schwartz. Ellis was an independent investor and a founding Director and former CFO of HotJobs.com, and Schwartz was co-founder and President of Tickets.com. They saw an opportunity to syndicate news to Wall Street and corporate customers in the early 2000s and began delivering real-time news content to a variety of distributors through the *Newstex News On Demand* product. It was at this time that Schwartz discovered blogs. “My daughter needed a Web site for our horse barn in 2004. That’s when I discovered Moveable Type and realized blogs were commentary on the news we were already syndicating,” recalls Schwartz. “I thought, if we syndicate news, why not syndicate blogs, too? The two work together perfectly.”

Realizing that user-generated content was a growing force of influence that was relegating traditional news media to commodity status, they built a new open source content delivery platform, and Newstex became the first and only company to aggregate and syndicate premium, full-text blogs to global distributors such as LexisNexis through the *Newstex Blogs On Demand* product.

Newstex operates as a fully virtual business, owning no physical assets, leveraging cloud computing, and working with freelance experts to deliver best-in-class content syndication services to distributors and consumers around the world. The virtual business model allows Newstex to deliver top quality products as a low-cost industry leader.

“ I decided to syndicate my blog with Newstex as soon as I found out about the service, which was several months after I started blogging. Although my primary goal was to build awareness of the blog itself, I was also interested in the revenue sharing model—something other syndication services don’t do. ”

— Patrick Duffy, HousingChronicles.com

Since the company’s inception, Newstex’s team has prided itself on being first-to-market with cutting edge content aggregation and syndication products and services. Today, Newstex offers a full spectrum of content on demand with the addition of *Video On Demand*, which includes premium, enhanced video content, and *NewsTwits*, which provides Twitter feeds from online influencers who license their blog content through *Blogs On Demand*. Together, these products provide a full range of commentary from top online and offline influencers. It’s a content package that no other company can match.

How Newstex Enhances Blog Content

Newstex aggregates content from top content producers, and then enhances that content in a variety of ways to make it more appealing and more useful to both content distributors and end-user customers. The following is a list of some of the enhancements Newstex applies to the content it aggregates and syndicates:

- **Standardization:** Newstex standardizes the content it aggregates and provides it to distributors as full text feeds in consistent XML or News ML format.
- **Categorization:** Newstex contextually categorizes each story or post based on the International Press Telecommunications Council (IPTC) NewsCodes taxonomy, which applies categorization codes to news stories. The Newstex categorization system ensures maximum context relevancy and targeted exposure.
- **Tagging:** Newstex tags every piece of content it aggregates with public company stock ticker symbols for all the North American exchanges and with tickers for key executives, government officials, and topical categories. Tags make it easier for end-users to find the information they need.

- **Links and attribution:** All content syndicated through Newstex includes appropriate links and attribution to the original source. Doing so preserves the original story hyperlinks, identifies the blog as the original source, and preserves search engine rankings for the blog. The blog and blogger's branding are also retained.

Fast Fact

Newstex publisher agreements are non-exclusive and provide content, blog, and video producers maximum flexibility and opportunity.

Each enhancement to content syndicated through Newstex is intended to provide consistency and increase the value of that content to both distributors and end-user customers. Unlike people who find content through a Web search using Yahoo! or Google, consumers who use syndicated content expect a higher level of value, credibility, authority, and ease-of-use than they would find from the long list of results a keyword search through a search engine would provide. That's why they rely on Newstex to provide top quality content that meets their needs, and Newstex works hard to both find that content by partnering with premium content producers and to deliver that content by partnering with leading distributors.

Types of Content Syndicated Through Newstex

Newstex provides end-user customers with one-stop-shopping for targeted, high quality, enhanced content provided in real time through reliable distributors. To that end, Newstex syndicates several types of content through its four primary products described below.

News On Demand

Through *News On Demand*, Newstex syndicates content from thousands of the top online and offline news sources in the world, including the [Associated Press](#), [PR Newswire](#), [Business Wire](#), newspapers such as the [Chicago Tribune](#) and [Los Angeles Times](#), and more.

Blogs On Demand

Newstex delivers premium commentary from thousands of the most influential bloggers around the world through *Blogs On Demand*. Large blog networks, blogs linked to top company and media Web sites, and blogs written by individuals are included in *Blogs On Demand*, such as [Engadget.com](#), [Gizmodo.com](#), [Gawker.com](#), [Mashable.com](#), [Autoblog.com](#), [Defamer.com](#), and more. Additionally, top newspaper blogs such as the [Chicago Tribune](#), [Orlando Sentinel](#), and more are syndicated through *Blogs On Demand*. On average, Newstex delivers over a quarter million blog posts each month (and that number is growing quickly).

“ I think the top three benefits of blog syndication through Newstex are:

- First, it's easy. Bloggers just give Newstex their feeds and they can make money.
- Second, it doesn't compete with existing readers, search traffic, or revenue streams. Instead, syndication adds to a blog's readership, traffic and revenue.
- Third, you can trust Newstex to do it right consistently. Unlike other companies that say they're going to do it right, and then change their business models, Newstex has been doing it right for years. That's why b5media has syndicated content with Newstex for over 2 1/2 years. ”

— Jeremy Wright, [b5media](#) President and CEO

Video On Demand

Through *Video On Demand*, Newstex delivers video content from some of the most buzzworthy online video producers in the world. For example, Gary Vaynerchuk from [Wine-Library.TV](#), the [U.S. Chamber of Commerce](#), [SBTV.com](#), [Zack's Investments](#), [Vator News](#), [Ground Report](#), [Digital Journal](#), [Shelley Palmer](#), and [Johnson & Johnson](#) all syndicate online video content through Newstex *Video On Demand*.



NewsTwits

As part of their *Blogs On Demand* contracts with Newstex, many bloggers also syndicate their [Twitter](#) feeds through Newstex *NewsTwits*, including [Lifehacker.com](#), [Consumerist.com](#), [BlogCritics.org](#), and many more. See the sidebar below for more information on Twitter feed syndication.

Twitter Feed Syndication



Microblogging through [Twitter](#) has grown into a phenomenon with no signs of slowing down anytime soon. As traditional media consumption slows and online, user-generated content continues to grow in influence, Newstex works to evolve its content aggregation and syndication products to meet the changing needs of its distributors and end-user customers while offering continued value to its content producer partners. *NewsTwits* is an example of that evolution.

Through *NewsTwits*, Newstex aggregates Twitter content every 24 hours and syndicates that content as blog posts. The content is enhanced just as content delivered through Newstex *Blogs On Demand* is enhanced to meet end-user customer needs. For example, a corporate attorney might use *NewsTwits* to make Twitter content directly usable in his or her daily case study workflow.

Distributor Partners

Unlike many online content syndicators, Newstex follows the licensed syndication model described in [Chapter 1](#). That means content producers (such as bloggers) are paid royalties when distributors and end-user customers actually use their content. Following is a list of some of the well-known and highly respected distributors who choose to deliver premium content provided by Newstex content producers to their end-user customers:

- [LexisNexis](#)
- [Thomson West](#)
- [Gale Cengage Learning](#)
- [Canwest MediaWorks](#)
- [ProQuest](#)
- [NewsBank](#)
- [CEDROM-SNi](#)

Newstex's distributor partners provide news, blog, video and Twitter content to end-user customers, many of whom are professionals, journalists, academics, medical experts, and legal experts, to help them meet the objectives of their careers and professional lives. It's critical that they have access to authoritative information when they need it, and Newstex's syndicated content delivers that content 24 hours per day, 365 days per year.

“ The answer to whether or not bloggers should syndicate their content comes down to asking people why they're writing their blogs. What are their goals? Most bloggers want to spread their ideas and expose people to their expertise. If that's a blogger's goal, then his or her response should be, 'sign me up'. ”

— [David Meerman Scott](#), best selling author of *The New Rules of Marketing & PR* and popular blogger at [WebInkNow.com](#)

Is Blog Syndication Through Newstex Right for You?

Bloggers have to analyze their short term and long term goals for their blogs in order to determine if licensed blog syndication is right for them. If getting your content delivered to leading professional influencers alongside content from top news organizations via distributors such as LexisNexis is appealing to you, and if earning royalties sounds like something you'd be interested in, then licensed blog syndication through Newstex might be a natural fit in your blog's marketing plan. Visit [Newstex.com](#) for more information about *Blogs On Demand*.



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Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it. *Thank you.*