

INPUBLIC

THE EASY WAY TO MANAGE YOUR COMMUNICATIONS

Do you want to take control of your press releases? InPublic is the Thomson Reuters web-based self-publishing tool that enables you to reach your target audiences cost-effectively with full control over your release creation and distribution.

Designed specifically for the European market, the secure and intuitive self-publishing capabilities of InPublic enable you to take control of your message and its distribution. With the easy-to-use interface, you can create and format your press releases, manage your internal approval process and distribute your release when you're ready – 24 X 7:

- Distribute press releases through global trade circuits
- Fulfill regulatory requirements
- Search and target qualified European journalists
- Distribute your press releases to your own contact lists by Email, Fax and SMS
- Manage your contacts and lists
- Update your website
- Publish in a collaborative working environment
- Monitor your communications
- Reach social media networks including Twitter, Facebook and LinkedIn

SIMPLIFY YOUR PUBLISHING WORKFLOW

Improve your workflow efficiency by automating time-consuming functions and reduce your turnaround times:

- Complete the steps required to publish your press release in the order of your choice with our non-sequential publishing
- Simply upload or copy and paste your Microsoft Word file into the system
- Save time by publishing various language versions in a single publishing cycle
- Preview multiple formats and in different languages. See how your press release will look in Email, Web and Wire format prior to publication
- Publish your information immediately or schedule it for publication at a later date and time
- Track and record the campaign

FULFILL YOUR COMPLETE DISTRIBUTION AND COMPLIANCE NEEDS

Distribute financial, corporate or regulatory news using the most comprehensive distribution network:

- Regulatory news publishing in 13 countries in Europe
- Access to over 800 distribution channels worldwide
- Access our powerful media database searchable directly from your desktop
- Distribute to your own targeted contact lists by E-mail, Fax & SMS
- Manage your contacts and lists directly in the platform

OPTIMISE YOUR PRESS RELEASE VISIBILITY

Increase the exposure and visibility of your press releases with search engine optimisation tools and flexible formats:

- Distribute your release in multiple formats – plain text, HTML, XHTML – to enable as many people as possible to view your press release
- Enrich your content with industry-standard predefined tags or your own custom tags to improve the search engine visibility of your press release
- Create a one-stop multimedia destination for your communications – featuring embedded video, social sharing and detailed analytics – with our Multimedia News Capsule

THOMSON REUTERS PUBLIC RELATIONS SOLUTIONS

From message to measurement, manage your entire workflow more effectively with our suite of solutions designed specifically for the PR professional:

- Release publishing
- Media Monitoring
- Targeting tools
- Message analytics
- Webcasting
- Multimedia solutions
- Online press rooms

THOMSON REUTERS INVESTOR RELATIONS SOLUTIONS

Our integrated solutions across the IR workflow help you understand key factors impacting your shares, anticipate investor behaviour to better prioritize your outreach efforts, communicate with internal and external stakeholders and measure the impact of your investor management program:

- Thomson ONE Investor Relations
- Release publishing
- Webcasting
- Investor Relations websites
- Equity Advisory Services
- Debt Advisory Services

The screenshot displays the InPublic web application interface. At the top, it shows the user's name 'John Smith' and location '10:14 Berlin'. The main area is divided into several panels: 'Inbox (0)', 'Transferred to (3)', 'Drafts (29)', 'Scheduled releases (0)', and 'Templates (7)'. Each panel contains a table of items with columns for 'Headline / name', 'Received', 'Sent', 'Access time', 'Access by', and 'Saved by'. The 'Transferred to' panel shows a list of press releases with their respective dates and authors. The 'Drafts' panel shows a list of draft releases with their access times and authors. The 'Scheduled releases' panel is currently empty. The 'Templates' panel shows a list of saved templates with their names, saved times, and authors.

Reach your target audiences cost-effectively with full control over your release creation and distribution.



THOMSON REUTERS™

PUBLISH IN A COLLABORATIVE WORKING ENVIRONMENT

Writing, checking and getting a press release approved often involves a number of people within a company. You can now work collaboratively on a press release directly within InPublic:

- Provided each user with specific permissions. You determine who in your organization is responsible for drafting the release, who can approve a release for distribution and who is entitled to distribute a release
- Transfer your message to your team or your communication agency for review using our secure platform instead of email
- Send your press release for approval to your colleague before publication via the platform
- Use the audit trail to monitor who accessed the press release and contributed during the publishing process

GET SUPPORT FROM OUR 24 X 7 HELP DESK

Have confidence that there is always support available from Thomson Reuters:

- Publishing Team – Our multi-lingual team of specialists are available 24/7 to meet all your publishing needs
- Easy Way – This publishing support functionality enables you to simply upload your press release into the system and let our publishing team do the rest according to your instructions. You can monitor the progress of your release at any time

INPUBLIC BENEFITS**SIMULTANEOUS DISTRIBUTION**

InPublic supports your entire communication process – from message creation and distribution to measurement – in a few easy steps, ensuring you reach your audiences simultaneously.

EASY FORMATTING

Automate your press release formatting. Our state-of-the-art conversion engine enables simple upload of your content (including tables) into InPublic where it will be automatically converted into the suitable, channel specific distribution formats.

SECURE AND ACCESSIBLE

Because you may need to communicate from anywhere and at any time, web-based InPublic is accessible 24/7 – you are always in control of your corporate communication process. InPublic uses a high encryption protocol (SSL 128 bits), and is accessible from the web via a secure address, with a personal login and password. As the platform uses role-based privileges, your company will be able to give specific rights to each user.

SEARCH, FIND AND SEND TO YOUR TARGET AUDIENCE

Take advantage of the unique, individually-researched media database, comprised of qualified journalists from across Europe, all of whom have been contacted in person. Search this comprehensive database – the only one of its kind in Europe – directly from your desktop.

FLEXIBLE SERVICES AND PACKAGES

InPublic has been designed to fulfill the complete distribution and compliance needs of all communication professionals: IR or PR officers from public or private companies of all sizes, consultants, communication consultancy agencies, etc. Whether you want to relay financial, regulatory or general news or to communicate locally, cross-border or worldwide, we have the solution and package to fit your business needs.

WHY THOMSON REUTERS?**Experience**

As the world's largest media and business information company, we have the knowledge and assets to deliver solutions that can increase the effectiveness of your PR and IR programs.

Innovation

With annual revenues exceeding \$12 billion, we have the resources to continuously invest in our solutions, to leverage the latest technologies and to meet your evolving needs.

Tailored solutions

For more than two decades, the Corporate Services business of Thomson Reuters has been providing information, analytics and workflow solutions that enable decision making across the enterprise. More than 6,000 companies rely on our services to drive their performance.

The screenshot shows the InPublic interface for 'the Beta Company'. The user is logged in as John Smith from Berlin. The main area displays a search filter for 'IT' and a table of media contacts. The table has columns for Name, Region / Country, Trade, and Price. The 'Distribute to' panel on the right shows a list of media contacts with checkboxes for selection. The 'Required languages' panel at the bottom right lists languages like Czech, Danish, Dutch, English, French, and German.

Name	Region / Country	Trade	Price
Finland IT Media	All / Finland	IT	100.0
Germany IT Media	All / Germany	IT	100.0
Italy IT Media	All / Italy	IT	100.0
Netherlands IT Media	All / Netherlands	IT	100.0
Norway IT Media	All / Norway	IT	100.0
Poland IT Media	All / Poland	IT	100.0
Portugal IT Media	All / Portugal	IT	100.0

Our secure and intuitive self-publishing tool will guide you step-by-step through the release creation and distribution process.

CONTACT US

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