

## ...ensuring you make the news

### Image Handling

Newslink launched its image delivery capability to complement the existing text based news wire service.

The development of the picture service was undertaken to address the problems encountered in distributing and receiving images by current routes. This new image delivery service provides great benefit to publishers, syndicators, agencies and photojournalists.

The picture service has been implemented on Newslink's proven network and has all the benefits associated with the existing text wire, ensuring image distribution has the same managed controls and support we currently provide.



Using the Newslink web filing application, picture agencies, photojournalists and syndicators can upload images, select media outlets from a directory and add all relevant delivery details. Newslink takes responsibility for completing delivery to media recipients in the usual fast, reliable and secure way.

**Benefits to contributors and syndicators:**

#### ■ Single point of distribution

From a single upload, Newslink can broadcast images simultaneously to as many outlets as required by the contributor. Using its comprehensive Newslink network, it is now possible to distribute images quickly and efficiently to multiple destinations.

Agencies will be able to cover out-of-hours events without the overhead of office-based support staff to manage transmission.

#### ■ Competitive pricing

Saving time and money against existing delivery methods, contributors will only be charged for successful delivery. Flexible billing allows for recipient and contributor billing with full itemisation.

#### *Example*

*Transmission of two 1Mb images to five media outlets via a single ISDN line. The typical ISDN cost of distributing the images will be £1.52\*. The comparable cost to send the same images using Newslink would be £1.10 – a saving of more than 25%.*

#### ■ Support

Backed-up by our 24 hour customer relationship team we make sure your images reach their destinations.

\* Assumes ISDN over BT Business Highway. Prices are based on line use only and a 64Kb connection at National Peak Rate. This does not include installation or standing charges attributable to such BT services.

# NEWSLINK

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- Send text and images from the same connection

Contributors are able to send all news material via the Newslink web site ([www.newslink.co.uk](http://www.newslink.co.uk)) or by File Transfer Protocol (FTP).

- Guaranteed service levels

Newslink allows contributors to track the status of every delivery. Contributors can relax in the knowledge that our 24x7 customer relationship team monitor deliveries to guarantee images arrive quickly and securely.

speed  
reliability  
security  
support

### Benefits to publishers and broadcasters:

- Improved process control

Picture editors can be certain that all images are received with a minimum set of data tags such as By-line, contact details, contributor type, topic, copyright notice and caption.



- Trusted source

Newslink provides a trusted feed directly to the editorial production network of the media outlet, reducing the management overhead and security issues associated with feeds from multiple sources.

- Reduced news gathering costs

Choosing to have incoming material delivered by Newslink, publishers and contributors greatly reduce costs through the reduction of network connections and supporting picture desk infrastructure.

- Support

The Newslink network management tools provide for early warnings of transmission problems. The Customer Relationship Team provides 24x7 system monitoring ensuring material reaches the appropriate destination quickly and efficiently, removing the need for editorial staff to provide technical support to contributors.



### Newslink Limited

tel: 08701 53 63 73

fax: 08701 56 66 76

[enquiries@newslink.co.uk](mailto:enquiries@newslink.co.uk)

[www.newslink.co.uk](http://www.newslink.co.uk)