FT MEDIA REPUBLISHING

ENHANCE YOUR NEWS STRATEGY, ATTRACT AND ENGAGE NEW AND EXISTING CUSTOMERS.

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With an FT Republishing licence you can share trusted, award-winning journalism with your audience.
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’

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**Digital disruption 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.

As print revenue continues to 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 and ensure readers have access to premium, reliable and quality content.

**How can a publisher or media organisation meet audience expectations?**

Fundamental questions are being raised — particularly in the era of fake news, political bias and accounting 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

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**The EDN views the FT as an important partner, rather than just one of our content providers.**

**Thomas Jian**
Director of international news centre, Economic Daily News
WHY USE FT REPUBLISHING?

WHY USE FT REPUBLISHING?

As a trusted, award-winning publication and business tool, the FT is renowned for its premium content, analysis and insights.

Our in-depth coverage of international news is impartially reported from an independent, global perspective. 2021 saw our paid-for readership grow to over 1 million subscribers, 60% of whom were corporate subscribers and FT.com became one of the fastest growing news sites in the world.

- +17.6% Year on year engagement
- +62.8% Year on year visits to FT.com
- +49.5% Year on year article views
- +107.1% 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, online and offline.

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

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Vera Brandimarte
Editor, Valor Econômico

Amr Huber
Head of Communication and Marketing, SWI swissinfo.ch
Whoever 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
62% are business decision makers, 31% are c-suite and 50% are senior management.

Employment
77% are employed by international companies and 84% are influencers in their industry.

Average age/net worth
The average age is 50 with a yearly HH income of £234k, and a net worth of £1.9m.

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 Behind the Money, Culture Call, Money Clinic, FT News Briefing, The Rachman Review, Tech Tonic.

News
Award-winning news from the Financial Times, the world’s leading global business publication and named the most trustworthy media brand, in the recent 2020 Global Business Influencers (GBI) survey by Ipsos.

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

Analysis
Deliver in-depth, rapid opinion and analysis from Instant Insight from our award-winning columnists. Republish graphics and benefit from the FT’s expertise in using data visualisation to explain complex stories.

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
EASY-TO-USE REPUBLISHING TOOLS

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 a button.

This [two 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.

Alongside this, republishing customers also have the option to seamlessly integrate FT content with their own content management systems. The Copyright Cleared Feed (CCF) enables searches to be tailored based on specific topics of interest, and the content delivered automatically in the form of an industry-standard RSS feed.

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

[ft.com/republishing](#)
BENEFITS OF USING THE FT’S REPUBLISHING SERVICES

Through articles, blogs, videos and podcasts, the FT provides authoritative news, analysis and comment, as well as powerful research and business tools.

**Reliable Reporting**
Quality journalism that attracts a large readership due to its appeal to many interests, and reliability for decision-makings.

**Strategic Advantage**
Inspirational and award-winning, reliable journalism to drive newsrooms, inspire and enhance your editorial strategy.

**Wide-ranging Content**
Rich, engaging journalism, available in many formats to help your media organisation or publication provide richer experiences, including video, podcasts and interactive graphics.

**Dedicated Support**
Custom consulting services and content specialists to guide you to content that’s relevant to your needs and audiences.

**Find Relevant Content Quickly**
Easy-to-use platform to help you locate articles, download and republish in the format you requires.

**Improve Brand Awareness**
A range of branding opportunities allowing you to build your brand - show credibility and impartiality while aligning with the FT’s reputable brand.

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About the Financial Times

An FT Republishing licence provides your organisation with high-quality, relevant intelligence for use online or in print, fulfilling the growing worldwide demand for authoritative news and analysis and helping you grow your business.

To find out more about republishing for your website or publication, visit ft.com/republishing