



## **Why Use AsiaNet's Networks To Distribute Your News?**

- ❖ AsiaNet members are principally the national news agency in their market meaning clients benefit by sending to that country's media via an official gateway.
- ❖ Unedited newswire transmission files your media release into newsrooms' editorial systems giving unmatched privileged exposure.
- ❖ Translations are often media-tailored by in-house agency journalists themselves which localises your content and maximises the chances of it being covered.
- ❖ We provide a vast online audience – depositing your announcement on many websites and online databases to give it “multiple lives” and measurable exposure.
- ❖ Full-text delivery ensures longer life - positioning it for use as a prime backgrounding resource.
- ❖ A daily summary of news releases over each 24-hr period is sent down agency wires - a “teaser” directing journalists back to full-text versions.
- ❖ Special lists are available to suit specific audiences.
- ❖ Maximum exposure is secured with minimum effort – any administrative burden is narrowed to a simple electronic transmission.
- ❖ AsiaNet's collective worldwide expertise taps into international media and helps you to manage a multinational audience.