

User's Guide

Welcome to your Citywebwatch news service. Please take a few minutes to read through this brief user's guide to make the most of your Citywebwatch service and to learn about some of our user options to make you feed work the way you want it to.

Citywebwatch has full rights to accesses and redistribute over 50 of the world's leading daily newspapers, following each publisher's rules and guidelines on content access. Certain publishers prefer to keep their full articles behind a paywall, following an initial number of "trial" access and you will need to be an online subscriber to that newspaper to go beyond this so as to continue to be able to drill down beyond the headline itself. Full details are on page 2 and 3.

Our Products

 *Did you know? Citywebwatch offers a range of products which covers the UK, US and major markets in Asia. Interested in trialling another product? Send us an email at customerservice@citywebwatch.com and one of our account managers will help you set up a free 9-day trial.*

Speedreader

Speedreader UK, US and Asia are our most valued products. All are delivered daily to every corner of the world. Offering key business news and analysis from the leading UK, US and Asian daily newspapers. These products give you a snap shot of the news by industry sector and by company, with Speedreader Asia offering you the insight from 16 countries across Asia, delivered straight to your inbox on any device when it matters most, first thing each morning.

Speed read the headlines or dig deeper into any news item, or event, with the opportunity to directly compare the coverage found across the leading media. If you prefer, you may also simply login to our site and get your news from any device or desktop at a time and location that is most convenient to you.

Dealsreader Global with its regional variations UK, US and Asia

Specifically developed to add real value to the vast amount of data and real time alerts that fuel M&A, IPO and Restructuring deals, the Dealsreader regional product range offers our subscribers a daily snap shot of the considered comment and opinion in the world's top national and international media; a review on Corporate strategy provided by the leading journalists in the UK, the USA and across Asia.

Delivered in an order, by deal type, making it easier for to pinpoint the news that's most relevant, content is selected overnight by our experienced editors from the top quality and financial press, across sixteen counties from Hong Kong to the USA.at a time and location that is most convenient to you.

Greenreader Global

Greenreader Global is a totally unique news information and business resource specifically intended to give our clients insight into clean tech developments and the broader Environmental landscape.

Drawing content from Citywebwatch's global publisher sources, this news and information resource is unique in the scope and coverage of all aspects of concern with regard to our environment; be it energy source, climate change, waste management, the impact of Carbon emissions, or new product innovations.

Regionalreader Asia

With the scope and number of countries media that our editors reviewed each day, Regionalreader Asia is an essential support for those needing to be on top of the regions news as it is the only daily news service available that will give you a quick overview of the markets and geo-political landscape.

Covering General Economy, Banking & Finance, Trade and Political news from around the region Regional Reader Asia is an essential must have to combine with Dealsreader Asia to give you a full 360 degree view of the news that influence the deals and market movement.

White Label & Bespoke Services

Being expert electronic publishers and knowing our way around the vast global news landscape, ideally positions us to be able to provide a bespoke/custom made editorial news service to meet our client's tactical or strategic needs. Usually targeted at the senior management team following, for example, a major Corporate merger or restructuring, these products when branded in your own livery, can be a potent instrument of change.

Why? Because as part of any change management process, the dissemination of information amongst the senior management teams sits at the very top of the "to implement" actions and what better way exists to communicate key messages, than through the delivery, daily, of a news and information resource that sits at the very heart of the business day in adding value to the decisions that matter.

Brand it, create a program of key messaging and news alerts and make it your own and even send it to your key clients. To see how we put this in practice for ING, please don't hesitate to contact us today.

Access to Articles

Opening articles

The Citywebwatch editorial platform has been developed exclusively for the purpose of our editor's consolidation of the world's top daily news; the distribution of our products and the ability to track and monitor what's of interest. This is important information for our media partners and to ensure that a subscription is just that, a single subscription to an individual or company.

In short, we are very hot on abuse of a subscription where our Media partners' content is used against the terms of the contract and re-distributed. Being a small niche service with a highly demanding and distinct client base, the preciseness in our reporting is paramount in our relationships, in our

understanding of our subscriber needs and in understanding the global investment we require for editorial resource.

 *Did you know? You can also access your Citywebwatch service through our website? [Log in here](#) to access your feed online.*

Subscription Access

Within the thirteen years that Citywebwatch has been offering our targeted new review services, the world of communications and the business models adopted by the Media has changed and continues to evolve. We obviously strive to keep abreast of these changes, as the user experience of our subscribers is at the forefront of our business, but being unique in our offering as the only truly global “snap shot” of the world’s daily newspaper coverage, we sometimes fall outside of individual media titles’ business models or even, their definition of B2B and B2C.

As a result of which and with data and personalisation being currently on trend again, some of our content partners have asked for individual or corporate licences in order to give you an unfettered view their content beyond the ten articles that are available each month. From their data management point of view, these need to be your own licence and while we appreciate that your personal access levels may prove not to require you accessing articles beyond the levels listed below, it is clear that should you decide to do so, a subscription to one or all of these media titles will certainly give you a number of additional benefits and access beyond the seamless access to the content in your Citywebwatch email already provided.

Our suggestion therefore, is that you use the Citywebwatch service for a couple of months to determine the extent of your requirement to view full articles and should you reach the limits of the individual media, we would ask that you contact us by email so that we can register this need and to supply you with the links necessary to add these title/s to your service. As a guide, the limits and subscription rate of those currently adopting access models is as follows:

Source	Citywebwatch Access	Individual User Subscription Cost
FT	Seamlessly link to FT articles for FT subscription holders.	£7.75 per week
The Times	First paragraph shown. Read two complete articles of your choice every week after free registration	£6.00 per week
The Daily Telegraph	Access to all non-premium articles and one premium article per week.	£2.00 per month
The New York Times	10 free articles per month	£29.99 per month

For further information, please don't hesitate to contact: customerservice@citywebwatch.com

Our Sectors

 Personalising your news by the sectors that matter to you is easy. Simply [log in here](#) to edit and personalise your news feed now or email customerservice@citywebwatch.com and to have one of our account managers assist you. The business sectors covered being:

Speedreader UK/US	Speedreader Asia	Dealsreader Global & Regions
<ul style="list-style-type: none"> ▪ Banking and Finance ▪ Basic Materials ▪ Consumer Goods ▪ Economy ▪ Environment ▪ Heavy Industries ▪ Insurance ▪ Leisure, Entertainment and Hotels ▪ Life Sciences ▪ Media ▪ Real Estate and Construction ▪ Retail ▪ Stories from the City Diaries ▪ Support Services ▪ Technology ▪ Telecommunications ▪ Transport, Logistics, Aerospace and Defence ▪ US Banking and Finance ▪ Utilities 	<ul style="list-style-type: none"> ▪ Economy ▪ Trade ▪ Exchange, Regulatory and Market News ▪ Conglomerates ▪ Banking, Finance and Insurance ▪ Retail, Consumer Goods and Services ▪ Information & Communications Technology ▪ Media ▪ Life Sciences ▪ Services ▪ Industrial and Manufacturing ▪ Real Estate and Construction ▪ Utilities and Natural Resources ▪ Agribusiness ▪ Transport and Logistics ▪ Environment ▪ Politics 	<ul style="list-style-type: none"> ▪ M&A ▪ IPOs ▪ Restructuring
		Greenreader Global
		<ul style="list-style-type: none"> ▪ Handpicked news items covering the plethora of subjects that affect our Environment; most specifically, energy source, climate change, waste management, the impact of Carbon emissions, or new product innovations.
		Regionalreader Asia
		<ul style="list-style-type: none"> ▪ General Economy ▪ Banking & Finance ▪ Trade ▪ Politics

Editing your sectors

Things you'll need: Your registered email address and password.

1. [Click here](#) to go to the log in page, or copy and paste this link into your browser:
<http://europe.citywebwatch.com/content/login/index.aspx>
2. Fill in your email address and password. Recover your password [here](#).
3. At the left hand navigation menu, select "[Manage My Products](#)".
4. Click the "Edit" button for the corresponding product you wish to edit.
5. Select the sectors which you want to receive.
6. At the bottom of the page, click "Save Changes" to save your changes or "Cancel" to discard them.

To edit the order of your sectors, please contact your account manager or email customerservice@citywebwatch.com with your preferred sector order and one our account managers will apply these changes to your service.

Editing your profile

Things you'll need: Your registered email address and password.

1. [Click here](#) to go to the log in page, or copy and paste this link into your browser: <http://europe.citywebwatch.com/content/login/index.aspx>
2. Fill in your email address and password. Recover your password [here](#).
3. At the left hand navigation menu, select "[Manage My Account](#)".
4. Edit your information. * is a required field.
5. Re-enter your password in the appropriate box at the bottom of the page and click "Save Changes" to save your changes or "Cancel" to discard your changes.

Terms & Conditions

Please visit <http://europe.citywebwatch.com/content/about/terms.aspx> to view our terms and conditions of use of the service.

Limitations & Disclaimer

Please visit <http://europe.citywebwatch.com/content/disclaimer.aspx> to view our disclaimer.

Privacy Policy

Please visit <http://europe.citywebwatch.com/content/privacy.aspx> to view our privacy policy.

FAQs

Please visit <http://europe.citywebwatch.com/content/about/faqs.aspx> to view our frequently asked questions.