

# REUTERS INSIDER

ENHANCE YOUR VIDEO CONTENT ON THE WORLD'S MOST INFLUENTIAL NETWORK

Reuters Insider allows easy integration of your video content into the news and research workflows of financial professionals and individual investors across the globe.

With Reuters Insider, you can engage directly with the highly influential audiences on multiple Thomson Reuters platforms (Reuters Insider, Thomson Reuters Eikon, Thomson ONE) in the most effective medium: video.

Video engagement may be growing at an unrivalled rate, but even the most useful videos are worthless if no-one can find them. That's why Reuters Insider's cutting-edge tagging function makes your videos easy to find; by keyword, ticker symbol, company name or industry. And with Insider's unique semantic technology, which generates an automated transcript for every video you upload, users can find the information they need, fast.

## Tier 1 – Basic Package

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| <b>Upload and Distribute Your Video</b> | <ul style="list-style-type: none"><li>• <b>Access to the Reuters Insider Content Management System (CMS)</b><br/>You can upload, manage, tag, and quickly publish your content onto Reuters Insider with our easy-to-use content management system, which also enables you to edit and/or extract the video transcript for use in your existing workflow.</li><li>• <b>Unlimited Open Video Channels on Reuters Insider</b><br/>Contextually integrate and position your entire video library in front of subscribed Thomson Reuters Eikon, Thomson ONE and Reuters Insider users through open channels.*</li><li>• <b>Make Your Content Intelligent</b><ul style="list-style-type: none"><li>- <b>Time-coded transcripts and enhanced closed captions</b> enable users to search keywords and navigate to specific points in a video.</li><li>- <b>Metadata tagging technology</b> identifies key metadata, including companies, business sectors, geographies, people and more, to drive search, filtering and contextual integrations.</li><li>- Select specific, relevant segments of interest and <b>email the custom clip</b> to colleagues or clients, saving time by communicating only the essentials.</li></ul></li></ul> <p><i>*Content within an open channel is accessible to any Thomson Reuters user.</i></p> |
| <b>Integrate Your Video</b>             | <ul style="list-style-type: none"><li>• <b>Embedded Player (basic)*</b><ul style="list-style-type: none"><li>• Contextually incorporate videos into your websites and mobile apps by leveraging our rich metadata.</li><li>• Display a transcript on your embedded player to further engage your viewer.</li><li>• Customize the look and feel of your embedded player for seamless integration with your branding.</li></ul></li><li>• <b>Share Player</b><ul style="list-style-type: none"><li>• Share videos using easy-to-use email templates.</li><li>• Embed share links in your PDF reports and emails to drive readers back to your content.</li><li>• Your shared content is available to all users who receive the share link.</li></ul></li></ul> <p><i>*Technical support is not included within this package</i></p>  |
| <b>Track Your Video's Performance</b>   | <ul style="list-style-type: none"><li>• <b>Viewership Metrics</b><br/>Track the success of your videos wherever they are viewed by using our scheduled dashboards. A selection of the key stats that we can provide to you are:<ul style="list-style-type: none"><li>• Video Starts/Completes</li><li>• % Complete Rate (25%, 50%, 75%)</li><li>• Where you videos are viewed</li></ul></li></ul>  |

## Tier 2 – Basic Package + SDK

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| <b>Customize Reuters Insider for Your Workflow</b> | <ul style="list-style-type: none"><li>• <b>Private Video Channels on Reuters Insider*</b><br/>Integrate your premium/closed content within your own workflows by using our SDK to push your private videos onto your internal websites or portals, where access can then be controlled by your own entitlement system.</li><li>• <b>Advanced SDK</b><br/>You can use the SDK to create a highly personalized and custom experience on your portals/mobile apps/email microsities. Get everything that comes with the Reuters Insider Embedded Player along with:<ul style="list-style-type: none"><li>• Powerful API.</li><li>• Customizable playlists.</li><li>• Advanced Embeddable Video Players</li><li>• Access to dedicated support for all of SDK related needs.</li></ul></li></ul> <p><i>*Only open content is eligible for distribution on Thomson Reuters EIKON and Thomson ONE desktop applications.</i></p> |
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## Additional Services

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| <b>Supplement your content with Reuters Insider</b> | <ul style="list-style-type: none"><li>• <b>Access to Our Vast Content Library</b><br/>Capitalize on the wide offering of in-depth analysis, marketing-moving news, trade ideas and strategies leveraging Thomson Reuters' proprietary data compiled by Reuters Insider experts in our state of the art studios in New York, London, and Hong Kong. Reuters Insider provides unique programming for both wealth managers and individual investors going beyond the headlines with expert commentary and in-depth analysis about the latest trends and issues affecting the global financial industry. From exclusive interviews with news makers around the world to extended conversations with the most important names in the business, Reuters journalists keep viewers informed around the clock.</li></ul> |
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| <b>Produce content in-house at Thomson Reuters</b> | <ul style="list-style-type: none"><li>• <b>Access to the Thomson Reuters Production Studios</b><br/>Reuters' highly skilled team will take you through all stages of production, delivering professionally edited content within 24 hours of filming in studio.<br/><br/>Each production is managed by professional Reuters producers and journalists, with services including: content strategy evaluation, comprehensive pre-production, media training, customized graphics package, content management system, access to Thomson Reuters' global 1st and 2nd tier studios, and post production.<br/><br/>Facilities available in Reuters' premier production studios across the globe include:<ul style="list-style-type: none"><li>• Pre-production planning</li><li>• Live and On-demand HD</li><li>• Optional backdrops: Times Square, cityscape, newsroom or greenscreen</li><li>• Single camera and multi-camera capability</li><li>• Customized set design &amp; build</li><li>• Professional lighting</li><li>• Hair &amp; make-up</li><li>• Catering</li><li>• Wardrobe</li><li>• Green Room</li><li>• Live audience</li><li>• Walk away file footage</li></ul></li></ul> |
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| <b>FOR MORE DETAILS CONTACT</b> | <b>Charles Hillman</b> – Product Manager, F&R Video – <a href="mailto:charles.hillman@thomsonreuters.com">charles.hillman@thomsonreuters.com</a> +44 (0) 207 542 1719<br><b>Reuters Insider Contributor Relations</b> – <a href="mailto:insider.contributorrelations@thomsonreuters.com">insider.contributorrelations@thomsonreuters.com</a> |
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