



Press Clipping Service

新聞剪報服務

Provides the most comprehensive solution to monitor your news & reputation in the media
為您提供最方便快捷的新聞及輿論監察服務

Introduction 簡介

Recent statistics show that over 80% companies have designated its staff to monitor and clip newspaper in order to gain the latest market information, conduct research and manage the human resources issues. It is both difficulty and time consuming to extract the information you need from all newspapers & periodicals over the world. Moreover, such action would cost more than HK\$10,000 per month for subscriptions only. For more details, please www.NewsPower.com.hk.

根據最新的調查顯示，超過80%的公司，均透過每天閱報及剪報作為資料搜集及分析，作為洞悉市場、拓展業務及人事管理之參考用途；每日的新訊息數以百萬計，要從一大堆報章中查閱及剪存有關之市場訊息，是繁重又極消耗人力物力的工序，而且每月還要付出過萬元的訂報費用；有關詳情，請瀏覽 www.NewsPower.com.hk。

Scope of Service 服務內容

News Power offers you an enhanced Press Clipping service, with massive coverage of all leading local/ overseas newspapers and magazines. Our experienced information researchers will source all relevant up to date information, or any mentioned company name and/ or service, and send it to you via the Internet, e-mail, fax or courier in every business day morning. We provide several packages to suit your needs:

News Power 每日搜羅全港及世界主要國家的報章雜誌，由專業的資料搜集員，每天一早查閱及剪存各項市場訊息，或指定公司動向，並第一時間透過互聯網、電郵、傳真、期刊，讓您對即日的各地市場訊息一覽無遺，而且花費無幾，我們已設有各類型的服務，迎合閣下不同的需要：

-Direct Mention 訊報專題

Keep abreast of your reputation, monitoring of all news articles which contain any mentioned company name and/ or service.
由專人查閱閣下指定的公司輿論、產品消息、董事名稱或競爭對手之活動等。

-Business Press 商業題材

Provides you with a professional and economical solution to retrieving industrial news from the mass media. Information is categorized into over 100 relevant business topics.
為您提供各行業的工商動態，經由專人查閱各地報章雜誌後，把有關市場資料剪輯、分類及索引為百多個不同行業的題材，讓您時刻掌握市場脈搏。

-Ad Reader 廣告追蹤

Search of advertisements which are important for you, with advertiser corporate information.
搜集各行各業產品之廣告，並配以廣告商公司資料。

-Summary Translation 翻譯擇要

Provide you a summary report of the news article you selected. You can get the instant summary report and translation in both Chinese and English.
此項服務可讓客戶即時索取指定新聞的翻譯擇要，並可提供中英對照的網上報告。

-International Monitoring 國際新聞監察

Monitoring the news & advertisement from major countries over the world included China, Japan, Singapore, Thailand, Malaysia, Australia, United Kingdom, USA and other parts of European country.
為您提供多個國家包括中國、日本、星加坡、馬來西亞、澳洲、英國、美國和部份歐洲國家的媒介監察服務。



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商界展關懷
caring company
Awarded by The Hong Kong Council of Social Service
香港社會服務發展局





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➤ Clipping Layout 剪報樣本

The clip contains the following data:
 剪報樣本包含以下資料：

- Provide Black / White or Colour Clipping
 提供黑白或彩色剪報
- Support Original or Soft Copy
 提供報刊原文或電子稿件
- Deliver in several formats including TIF/ PDF/ JPG
 提供不同檔案制式如TIF/ PDF/ JPG

The layout of the clipping can Tailor-made to fit the clients' needs
 因應客戶需求，可度身訂造不同版面



➤ Delivery Option 傳送方式

- **Web** delivery news report through a private, password-protect platform.
 客戶可於任何時間到我們的網站，通過自設的密碼，瀏覽即日的最新資訊。
- **Instant WebClips** is an innovative automatic e-mail delivery system, bringing clients up-to-the-minute news reports. After logging in on our web page, clients can select all articles of interest and with a click of the mouse, the full relevant news clippings are then immediately sent directly to the designated e-mail account. Clients can be notified about the clipping of the day as early as 9:00 am.
 Instant WebClips 系統讓您獲得實時的剪報資訊，只要登入我們的網站，即可瀏覽當日及過去的剪報清單；用戶更可自選感興趣的文章，系統便馬上把該剪報。原文以電郵方式送出，方便快捷。由於該系統與剪報製作資料庫相連，用戶可於最早九時便得悉當日的搜查結果。
- **E-mail** delivery in TIF format suitable for downloading, saving and printing at your earliest convenience.
 精選電郵服務每天自動發報，方便下傳、儲存及編印。
- **Fax** delivery to your primary fax number.
 傳真發放，方便閱讀。
- **Original / Hard Copy** delivery to your office by courier.
 原文或印刷稿件速遞。



MEDIA MONITORING



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Information Partner 資訊夥伴

Worldwide Affiliated Press Clipping Service 環球剪報聯盟

The worldwide network allows clients access to one of the most comprehensive news monitoring services available, covering thousands of publications across the globe. Our information partners include:

News Power結合世界各地剪報公司，組成國際媒體監察聯盟，提供更全面的新聞搜尋服務，資訊覆蓋超過六十個國家的數千份的報章雜誌。我們的合作伙伴包括：

Xtreme Information offers a high-tech & high speed solution for media monitoring. Over 500 staff monitor 294 Newspapers, 148 Periodicals, 100 TV Channels, 228 Radio Channels, 13 Web Sites, 8 Bulletin Boards and 5 Newswires from the UK and across the world. 為英國最權威的剪報及媒介新聞監察中心之一，超過 500 名資訊搜集員，每天監察 294 份報紙、148 份刊物、100 個電視台、228 個電台、13 個網站及 5 個新聞通社。

Interfax Information Services the leading international information group with special emphasis placed on emerging markets in Europe and Asia, it has a global operational network of offices around the world. 為國際著名的市場資訊研究商之一，其資訊中心遍及全球各地。

Beijing SINOINFO is an intelligence information provider in China and is engaged in monitoring, clipping, integration and analysis of massmedia information. We offer clients updated, accurate, nationwide and integrated clipping services.

中國最大的剪報公司之一，為客戶提供獨享的商情服務。通過多年的市場運營，壹諾九鼎已經建立起了專業的運作團隊，專注於為工商企業、政府機構、組織、個人等廣大客戶提供全面、即時、準確的服務內容，包括剪報服務、媒體監察、新聞監察及信息監察等。

MediaBanc a Malaysia-based monitoring agency with operation offices in Singapore, Indonesia, the Philippines and Thailand.

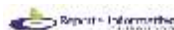
馬來西亞的新聞監察公司，並於新加坡、印尼、菲律賓及泰國等地設立分公司。

Press Research a Japanese news monitoring company providing print media monitoring service. It monitors over 1,400 national publications.

提供新聞剪報及監察服務日本公司；監察超過1,400份國內、外刊物。

Market Wire A US-based leading press release distribution company, providing real-time news feeds from sources such as AP, Dow Jones, Bloomberg, and Factiva.

具有領導地位的新聞剪報及監察服務的美國公司；提供包括AP, Dow Jones, Bloomberg, and Factiva等媒體即時新聞資料。



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