

NewsKnowledge Service Documentation

Table of Contents

1. Guide to this Document.....	2
2. Quick Guide.....	2
3. Overview of the Service.....	3
4. How NewsKnowledge Works.....	4
5. Configuring a Feed.....	5
a. Introduction	
i. Topic Feeds	
ii. Corporate Feeds	
iii. Custom Feeds	
b. Beginning Your Configuration	
c. Configuring Topic Feeds	
d. Configuring Corporate Feeds	
e. Configuring Custom Feeds	
6. Export Options.....	11
a. Introduction	
i. Topic Feeds	
ii. Corporate Feeds	
iii. Custom Feeds	
b. Using a Pre-Defined Template	
c. Uploading a Custom Template	
d. Export Options	
e. Finishing Your Export	
7. Completing Your Configuration.....	14
8. Implementing feeds into your website / portal / intranet /.....	14
a. Implementation Instructions	
b. Using the Cache System	
c. Custom Implementation Services	

1. Guide to This Document

The NewsKnowledge team has provided its users with in-depth documentation on the NewsKnowledge line of products. Contained within this documentation is an overview of the NewsKnowledge products, how they can help your business, and how to manage and integrate NewsKnowledge products into your website.

Screenshots are provided to assist you in finding links, and understanding the flexible options associated with NewsKnowledge products.

2. Quick Guide

This quick guide is designed to give you a short run-down on using the NewsKnowledge service from creating an account to configuring a feed. If you require specific instructions on a step, please view its corresponding section for step-by-step instructions. Note that this guide shows instructions on how to configure *custom* feeds. If you wish to configure a feed type other than *custom*, view Chapter 5 page 5 for instructions.

Create Your Account

If you wish to try the NewsKnowledge service free, do not activate your account. You can, without activation, create and test feeds, but the information they display will not be updated.

Create Your First Feed

Create your first feed – After logging into your account, you must click on “Configure a New Feed.”

Configure Your Feed

Configure Your Feed:

1. In the window that pops up after you select “Configure a New Feed,” select your feed type. This is also where you must choose whether to invest in a priority feed or not. (Note the instructions below assume you chose a custom feed.) See chapter 5 (page 5) for more information.
2. Enter your feed properties, including a feed name, description, and the language(s) in which you'd like your news to appear.
3. Define the sources and categories to be included. In this step you can either include complete categories, complete sources, or only the news that matches specific keyword search parameters.
4. Define your keywords. This will search your selected sources for specific news/information that matches the keyword queries you enter. You can either form keyword searches using our pre-set queries, or create your own!
5. Define your export options. Choose your export type, so that the feed fits your website and can be easily implemented. Here, you can also set formatting options, upload a custom template, etc.

6. Preview your feed, then click "Save" to save it in your account page.

Activate Your Feed

If you wish the information in your feeds to be updated, activate the feed (note: your account must be activated for feeds to be activated.)

Implement Your Feed

Implement your feed into your website, and enjoy! For specific instructions and code examples for easy implementation, please view section 8.

3. Overview of the Service

NewsKnowledge provides a list of news feed products, which deliver tailored news and marketing information to your website or intranet. With news feeds, you can deliver your users up-to-date news from thousands (over 12,000) sources in over 16 different languages. News feeds can also be tailored to deliver specific business intelligence information. With the right news feed, you can learn where and when your product or brand is mentioned on the internet, what your competitors are doing, and how healthy the general market is.

For example, the marketing department of Coca-Cola Inc. could monitor where their brand "Coca-Cola" is mentioned worldwide. More specific, their regional marketing managers could watch how the brand is mentioned in their regions (e.g. South America, Asia). To watch what the competition is doing, they could as well monitor news about "Pepsi" and others. Within minutes of publication, they'd get notified and could react properly.

NewsKnowledge news feeds come in three types:

- **Topic Feeds:** Topic Feeds are pre-configured and deliver breaking news on the topic of your choice to your website or intranet.
- **Corporate Feeds:** Corporate Feeds deliver news about your product, your products' market, and your competitor to your website or intranet. They are configured to your needs by our content experts
- **Custom Feeds:** Custom feeds can be completely tailored by yourself and deliver to your website only the information you want. You can adjust and reconfigure them anytime, as often as you like.

In order to provide more up-to-date information, NewsKnowledge also offers *priority feeds* in the three types explained above. Investing in a priority feed means that your information will be updated every 15 minutes!

NewsKnowledge services are also affordable and cost-effective. Please see the pricing guide below for NewsKnowledge prices:

Product	Monthly Price
Topic Feed	\$40.00
Priority Topic Feed	\$60.00
Corporate Feed	\$90.00
Priority Topic Feed	\$110.00
Custom Feed	\$140.00
Priority Custom Feed	\$180.00
Note: An initial \$150.00 setup charge will be charged for corporate feeds. This price covers our configuration services.	

4. How NK Products Work

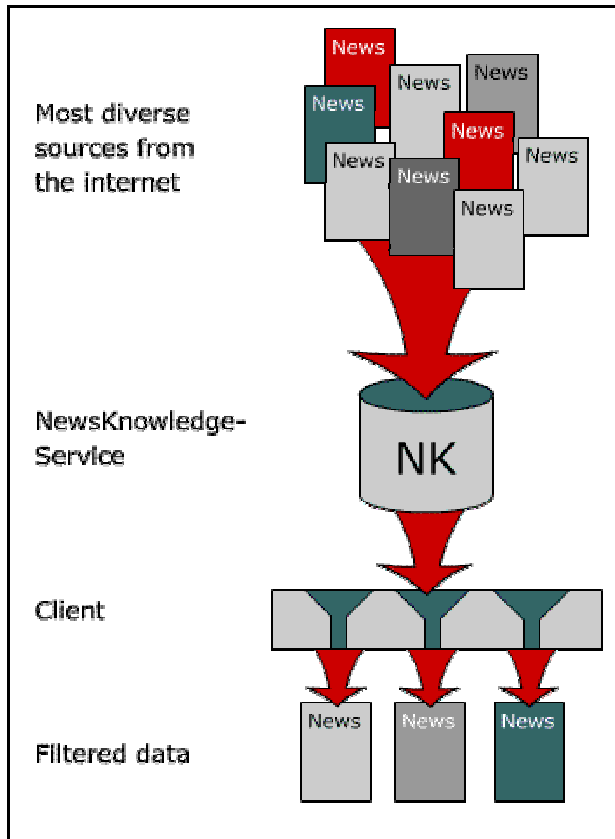
NewsKnowledge provides its customers with news feeds that derive their news from thousands of international news sources, giving the feeds rich diversity. NewsKnowledge provides news headlines from over 12,000 news sources that publish information in over 16 different languages.

The data is presented to your website through a type of *Portlet*. Portlets are bits of code in HTML, JavaScript, ASP, PHP, or XML that can be easily integrated into your website or intranet. Portlets are customizable, so you can integrate them fully into your website's design and colour scheme. In order to make this integration easier, NewsKnowledge provides its customers with extensive demo source code, and a customization service. Also, extensive step-by-step instructions are provided in this document (please see Section 5: Export Options).

NewsKnowledge monitors permanently its over 12,000 news sources and receives their most up-to-date news information. This information is categorized by topic and language and stored in a database. The information is then filtered from the database and delivered to the news feed you place on your website or intranet. This way, the news you receive is both up-to-date and targeted to your specifications.

Please note that the information delivered to NewsKnowledge feeds are links and descriptions to the stories' original publications. Thus, readers will always view stories in their original forms.

The diagram below displays the journey of data from its news sources to your website/intranet page:



5. Configuring a Feed

Introduction:

After creating an account, you will be able to begin configuring your feeds. Please note that in order for your feeds to be updated, your account must be activated. To activate your account, we require a signed contract. Without Activation, you're still able to create feeds and test our service, but the feeds will not automatically update. Feel free to first try out our service, and then contact us for activation of your account.

As stated before, feeds come in three types: Topic Feed, Corporate Feeds, and Custom Feeds. The difference between them is in what content they deliver, and how they are configured.

- **Topic Feeds** deliver recent news derived from multiple sources that pertain to a specific topic or genre. These topics can include *World News*, *Sports*, *Technology*, *Medicine*, etc.
- **Corporate Feeds** deliver news regarding your product, the market you're involved in, and your competitors. With corporate feeds, you can find out where and when on the internet your product is mentioned, what your competitors are doing, and how the market is performing. These feeds are configured and handled by our experienced content experts and are your best choice if you don't want to waste your time with manual feed configuration.
- **Custom feeds** can contain any type of information, including news from topic and corporate feeds. They are configured by you, and thus allow you to more specifically tailor the information you receive. You can readjust and optimize your custom feeds anytime and without any delay. Custom Feeds are your best option if you are a power user and want to control what is displayed when.

Beginning Your Configuration

The first step in configuring a feed is deciding which type you'd like. Topic feeds are best used to deliver news to a broad audience, and can be used to enhance the content of

your public website. Corporate feeds can be used in an intranet to provide specific, business relevant information on your products and your competitors to your staff. Custom feeds can be configured in any way, and thus can be melded to fit any purpose.

Next, you must decide whether you'd like to invest in a *priority feed*. Priority feeds, as stated earlier, update their information more often, and therefore provide more up-to-date information.

To create a feed, click on the "Configure New Feed" link in your account page. The following window will pop up. On this window, you will select which type of feed you wish to configure:

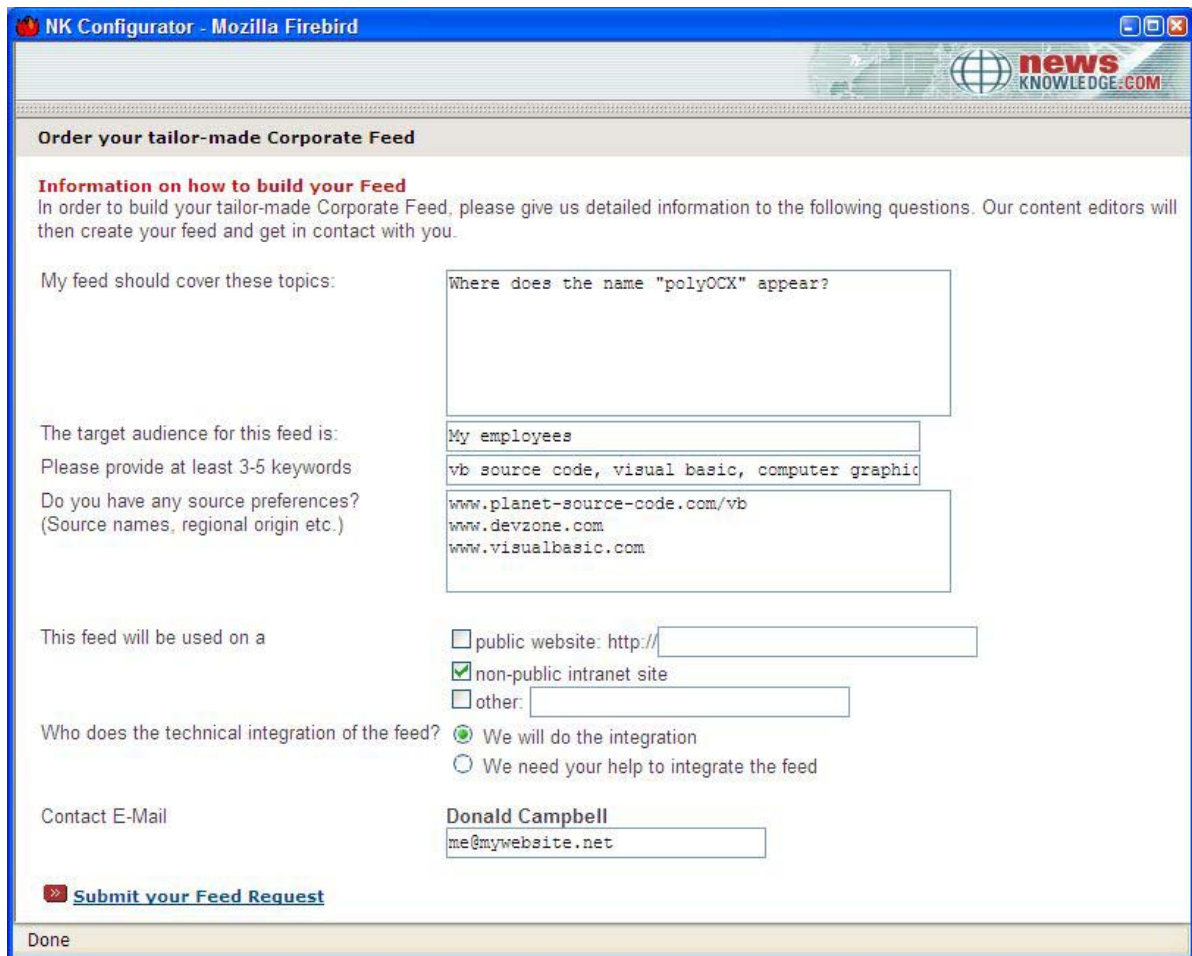


Configuring Topic Feeds

Topic feeds are configured using an easy-to-follow wizard. To configure, simply follow the on-screen instructions. For information on the "Export" step, see the next section *Exporting Options*.

Configuring Corporate Feeds

Corporate feeds are configured by our staff, and involve a setup screen similar to the one shown below:



NK Configurator - Mozilla Firebird

Order your tailor-made Corporate Feed

Information on how to build your Feed
 In order to build your tailor-made Corporate Feed, please give us detailed information to the following questions. Our content editors will then create your feed and get in contact with you.

My feed should cover these topics:

The target audience for this feed is:

Please provide at least 3-5 keywords:

Do you have any source preferences? (Source names, regional origin etc.)

This feed will be used on a
 public website: http://
 non-public intranet site
 other:

Who does the technical integration of the feed?
 We will do the integration
 We need your help to integrate the feed

Contact E-Mail:

[Submit your Feed Request](#)

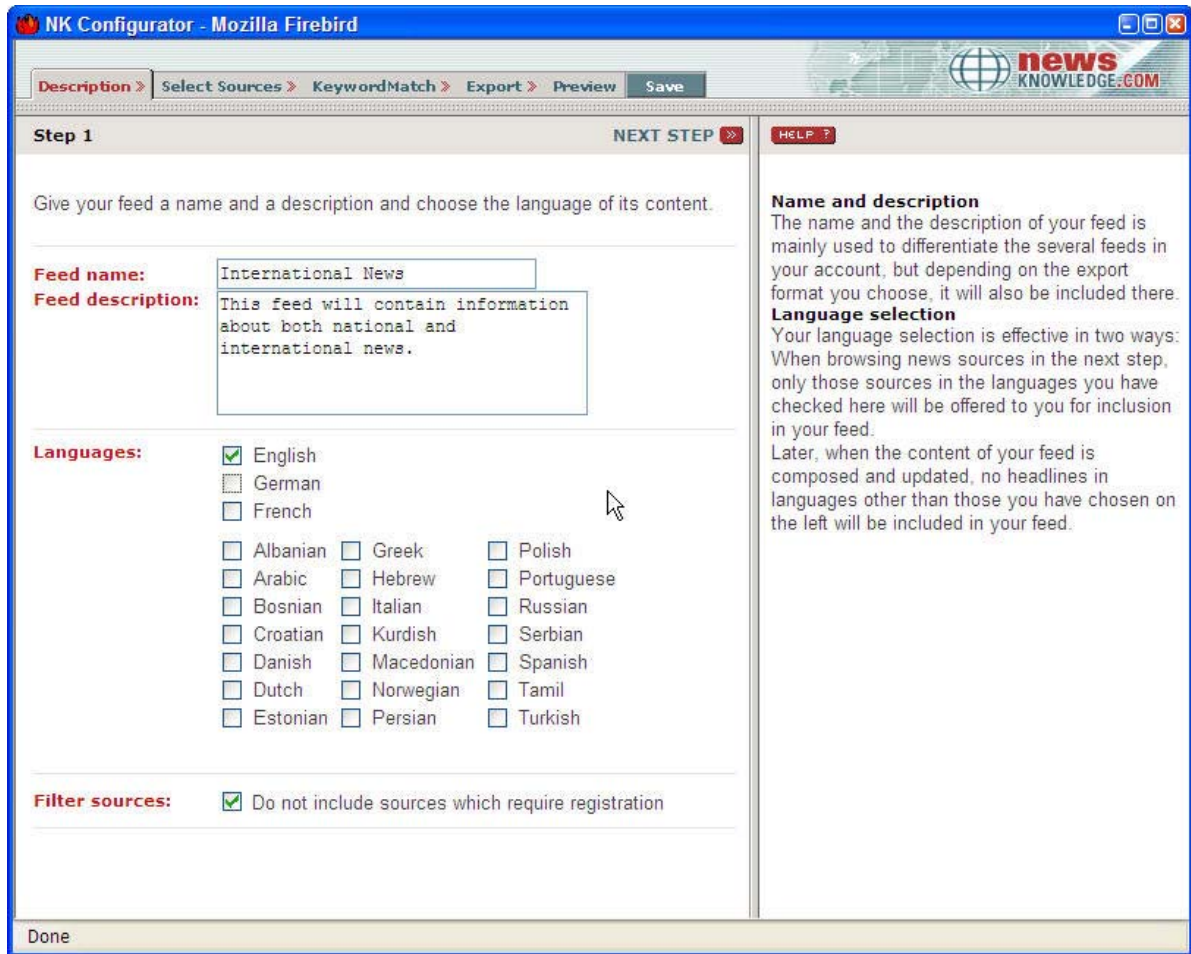
Done

You must provide our feed configuration staff with questions you'd like your feed to answer, a target audience (e.g. your customers, your employees, your prospective clients,) keywords (3-5) that are in reference to the topic of your feed, the type of publication your feed will appear on, and whether or not you require assistance with integration (see last section.) Your email is also required so our staff can contact you when your feed is properly configured.

Configuring Custom Feeds

Configuration of custom feeds is slightly different, offering the most powerful selection and filtering options. The configuration procedure for custom feeds is shown below:

1. After clicking on "Configure a New Feed" in your account screen, and selecting either a Standard or a Priority custom feed, you will be brought to a screen like the one below:




The screenshot shows a web browser window titled "NK Configurator - Mozilla Firebird". The browser's address bar shows "news KNOWLEDGE.COM". The page has a navigation menu with "Description" selected, followed by "Select Sources", "KeywordMatch", "Export", "Preview", and "Save". The main content area is titled "Step 1" and contains the following fields and options:

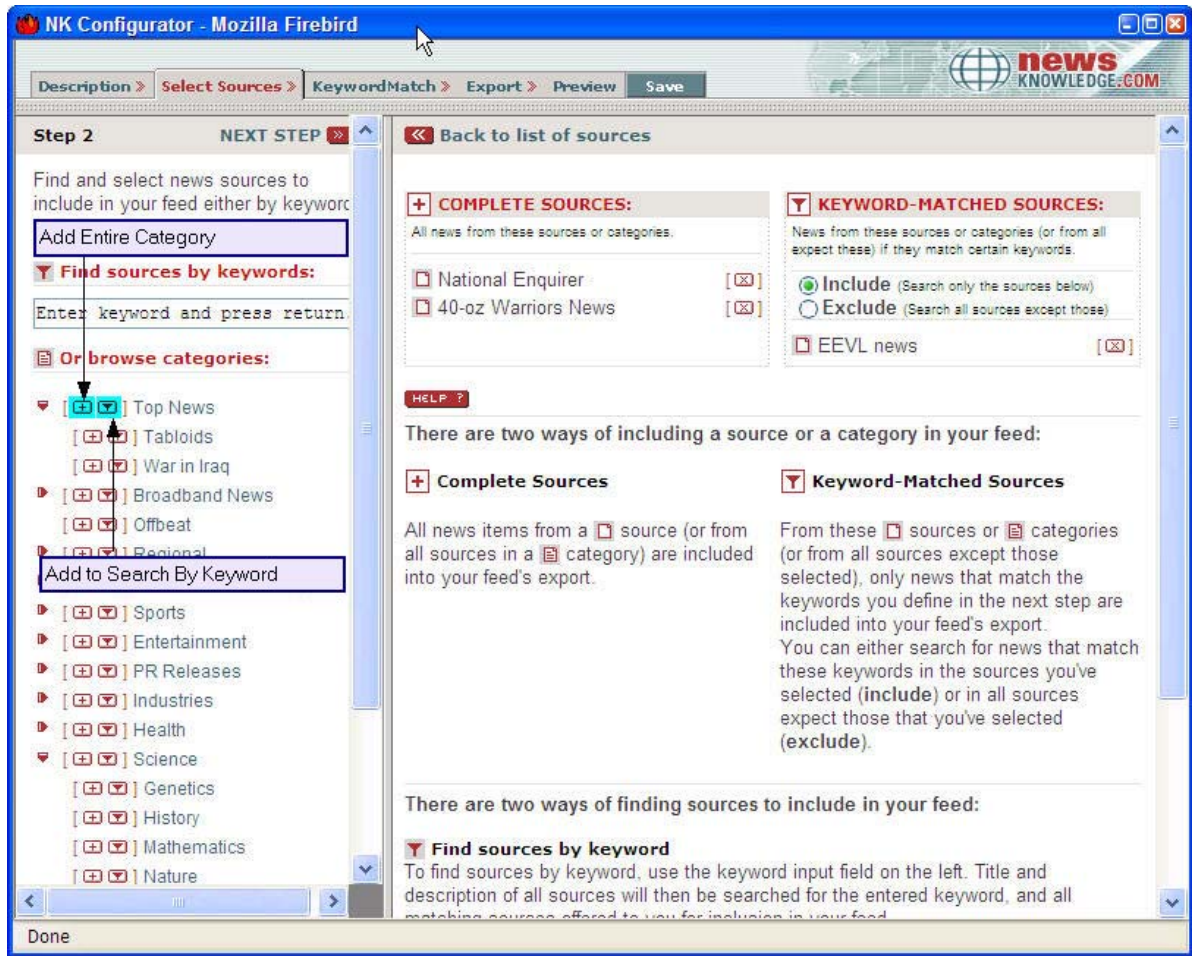
- Feed name:** A text input field containing "International News".
- Feed description:** A text area containing "This feed will contain information about both national and international news."
- Languages:** A list of checkboxes for various languages. "English" is checked. Other languages include German, French, Albanian, Greek, Polish, Arabic, Hebrew, Portuguese, Bosnian, Italian, Russian, Croatian, Kurdish, Serbian, Danish, Macedonian, Spanish, Dutch, Norwegian, Tamil, Estonian, Persian, and Turkish.
- Filter sources:** A checkbox labeled "Do not include sources which require registration" is checked.

On the right side of the window, there is a "HELP ?" button and a section titled "Name and description" with explanatory text. Below it is a "Language selection" section with further instructions. At the bottom of the window, there is a "NEXT STEP >>" button and a "Done" button.

You must enter overview information about your feed, including a title, brief description, and the languages in which you wish to have your news displayed. Your feed will draw its information from many different sources. Some of them may require registration. If you wish not to divulge your information to sources in order to receive news, select the "Do not include sources which require registration" option.

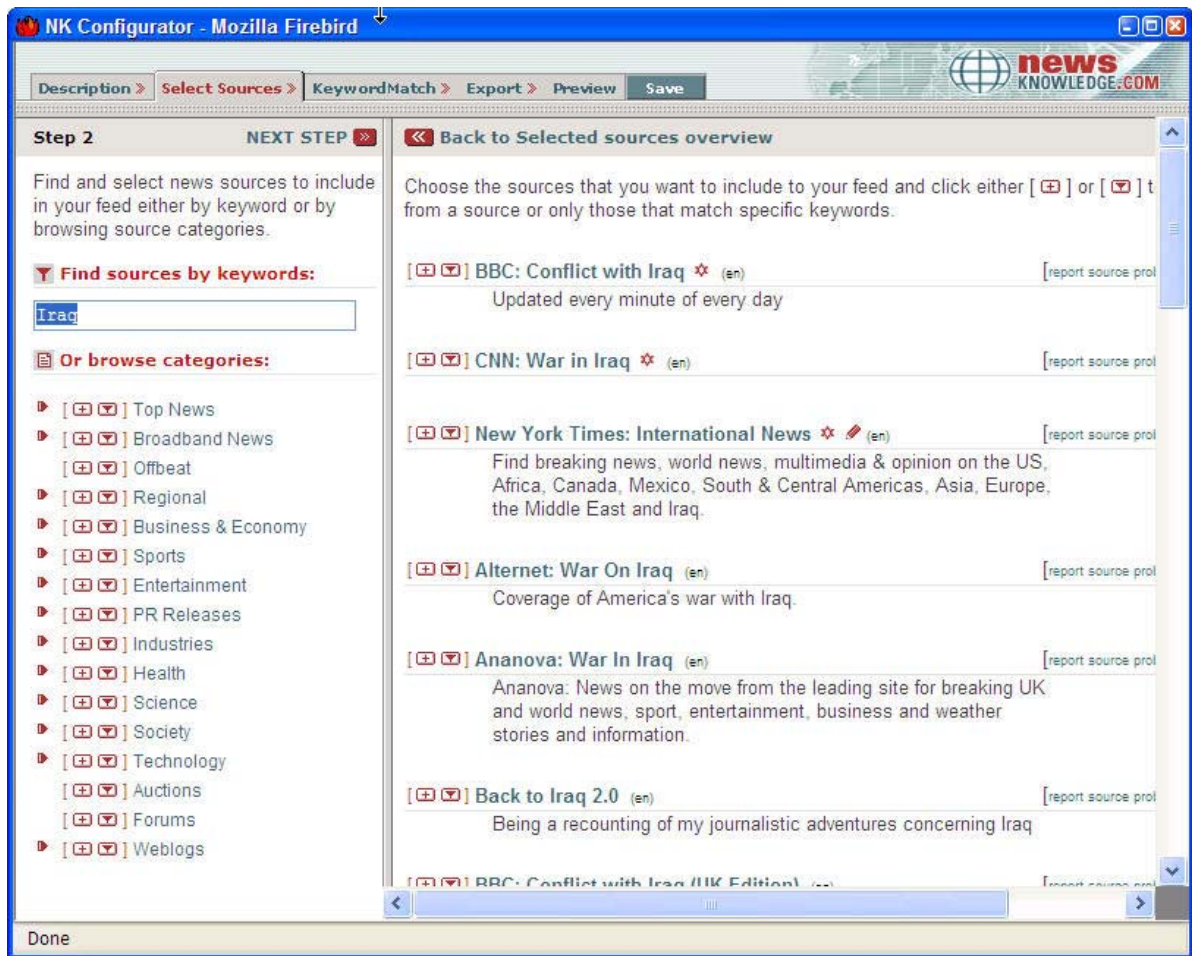
2. Click on the "NEXT STEP >>" button in order to move forward. This will take you to the Source Selection page (shown below.) You can either search by keyword for news sources, or browse through the ones selected.

If you wish to browse sources by category, you can use the list on the left side of the wizard screen. The news sources are organized by category in a tree structure. To expand a category and view its subcategories, click on the  button next to the category name. To view the list of sources contained within that category, click on the category name itself.



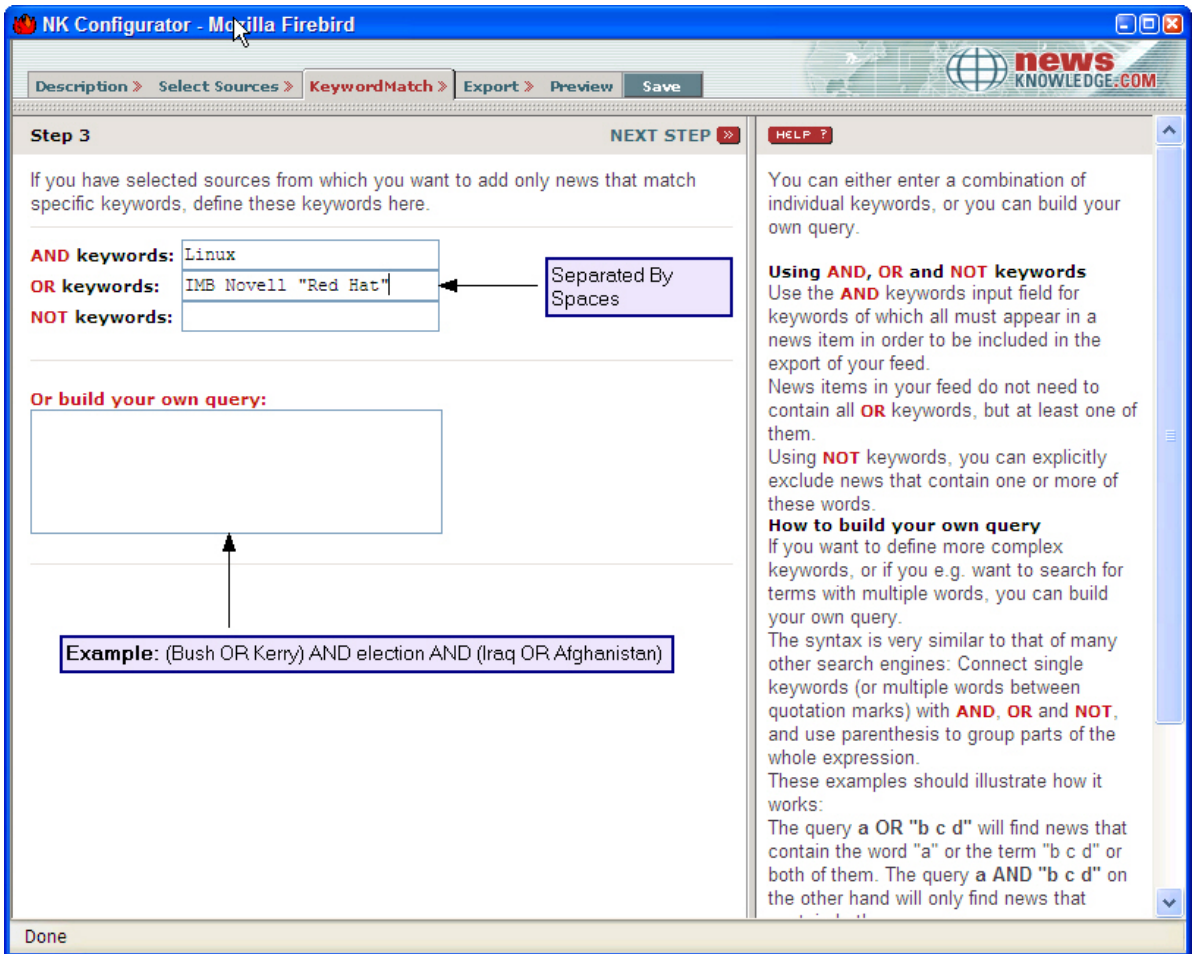
Once you have found a news source that peaks your interest, you can add the news source, and all the news it contains, by clicking the **+** button. It will then appear under the **Complete Sources** category. If you wish to search for only news that matches a specific keyword, click the **-** button next to a news source or category. This will add it to your Keyword Matched Sources list. The sources or categories chosen can then be searched in the next screen so that you can add specific articles that include specific keywords. Once in Keyword Matched Sources, you can then select either to search **only** the listed sources for specific articles, or exclude the listed sources in your search.

3. After doing a search, you will see a window like the one below:



You can now select sources by selecting the button next to the news source, or add the source to your search list by selecting the button.

4. Once all your news sources are selected, click the "NEXT STEP" >> button to move on. This will take you to the Keyword Match screen. Here, you will be able to search through the sources you listed by clicking the button. Enter keywords, separated by spaces, in either the AND, OR, or NOT boxes. If you wish to customize your search, you can create your own query.

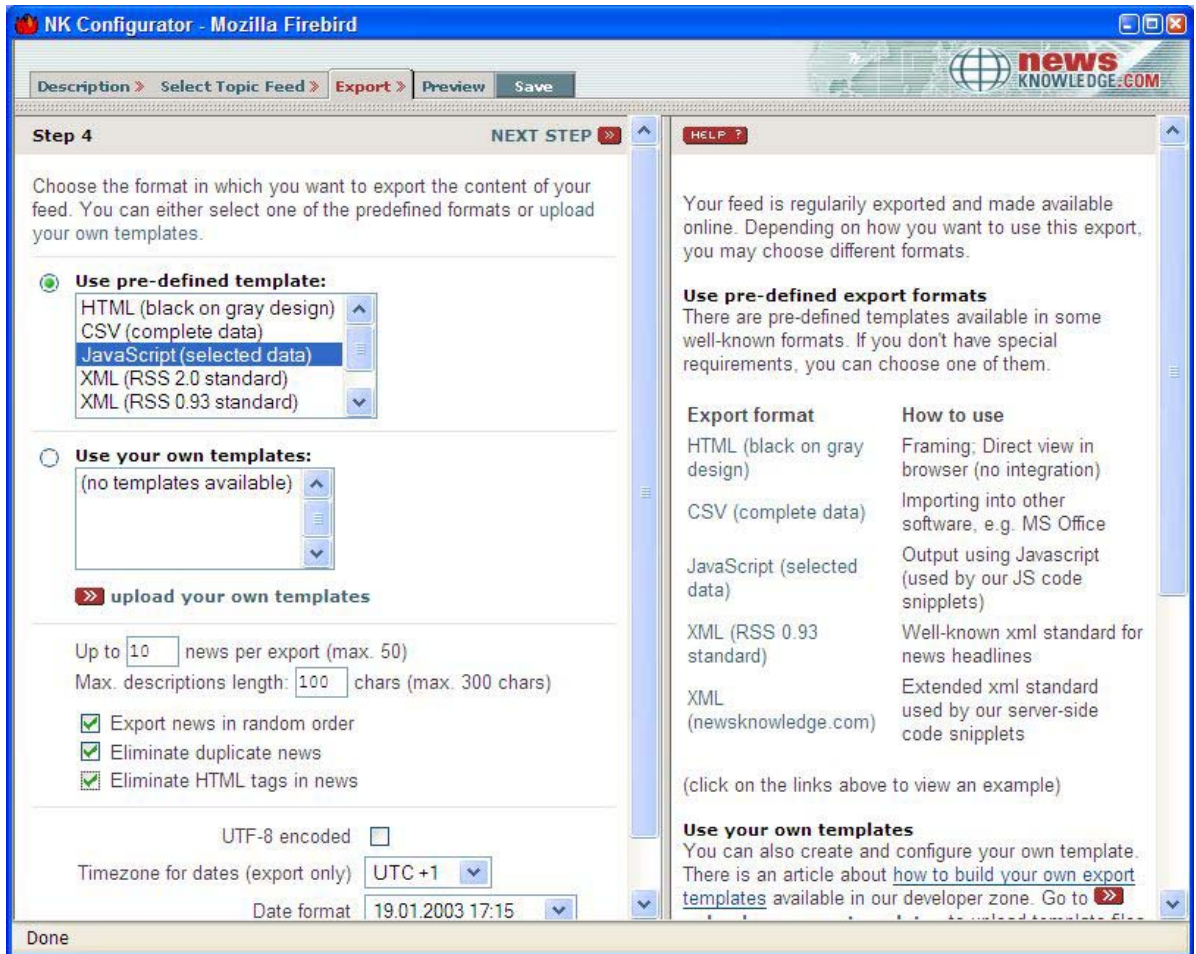


5. If you have all the sources you wish, and all the specific news articles you wish, select the "NEXT STEP >>" button to take you to the export screen. Specific instructions on exporting your feed are shown in the next section.

6. Export options

Introduction

The next step in configuring your feed is to *export it*. Exporting allows you to save your feed in a format that can easily be implemented into your website (see section 6: Implementing Feeds into your website / portal / intranet / ..). The image below is a screenshot of the Export tab of the configuration wizard.



There are multiple formats to which you can export your feed. These are JavaScript, Static HTML, CVS, and XML. In order to make your feed fit into your website, you must consider which type is best for you.

- **JavaScript**

A JavaScript export generates a .js (JavaScript snippet) file on our server, which must be linked to on your website. JavaScript allows you to create animations and effects in your feed, such as a scrolling news ticker.

A sample JavaScript ticker and instructions on its use can be found in our Developer Zone. The ticker provided assumes that you are working with a news feed exported in the JavaScript type.

- **Static HTML**

Static HTML feeds are presented in a simple, formatted HTML table that is not animated. They are the easiest to implement into your website, because they do not involve the editing of JavaScript snippets.

- **CVS**

CVS exports allow you to implement your news feed into non-website programs, such as Word, Outlook, etc.

- **XML**

XML is used to implement your news feed into your website with increased flexibility. You can add some effects to XML code. XML code is best if your website is dynamic. That is, if your website is designed using either PHP or ASP code.

On the export screen, you will be given the choice between using a pre-defined template which has a standard look and feel, and uploading your own.

Using a Pre-Defined Template

To use a pre-defined template, simply select the export type from the list under "Use pre-defined template:". Be sure you choose the best export type for your website (learn more about the export formats above if you are unsure.)

Uploading a Custom Template

To learn more about creating templates, visit our developer zone.

Once you have a template created, you can upload it by clicking on the "Upload Your Own Templates" link. You will be taken to a screen which will let you browse for, and upload your template for use with your export.

Export Options

The export window also lets you define some export options. These options allow you to randomize the order of the news presented in your feeds, eliminate duplicate stories (such as stories that appear from the Associated Press on different sources,) and eliminate HTML tags in your feeds (HTML tags may cause problems in some older browsers.)

You can also select the time zone in which you'd like your news to appear, so that your news is updated at precisely the right time. You can also customize the format in which news articles' publishing dates are displayed. The Unicode-8 option simply changes the type of data delivered to your feed. Some browsers can display Unicode-8 more efficiently than other forms of data.

Finishing Your Export

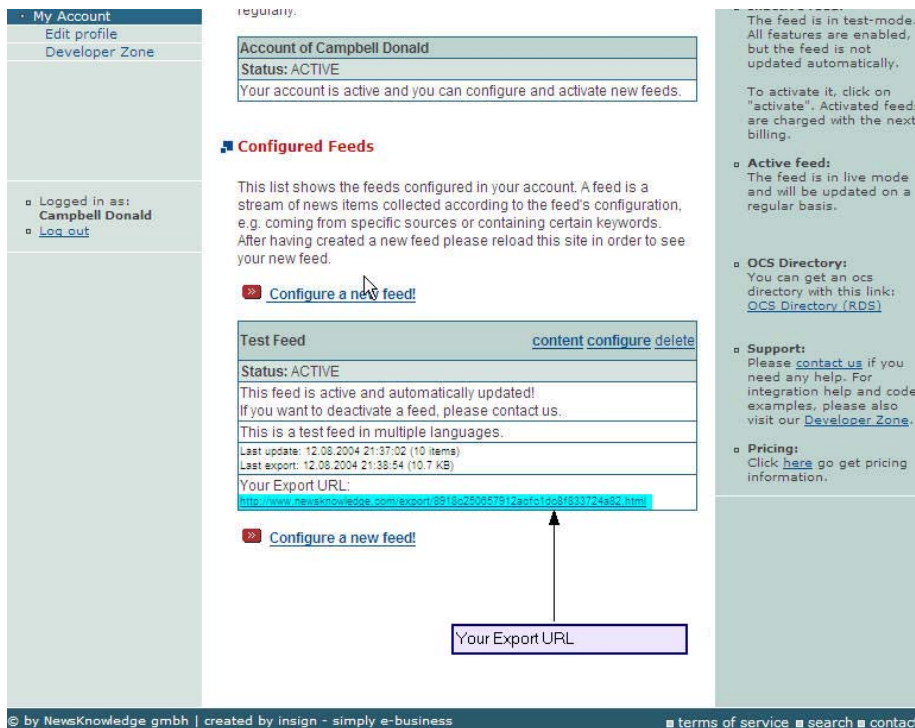
Once you have all options of your export selected, click on the "Next Step >>" button to preview your feed.

7. Completing Your Configuration

Complete all configurations by clicking "Save" in the configuration wizard window. This will save your news feed information and make it available to you in your account page.

After configuration of any type of feed, you will be required to *activate* it. This can be done by simply clicking the activate link under the news feed's listing in your account page. If you do not activate your feed, your account will **not** be charged for it. Inactive feeds act as normal feeds, so you can implement them into your website for testing purposes. However, the information delivered to inactive feeds will **not** be updated.

Please view the screenshot below. After you save your configuration, you will be brought back to your account page, and your new feed will be listed thus:



The screenshot shows a user account page for Campbell Donald. The main content area displays a 'Configured Feeds' section. A feed named 'Test Feed' is listed with a status of 'ACTIVE'. The feed's description states it is active and automatically updated. Below the description, the 'Your Export URL' is shown as <http://www.newsknowledge.com/export/6318c265b57512a2f01c031613724832.htm>. A callout box labeled 'Your Export URL' points to this link. To the right of the feed listing, there are links for 'content', 'configure', and 'delete'. A 'Configure a new feed!' button is also visible. A sidebar on the right contains information about the feed's status, including a note that it is in test-mode and not updated automatically, and instructions on how to activate it. The sidebar also includes links for 'Active feed', 'OCS Directory', 'Support', and 'Pricing'.

Simply click on the "activate" link in your feed's box to activate it.

8. Implementing feeds into your website / portal / intranet /..

Implementation Instructions

Now it is time for implementing, or adding your feed to your website/intranet for use. The procedures involved are different, depending on which type of export format you chose for your feed.

You will be required to know your feed's export URL. If you do not know your Export URL, you can always find it out by looking at your account page. Note above, how in your account, each feed you configured is listed with the description you provided for it, and the export URL.

Please read the specific implementation instructions for the export format you chose.

- **Static HTML**

Static HTML templates can be easily implemented into your static website. Upon export, you will be given the URL of an exported .html file. In order to display the information on your website, you can either link to this .html file, or if your server is PHP-enabled, you can use our cache system to reduce page loading times (see below.)

With the cache system, you can have the news delivered locally to your server where it can be displayed through PHP or ASP. This cuts down on load time, for the information will be displayed from your local server, and not from the NewsKnowledge server.

- **JavaScript**

JavaScript exports involve linking to the .js file you received in your Export URL. To add the system to your webpage, open your favourite edit program and view the source code of the site on which you wish to display your news. Under the <head> tag, add the following code:

```
<script (...) src="[your export url]"></script>
```

[your export url] refers, of course, to the export URL shown after you configured and saved your news feed.

You now must now display the news data provided by your .js file. This is done with a JavaScript *for loop*, which repeats code until all news information is displayed. Data is taken from the .js file using the *items [][]* array, where the first dimension is the number of the article, and the second dimension is the type of information. The types of information include "newsURL", "newsTitle", "sourceName", "newsDate", and "sourceURL". More specific instructions on editing your JavaScript feed can be found in our [developer zone](#).

If you are unfamiliar with the JavaScript language, you can [download](#) ready-to-run code from our developer zone. All that needs to be changed in this file is the Export URL.

If you wish to edit the look and feel of your feed, you will need to use Crystal Style Sheets (CSS.) Below is a copy of the CSS sheet provided in the sample code from our developer zone.

```
<style type="text/css">
.nk-feed { background-color: #eeeeee; font-family: Arial; font-size:
12px;
width: 450px; border: 1px solid gray }

.nk-title { font-weight: bold; color:#004b8c}

.nk-source { color: gray }

.nk-time { font-size: 10px }

</style>
```

If you are unfamiliar with CSS, it is recommended you stick to the standard look / feel. As you can see, each CSS structure refers to specific information displayed within your news feed. ".nk-title" is the title of each article, ".nk-source" is the text that displays each article's online source, and ".nk-time" is the time/date each news article appeared.

Properties such as font-weight (bold, or regular,) font-colours, border sizes, widths, heights, fonts, and background-colours are used to customize your news feed.

- **Dynamic WebPages**

If your website is dynamic (e.g. it uses PHP or ASP to display information,) you can implement your news feed directly to your dynamic website using a PHP-based or ASP-based system. The files are available on our website, and implementation requires only basic modification. The following how-to steps will guide you through the process of implementing a **PHP-based** system. If you are running an ASP-based website, there is an ASP version of the PHP code shown below. It is available in our developer zone, along with instructions on how to implement it.

1. First, you must [download](#) the required file from our developer zone. The file "example.php" contains a basic implementation that can be used on your website. In order to add it to your website, you must change one line of the PHP code.
2. In "example.php", the line shown below appears.

```
$NewsImport = new NK_NewsImport("your_xml_export_file_name_goes_here");
```

In order to use this for your feed, you must replace

"your_xml_export_file_name_goes_here" with the number of your export URL you received after configuration of your feed was complete. If you wish to create a custom feed design, view the article "How to integrate news into your dynamic website" in our developer zone.

3. Upload all of the contents of the zip file to your server.

Linking to the example.php file will display your news on your website. If you wish to fully integrate your news feed, simply copy-and-paste the contents of example.php to a specific location in your website. Be sure to save your website with a .php extension. Failure to do so will cause the PHP code to fail.

Using the Caching System

1. You can cache feeds of any export type. Caching simply means that the news is delivered to your local server for easy retrieval. This method cuts down on response time for each visitor, because the information will be coming from your local server, and not the NewsKnowledge server. In order to cache news, you can [download](#) our code from our developer zone.
2. After unzipping the downloaded file, change this line, which appears in "example.php."

```
new NK_NewsCache("your_feed_here");
```

3. Edit this line so the text "your_feed_here" is replaced with the number of your feed, taken from your export URL. For example, if your export URL is <http://www.newsknowledge.com/export/8918c250657912acfc1dc8f833724a82.xml>, your feed's number is "8918c250657912acfc1dc8f833724a82". Be sure to put double quotes (") around your number.
4. **Note:** If your feed was NOT exported in the XML format, you must add two parameters to the PHP statement in step 2. If you exported your feed as a Static HTML file, your line should look like this:

```
New NK_NewsCache ("your_feed_here", "html", "text/html");
```

If you exported your feed in the JavaScript format, your line should look like this:

```
New NK_NewsCache("your_feed_here", "js", "text/javascript");
```

5. Upload all of the zip file's contents to your server.

Linking to the example.php file will display your news on your website. If you wish to fully integrate your news feed, simply copy-and-paste the contents of example.php to a specific location in your website. Be sure to save your website with a .php extension. Failure to do so will cause the PHP code to fail.

For further information and more specific instructions, you can visit our Developer Zone, which has a listing of online code examples and helpful hints on successfully implementing your feed into your website/intranet page.

Custom Implementation Services

If you require specific implementation that you are either unprepared, or do not have time to complete, you can request our custom implementation services. We will implement your feed into your website quickly and painlessly, adding any specific custom looks/feels, effects, or flares you desire!

For corporate feeds, requesting custom implementation is easy! Simply select the option in the "Description" screen of the configuration wizard. For other feeds types, you can contact us [here](#) and request custom implementation services. Rates and procedures will be elaborated on by our staff.