

proveit

RELEASE REPORT

for

webitpr launches proveit – online cuttings free from copyright infringement

Distributed for



on behalf of

webitpr ltd

Release distributed on Monday, November 12, 2007

Report generated on Wednesday, November 07, 2007

Summary Analysis

Coverage Type

Press Release 2



Coverage Statistics

Total Coverage: 2
Average overall rank of sites in the last month: 276,748
Total reach per million of sites in the last month: 8
Total page views per million of sites in the last month: 0
Average page views per user of sites in last the month: 2.20
Average sites linking into the sites where coverage achieved: 161

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Coverage/Site Information

Coverage Type: Press Release
 Coverage Addr: http://www.webitpr.com/release_detail.asp?ReleaseID=6977
 Identified: 07/11/2007
 Published: 07/11/2007
 Site Title: webitpr
 proveit clipping status: Permission Granted
 Site online since: 23-Aug-2000
 Site Language: English Other sites linking to this site: 161

Site Statistics

	Month Av.	7 Days Av.	24Hrs	Month Change
Overall Rank	276,748	367,963	N/A	N/A
Reach Rank	248,207	263,246	N/A	N/A
Reach per Million	4	4	N/A	-100%
Page Views Rank	340,531	577,667	N/A	N/A
Page Views per Million	0.13	0.07	N/A	-100%
Page Views per User	2.2	1.2	N/A	N/A

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Coverage/Site Information

Coverage Type: Press Release
 Coverage Addr: <http://blogit.webitpr.com/?ReleaseID=6977>
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[webitpr](#), the unique online news distribution company has today announced the launch of proveit, a new service that provides PR executives with pdf cuttings alongside analysis and details of the online coverage achieved through using the company's [realwire distribution service](#).

This new initiative marks a significant step forward for [copyright](#) compliance in connection with online media content which may be overlooked by PR professionals who collect and archive press cuttings for clients and corporate departments without permission from online publications.

Each cutting produced by webitpr and delivered to clients has received pre-approval free of charge by the copyright owners to be used as part of the proveit service. PR executives who use the service can then share internally and archive the cuttings without breaking any copyright laws at no additional cost.

Newspaper industries around the world often have governing bodies that protect newspaper copyright collection and provide a license to those that need them. However, the online media industry is much more dynamic than its offline counterparts with no one regulatory body to enforce protection of online content.

The initiative is ongoing and the company has received responses from over 1000 online media publications so far with 810 (81 percent) granting permission and 233 (22 percent) denying it. Publications that are governed by the [Newspaper Licensing Agency](#) or those that are based on a subscription model were not contacted, but are classified as such and copies of the articles are not provided.

Geographically, the company received a granted permission rate of 84 percent from online publications in the UK and Europe, 69 percent from North America and 78 percent for the rest of the world.

On an industry basis, websites and blogs that cover gaming were the most lenient with 87 percent granting permission. This was followed by consumer at 86 percent; Electronics and Engineering at 82 percent; IT and telecoms at 81 percent individually and Bio/Health/Pharma at 56 percent.

The pdfs are generated exactly how they look on the publication's website or blog and include the advertising shown on the webpage at that given time. A copyright watermark is visible along with a nota bene on each pdf generated to remind clients of the basis on which the permission has been granted.

The copyright permission does not allow clients the right to use the cutting for any other purpose including in sales material on their own websites. Should clients wish to use the pdfs for any other purpose, webitpr will direct them to the website or blog owner to agree commercial terms.

Chief executive of webitpr, Adam Parker said: "Copyright infringement is a serious issue and one that we don't want our clients or indeed ourselves to face. That's why we've spent a lot of time approaching online editors and bloggers on a one to one basis to seek permission to use the coverage our clients have generated through using our service on their respective sites and blogs.

"These publications aren't charging us to repurpose their content hence why we aren't charging the users of our service any additional costs to use it.

"Obviously some publications cannot or will not allow us to use their sites within proveit so we see part of our role to educate clients that such publications would find it unacceptable to use their content in this way."

Jonathan Dolby, Managing Director said: "The response we've received so far has been very positive with many website owners, editors and bloggers thanking us for taking the time to ask for permission in the first place.

"It's no surprise that PR professionals are increasingly looking to gain online coverage as the medium continues to grow in both reach and readership. The same rules still apply to online as they do to off, however, and we may well see an increase of copyright infringement cases as time goes by."

proveit is available to all webitpr clients at no additional cost as part of the company's realwire service where inclusive monitoring is provided. As the online coverage is generated from their press releases, clients will have the option to download the pdf files which contain an image of the coverage on the publication and demographical data including traffic, reach and Alexa ranking.

-ends-

About webitpr

webitpr has specialised in online news distribution since its inception in 2000 and works on behalf of PR agency and corporate clients throughout the UK and Europe. The company is UK based and distributes news to its large database containing thousands of online media which cover a range of industries including telecoms, IT, Consumer Tech, Gaming, Broadcast, Pharma/Healthcare and Banking and Finance.

It provides a unique service by not only distributing news and multimedia content but by providing clients with the online editorial and blog coverage their news has generated. webitpr was the first distribution company to introduce the Social Media News Release – a new kind of press release to cater for the social media world.

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Appendix

Coverage/Site Information & Site Statistics Explained

Please find below an explanation of the site information and statistics contained within this report.

Site Information

Coverage Type:- highlights whether the coverage:

- is a copy of the press release
- is independently written editorial
- appears on a blog
- has been achieved after the release was distributed by a newswire
- appears on social media
- appears on a forum
- is on a video site

Site Language:- shows the language of the piece of coverage achieved.

Other sites linking to this site:- the number of other external publications linking to another publication can have an affect on the total number of readers. The more sites that link in to a publication, the more sources of readers.

Site Categories

Category listings for dmoz:- The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors. The section highlights which categories a publication appears in within the directory.

Site Statistics

Rank:- Traffic rank is based on three months worth of traffic data from millions of Alexa Toolbar users, and is a combined measure of page views and users that reflects relative popularity - the lower the number the more popular the site.

Reach:- Reach measures the number of users. The figure indicates, out of each 1 million users, how many are estimated to visit a site. The reach rank is a ranking of all sites based solely on reach.

Page Views:- Page views measure the number of pages viewed by Alexa Toolbar users. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the users visiting the site. The page view rank is a ranking of all sites based solely on the total number of page views (not page views per user). Page views per million indicates what fraction of all the page views by toolbar users go to a particular site.

Coverage Statistics

Total Coverage:- the total number of pieces of coverage identified and displayed.

Total reach per million of sites in the last month:- this figure indicates the total number of users that visit the sites where coverage has been achieved. Reach measures the number of users that visit a site, per million Internet users.

Total page views per million of sites in the last month:- this indicates in total how many pages a user viewing each site would have clicked on, across each site viewed.

Average page views per user of sites in last the month:- this figure shows how many pages on average a user would have clicked on per site

Average sites linking into the sites where coverage achieved:- this indicates on average how many external sites are linking in to the publications where you have achieved coverage.