Better exploit and monetise the value of Financial Times news content and analysis

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The challenge
The proliferation of digital content means that organisations are increasingly faced with the challenge of finding, processing and delivering relevant information to the people and business applications that need it.

The solution
Original and comprehensive global market intelligence from the FT, seamlessly integrated into internal and third-party platforms through our API news feed.

The benefits
By better exploiting the value of Financial Times news content across your organisation, you’ll ensure the right information gets to those who need it, far more quickly.

Market pressures
Technology has created new, dynamic channels of distribution for news. The sheer volume of information available today makes it hard to determine what is relevant and reliable. Many organisations recognise that the quality of their decision-making depends, in part, on the quality of the sources they rely on. Information that is unreliable, inaccurate or biased could have very expensive consequences.

The value of the Financial Times is its proprietary content, which provides international business news, economic analysis, and company information to improve decision-making worldwide. The FT employs over 600 journalists around the world, reporting on organisations, people and topics likely to impact your business and your clients.

We recognise that organisations want to source content in a variety of ways and increasingly leverage digital solutions. Consequently, the FT provides the capabilities that give you the power to create solutions that meet your specific requirements. In this way, the FT can continue to focus on delivering premium insight and information, and provide a mechanism for you to integrate this content within your existing applications and information workflows.

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The Financial Times API

We hear from our customers that the FT provides a source of original content, it is trustworthy and it returns highly relevant news articles - our editorial processes filter out the background noise and searches contain far fewer spurious news items. The FT has made significant investments in its application programming interfaces (APIs), enabling you to benefit from flexible content integration solutions.

Our metadata, containing but not limited to the names of 4.2 million organisations and 2.6 million people, helps you identify the connections between the stories, organisations, people and events we write about, providing even deeper insight to inform your business decisions. To ensure our content and API complement your existing infrastructure, and the solutions best meet your needs, FT API experts are on hand to work with your developers or third party providers.

Each API service requires organisations to enter a licence agreement with the FT, which sets out how you may use the service, the rights available and the basis for any fees payable to the FT. Keys to access the API are provided based on the terms agreed to.

API Suite

<table>
<thead>
<tr>
<th>API OUTPUT</th>
<th>DESCRIPTION</th>
<th>VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notifications</td>
<td>A constantly updating list of content published by the FT.</td>
<td>Approx 800 updates a day</td>
</tr>
<tr>
<td>Content</td>
<td>The full body content, title, byline, published date etc., for an individual FT article. Plus flags indicating whether the content is a scoop, exclusive or editors choice.</td>
<td>1.3 million articles</td>
</tr>
<tr>
<td>Enriched content</td>
<td>As per the content endpoint, with added annotations and links to the concepts relevant to the article, including organisations, people, topics, section and locations.</td>
<td>1.3 million articles</td>
</tr>
<tr>
<td>Organisations</td>
<td>Information about an organisation, company or public company, including names, parent/child organisations, associated people, public identifiers and Financial Instrument Global Identifier (FIGI).</td>
<td>4m+ organisations</td>
</tr>
<tr>
<td>People</td>
<td>Information about a person, including employment/board membership history.</td>
<td>2.6m people</td>
</tr>
<tr>
<td>Push</td>
<td>A mechanism to be alerted as soon as content is published by the FT (Beta product).</td>
<td>Real-time</td>
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Bringing value to your business

Better exploit the value of news and analysis across your organisation using FT Integration Solutions. Get the right information to those who need it, far more quickly.

Unlock enterprise-wide news data
Deliver market-leading news content across your organisation at scale and exploit efficiency gains, as our API allows seamless integration with your existing technology and platforms.

Drive productivity
While most newsfeeds become saturated with information, our APIs allow you to deploy customised global insight and information when and where you need it, so you avoid the cost of missed opportunities and make more informed business decisions.

Accelerate business excellence
Fed solely by proprietary FT content, our API allows you to easily and efficiently identify emerging opportunities, minimise risk and understand your customers better.

By integrating content from the Financial Times through an API, tailored real time news is now delivered directly to our intranet providing added value to our internal clients. The FT’s widgets allows us to tailor searches to our specific needs, removing the generic results often included in traditional daily updates.”

- Siân May, Information Officer supporting Financial Services & Corporate, DWF LLP

Find out more

Join other leading firms using our FT Integration Solutions to their advantage.

Contact us at:
enterprise.ft.com/api

Or call us on:
+44 (0)207 873 4001
+1 877 843 3399 (US toll free).