

Release Title Major boost for Algerian scientists

Release distributed 17.10.2012 Report Created 19.02.2013

Distributed for **DANTE** 

on behalf of EUMEDCONNECT

# Headline: EumedConnect3 upgrades R&E network in Algeria

URL: http://www.telecompaper.com/news/eumedconnect3-upgrades-rande-network-in-algeria

RIR Score:	**
Coverage type:	Editorial
PDF Permission:	Permission Granted
Site Name:	Telecompaper
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	Netherlands
Language:	English
Site online since:	03 October 1997
Other sites linking in:	133
Advertising rates:	€35 - €70 CPM banner
Readership:	80,000
Alexa traffic rank:	70,462
Site target audience:	Telecompaper is a well respected, independent research and publishing company focused on the telecommunications industry. Telecompaper provides international customers with research and advisory services, breaking news, digests, expert analyses, company profiles and research reports. Telecompaper's audience are major telecom operators,
Social shares:	E Twitter: 1

# Headline: Major boost for Algerian scientists

#### URL: http://www.zawya.com/story/Major\_boost\_for\_Algerian\_scientists-ZAWYA20121017123637/

	<u></u>
RIR Score:	***
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	Zawya
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	UAE
Language:	English
Site online since:	24 August 1999
Other sites linking in:	4,196
Advertising rates:	\$60 CPM
Readership:	750,000
Alexa traffic rank:	15,048
Site target audience:	Zawya is the leading Middle East business information company serving the high-end business and financial professional community. Headquartered in Dubai, Zawya has sales and support offices in Lebanon, Kuwait, Malaysia and Singapore serving a global user base of over 750,000 high end business professionals.
Other:	Zawya reaches over 120,000 registered members with their daily, weekly, and monthly newsletters.



URL: http://www.itbusinessnet.com/article/Major-boost-for-Algerian-scientists-2249205

RIR Score:	***
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	IT Business net
Identified:	18/10/2012
Publisher:	DMN
Published:	17/10/2012
Site Location:	USA
Language:	English
Site online since:	14 September 2004
Other sites linking in:	812
Advertising rates:	DMN Media Kit - digitalproducer.digitalmedianet.com/articles/viewarticle.jsp? id=271763
Alexa traffic rank:	652,365
Site target audience:	ITBusinessnet is part of the DMN NewsWire sites. It provides a variety of IT news, from computing, internet to enterprise applications.

# Headline: Major boost for Algerian scientists

#### URL: http://www.totaltele.com/view.aspx?C=0&ID=477111

RIR Score:	***
Coverage type:	Selective
PDF Permission:	Permission Granted
Site Name:	Total Telecom
Identified:	19/10/2012
Publisher:	Terrapinn Ltd
Published:	18/10/2012
Site Location:	UK
Language:	English
Site online since:	09 October 1996
Other sites linking in:	1,438
Advertising rates:	£80 cpm
Readership:	105,000
Alexa traffic rank:	149,635
Site target audience:	Total Telecom meets the information and research needs of the Global
	Communications industry, from breaking news to expert analysis. It is the leading communications link between end users and the vendors, carriers and resellers of telecommunications technology and services. Total Teleco Online provides breaking news, archives, research reports and more.

# URL: http://www.sys-con.com/node/2407375

RIR Score:	***
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	SYS-CON Media
Identified:	18/10/2012
Publisher:	SYS-CON Media
Published:	17/10/2012
Site Location:	USA
Language:	English
Site online since:	04 March 1996
Other sites linking in:	9,523
Advertising rates:	\$55-75 CPM leaderboard
Alexa traffic rank:	29,595
Site target audience:	SYS-CON Media, founded in 1994, is widely recognized in the Internet- technology and magazine publishing industries as the world's leading publisher of i-technology magazines, electronic newsletters, and accompanying i-technology breaking news, education and information Web portals. SYS-CON Media is for tech professionals around the world who want the keep ahead of industry news.
Other:	SYS-CON Media has 185,000 subscribers to its e-newsletter.

# Headline: Major boost for Algerian scientists

#### URL: http://www.topix.com/world/algeria/2012/10/major-boost-for-algerian-scientists

RIR Score: Coverage type: PDF Permission: Site Name: Identified: Published: Site Location: Language:	★★★ Selective Unavailable topix 18/10/2012 17/10/2012 USA English
Site online since: Readership:	02 March 1995 6,000,000
Alexa traffic rank:	1,025
Site target audience:	Topix provides news from thousands of sources, sorted geographically by location, as well as a wide variety of subjects for people wanting news local to them. There is also a community where people can discuss news.
Social shares:	Facebook: 10

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URL: http://www.individual.com/storyrss.php?story=165069207&hash=e7318fce92b795f96470d24f06dd440f

RIR Score:
Coverage type:
PDF Permission:
Site Name:
Identified:
Published:
Site Location:
Language:
Site online since:
Other sites linking in:
Advertising rates:
Alexa traffic rank:
Site target audience:
-

Selective Unavailable Individual.com 31/10/2012 17/10/2012 USA English 20 April 1999 6,092 No Advertising Available. 26,107 Individual.com's history goes all the way back to April 10, 1995 when it began as a paid subscription service. In February 1998, Individual became part of the NewsEdge Corporation. One year later, in February 1999, NewsPage.com was spun off as a separate entity and in May 1999, it changed its subscription business model to an advertising and ecommerce model.

#### Headline: Major boost for Algerian scientists

#### URL: http://dotnet.sys-con.com/node/2407375

RIR Score:	**
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	.NET Developer's Journal
Identified:	19/10/2012
Published:	18/10/2012
Site Location:	USA
Language:	English
Site online since:	04 March 1996
Alexa traffic rank:	29,595
Site target audience:	.NET Developers journal is part of the SYS-CON Media range of respected technology sites written by professionals for professionals. This site
	inparticular looks at website development and covers cloud, java, linux, open sourse and virtualization.

URL: http://www.it-director.com/technology/infrastructure/news\_release.php?rel=34523

RIR Score:
Coverage type:
PDF Permission:
Site Name:
Identified:
Publisher:
Published:
Site Location:
Language:
Site online since:
Other sites linking in:
Advertising rates:
Readership:
Alexa traffic rank:
Site target audience:

\*\* Selective Permission Granted IT Director 18/10/2012 IT Analysis Communications Ltd. 17/10/2012 UK English 02 December 1998 761 £40 CPM 36,000 298,420 ITD is a communications company focused on aggregating and proliferating the opinion, analysis and research from the independent technology analyst community. The objective is to ensure that all IT purchasers have access to the best possible information through the communications interface they feel most comfortable with. This includes; online, face to face, printed media and via trusted third parties like trade associations. ITD provides a one-stop-shop for IT end users to access and retrieve published analysis and for IT vendors to more effectively interact with the independent analyst community.

#### Headline: Major boost for Algerian scientists

#### URL: http://www.it-analysis.com/technology/infrastructure/news\_release.php?rel=34523

RIR Score:	**
Coverage type:	Selective
PDF Permission:	Permission Granted
Site Name:	IT Analysis
Identified:	18/10/2012
Publisher:	IT Analysis Communications Ltd.
Published:	17/10/2012
Site Location:	UK
Language:	English
Site online since:	04 June 1999
Other sites linking in:	445
Advertising rates:	£80 - £320 CPM banner
Readership:	16,000
Alexa traffic rank:	632,944
Site target audience:	IT Analysis is a communications company focused on aggregating and proliferating the opinion, analysis and research from the independent technology analyst community. The objective is to ensure that all IT purchase have access to the best possible information through the communications interface they feel most comfortable with. This includes; online, face to face, printed media and via trusted third parties like trade associations. IT Analysi provides a one-stop-shop for IT end users to access and retrieve published analysis and for IT vendors to more effectively interact with the independent analyst community.



URL: http://www.pr-inside.com/major-boost-for-algerian-scientists-r3429823.htm

RIR Score: Coverage type: PDF Permission: Site Name: Identified: Published: Site Location: Language: Site online since: Other sites linking in:	<ul> <li>★★</li> <li>Selective</li> <li>Permission Granted</li> <li>PR-inside</li> <li>18/10/2012</li> <li>17/10/2012</li> <li>Austria</li> <li>English</li> <li>23 August 2005</li> <li>6,438</li> </ul>
Published:	17/10/2012
Site Location:	Austria
Language:	English
Site online since:	23 August 2005
Other sites linking in:	6,438
Advertising rates:	No advertising available.
Alexa traffic rank:	29,871
Site target audience:	PR-inside is a German news portal where users are able to upload press releases for free. This site would attract predominantly a German audience seeking business information and news.

# Headline: Major boost for Algerian scientists

#### URL: http://newsblaze.com/story/2012101704550400001.we/topstory.html

RIR Score:	**
Coverage type:	Selective
0 71	
PDF Permission:	Permission Granted
Site Name:	News Blaze
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	USA
Language:	English
Site online since:	12 August 2003
Other sites linking in:	5,559
Advertising rates:	\$2000
Readership:	400,000
Alexa traffic rank:	49,337
Site target audience:	News Blaze is a platform for news releases from around the world. News
	Blaze readers care about breaking news in entertainment, business, the world, politics, cartoons and web 2.0. Their community includes people who love entertainment and book reviews, entrepreneurs and interested consumers. Readers generate over half a million page views per month.



URL: http://relevant.at/wirtschaft/print/782932/major-boost-for-algerian-scientists.story

RIR Score:	**
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	relevant
Identified:	31/10/2012
Published:	17/10/2012
Site Location:	Austria
Language:	English
Alexa traffic rank:	302,736
Site target audience:	relevant is a sister site to pr-inside and is a German news portal where users are able to upload press releases for free. This site would attract predominantly a German audience seeking business information and news.

# Headline: Major boost for Algerian scientists

#### URL: http://www.ulitzer.com/node/2407375

RIR Score:	**
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	Ulitzer
Identified:	18/10/2012
Publisher:	SYS-CON
Published:	17/10/2012
Site Location:	USA
Language:	English
Alexa traffic rank:	77,332
Site target audience:	Ulitzer is an online portal providing a range of comprehensive news on technology. This includes sections on electronics and semiconductors, media and entertainment and computers and software, This site would attract a well educated audience interested in technology for both professional and personal use.



Headline:	Major	boost for	<sup>•</sup> Algerian	scientists

URL: http://www.itnewsonline.com/showrwstory.php?storyid=9377

RIR Score: Coverage type:	★★ Selective
PDF Permission:	Unavailable
Site Name:	IT News Online
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	India
Language:	English
Site online since:	14 January 2005
Other sites linking in:	1,141
Advertising rates:	\$1,000 for a period of 30 days
Readership:	60,000
Alexa traffic rank:	192,564
Site target audience:	IT News Online covers the latest IT industry news worldwide in many categories ranging from telecom to gaming. IT News Online is for IT industry professionals who want to keep up to date with the latest news and releases.
Social shares:	f Facebook: 3 🔄 Twitter: 11

# Headline: Major boost for Algerian scientists

URL: http://dmnnewswire.digitalmedianet.com/article/Major-boost-for-Algerian-scientists-2249205

RIR Score: Coverage type: PDF Permission:	★★ Selective Permission Granted
Site Name:	Digital Media Net
Identified:	18/10/2012
Publisher:	DMO
Published:	17/10/2012
Site Location:	USA
Language:	English
Site online since:	05 March 1999
Alexa traffic rank:	85,203
Site target audience:	Digital Media Network contains dozens of dedicated topic-specific sites for digital content creation professionals, all providing topical news of related software, platforms, peripherals,techniques and tutorials and hardware and software reviews.

# Headline: MAJOR BOOST FOR ALGERIAN SCIENTISTS

## URL: http://gudelnews.com/index.php?option=com\_content&task=view&id=1298697

RIR Score:
Coverage type:
PDF Permission:
Site Name:
Identified:
Published:
Site Location:
Language:
Other sites linking in:
Advertising rates:
Readership:
Alexa traffic rank:
Site target audience:
one tal get addienteel

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★★ Selective Permission Denied PR-USA.NET 29/10/2012 18/10/2012 Bulgaria English 170 \$2500 per month 95,000 143,985 PR-USA.NETis a new interest. The site inclu

PR-USA.NETis a news hosting site where members can post any stories of interest. The site includes sections on politics, business, organisational, healthcare, science, sports, culture and shows. PR-USA.NET would attract anyone looking to stay ahead of the latest headlines.

Headline: Major boost for Algerian scientists: Eumedconnect 3 project upgrades research and education network capacity

URL: http://enpi-info.eu/medportal/news/latest/30661/Major-boost-for-Algerian-scientists:-Eumedconnect-3-project-upgrades-research-and-education-network-capacity

RIR Score:	**
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	EU Neighbourhood Info Centre
Identified:	02/11/2012
Published:	18/10/2012
Site Location:	Unknown
Language:	English
Alexa traffic rank:	367,670
Site target audience:	The EU Neighbourhood Info Centre is a portal communication tool launched by the European Commission in 2009 to make more known the relationship between the EU and its Neighbours in the Mediterranean and in the East. It produces a wide range of communications material, highlighting policy issues and cooperation on the ground, and supports the communications and visibility efforts of EU headquarters, Delegations and funded projects active in the Neighbourhood.



# URL: http://www.it-news.erawdrah.com/articles/major\_boost\_for\_algerian\_scientists

consumer world.

RIR Score:
Coverage type:
PDF Permission:
Site Name:
Identified:
Published:
Site Location:
Language:
Other sites linking in:
Advertising rates:
Alexa traffic rank:
Site target audience:

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Selective
Unavailable
WareGround IT News
31/10/2012
17/10/2012
Moldova
English
15
No advertising available
3,180,633
WareGround IT news provides the most important news on technology, developments and trends with insightful analysis. Coverage includes hardware, software, networking, wireless computing, personal technology, security and cutting-edge technology from the developer world to the

#### Headline: Major boost for Algerian scientists

#### URL: http://www.itnewsbyte.com/de/news/nws168794,,.htm

RIR Score:	*
Coverage type:	Selective
PDF Permission:	Unavailable
Site Name:	Itnewsbyte.com
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	Switzerland
Language:	English
Other sites linking in:	126
Advertising rates:	No advertising available.
Alexa traffic rank:	615,030
Site target audience:	Itnewsbyte.com is a German website focusing on a range of technology news from software, hardware, internet, mobile, entertainment and much more. Members are allowed to upload articles where users are able to comment and discuss any news they find of interest.



URL: http://www.bizwireexpress.com/showstoryRW.php?storyid=267783

RIR Score:	*
Coverage type:	Selective
PDF Permission:	Permission Granted
Site Name:	BizWire Express
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	India
Language:	English
Alexa traffic rank:	708,742
Site target audience:	BizWire Express is a brand new site launched by the owner of IT News Online in May 2009. The site offers business news from a number of carefully selected sources.

# Headline: Major boost for Algerian scientists

#### URL: http://goarticles.com/article/Major-Boost-for-Algerian-Scientists/7059669/

RIR Score:	**
Coverage type:	Non-selective
PDF Permission:	Unavailable
Site Name:	Go Articles
Identified:	18/10/2012
Publisher:	Jayde Online, Inc
Published:	17/10/2012
Site Location:	Canada
Language:	English
Site online since:	30 August 2000
Other sites linking in:	49,649
Advertising rates:	\$600 for banner 349x60
Readership:	500,000
Alexa traffic rank:	2,699
Site target audience:	GoArticles.com is an article search engine and directory with more than 1 million indexed articles and a membership exceeding 135,000 authors. Currently (October 2008) the site receives 10,000 - 12,000 article submissions per week. The sites goal is to provide authors, publishers and visitors with the best and largest free content article database on the Web in categories such as health, food, marketing, real estate and business.

#### URL: http://en.redtram.com/go/562858301/top100/

RIR Score:
Coverage type:
PDF Permission:
Site Name:
Identified:
Publisher:
Published:
Site Location:
Language:
Site online since:
Readership:
Alexa traffic rank:
Site target audience:

★★ Non-selective Permission Granted redtram 18/10/2012 Virton Consultans, Ltd. 17/10/2012 Cyprus English 30 November 2004 6,936,200 6,948 RedTram<sup>™</sup> is the news find the latest news they engine lies in the variety displaying news. Redtrant obsult the latest news they are an are an area of the latest news they engine lies in the variety and the latest news they are an area of the latest news they area of the latest news.

RedTram<sup>™</sup> is the news search engine making it possible for Internet users 1 find the latest news they are interested in. The uniqueness of this search engine lies in the variety of simultaneously used criteria for searching and displaying news. Redtram is aimed at internet users who want to find out about the latest news in a specific category. Redtram offers a well-structures and detailed catalogue with two main directions: themes and regions. News in English, French, German, Spanish, Italian, Polish, Chinese, Ukrainian and Russian.

#### Headline: Major boost for Algerian scientists

#### URL: http://news.silobreaker.com/major-boost-for-algerian-scientists-5\_2266052493005816016

RIR Score:	**
Coverage type:	Non-selective
PDF Permission:	Unavailable
Site Name:	silobreaker
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	UK
Language:	English
Site online since:	17 March 2005
Other sites linking in:	3,571
Advertising rates:	No advertising available
Alexa traffic rank:	32,258
Site target audience:	Silobreaker should be used by anyone who wants to get more from current affairs on the internet in less time. If you want to get an in-depth understanding of the news, whether it's for your own interest or as part of your job, Silobreaker provides you with the information you need to know.
Other:	Silobreaker serves between two and three million page views per month.

# Headline: EumedConnect3 upgrades R&E network in Algeria

# URL: http://www.i4u.com/2012/10/european-union/upgrades-eumedconnect3-re-network-algeria

RIR Score:	***
Coverage type:	Blog
PDF Permission:	Permission Granted
Site Name:	I4U News
Identified:	18/10/2012
Published:	17/10/2012
Site Location:	USA
Language:	English
Site online since:	16 November 1996
Alexa traffic rank:	10,325
Site target audience:	I4U is a Premium Technology Life Style News Magazine and Shopping Guide. It focuses on lifestyle gadgets, mobile phones and computing. The site attracts an affluent audience of Tech and Gadget enthusiasts and tech consumers.

# Headline: Major boost for Algerian scientists

URL: http://www.technoworldinc.com/techno-news/major-boost-for-algerian-scientistst138973.0.html:msg146092#msg146092

RIR Score: Coverage type: PDF Permission: Site Name: Identified: Published: Site Location: Language: Alexa traffic rank: Site target audience:	<ul> <li>★</li> <li>UGC</li> <li>Unavailable</li> <li>TechnoWorldInc.com</li> <li>18/10/2012</li> <li>17/10/2012</li> <li>USA</li> <li>English</li> <li>242,286</li> <li>Techno World Inc describes itself as 'The Technical Engualmentia'. It provides</li> </ul>
0 0	242.286
Site target audience:	Techno World Inc describes itself as 'The Technical Encyclopedia'. It provides tech news and articles on topics such as hacking, programming and security issues. Techno World Inc is for anyone with an active interest in technology news and know-how.

# Release Title Major boost for Algerian scientists

Release distributed 17.10.2012 Report Created 19.02.2013

EUMEDCONNECT3 project upgrades Algeria's research and education network capacity

Algeria has recently upgraded the international connectivity available for its scientists and academicians to 622 Mbps through its participation in EUMEDCONNECT3, the regional high-capacity Internet network serving the research and education (R&E) communities across Northern Africa and the Middle East. Algeria is a long-term partner in the EC-funded EUMEDCONNECT project and has seen its research networking capacity increase by a factor of 15 - from an initial 45 Mbps in 2004 to the current 622 Mbps to meet researchers' growing demands for high-speed international connectivity.

CERIST (Research Centre on Scientific and Technical Information), the organisation that manages Algeria's national R&E network, ARN, has been at the forefront of meeting the networking needs of its growing user base since its inception in 1994. Through its interconnection to EUMEDCONNECT3, ARN enables researchers, academics and students in the country to participate in world-class international research and educational activities. Co-founded by the European Union, EUMEDCONNECT3 connects universities and research centres in North Africa and the Middle East and enables them to collaborate with over 4,000 institutions across Europe through its interconnection to GÉANT, the pan-European R&E network.

Aouaouche El-Maouhab, ARN Manager at CERIST, underlines the importance of being part of EUMEDCONNECT: "Over the last decade the connectivity needs of academic and research institutions in Algeria have increased significantly, and so have their opportunities to collaborate with peers in Europe and other parts of the world. We therefore welcome the upgrade as it puts ARN in a position to fulfil those needs. Our participation in the EUMEDCONNECT project has given our universities valuable advanced network services. The plan is to continue increasing our network capacity and efficiency and to work closely with NRENs in Europe and the wider Arab world".

ARN currently interconnects over 600,000 users at 120 research and academic institutions across the country, increases of 20% and 40% respectively since the

start of the previous phase of EUMEDCONNECT in 2008. Algerian institutions are actively participating in a substantial number of EC-funded higher-education TEMPUS and FP7 research projects dealing with issues particularly relevant to Algeria and the Mediterranean as a whole. NEUROMED, for example, brings together neuroscientists from both shores of the Mediterranean to exchange best practice and to jointly build up centres of excellence. EUMEDCONNECT3 facilitates this capacity-building process by providing stable, high-capacity Internet connectivity between geographically dispersed scientists and by supporting the seamless exchange of huge, bandwidth-hungry medical files, such as MRI scans.

"Data exchange and communication is crucial to our activities", said Prof. Fares Boubakour from the University of Batna, Algerian partner of the FP7-ESTEEM project which aims to enhance transport safety in the Euro-Mediterranean region. "EUMEDCONNECT3 helps us strengthen links with our partners in the Maghreb and in South Europe. It allows us to jointly collect, exchange and analyse trafficrelated data, develop tracking devices for vessel-transport and ultimately formulate recommendations for improved transport safety on both shores of the Mediterranean."

Over the past decade, the number of Algerian Internet users has increased more than 20-fold, still the Internet penetration is relatively modest at 14% of the whole population. To increase the general ICT uptake, the Algerian government (Ministry of Higher Education and Scientific Research), jointly with CERIST, has recently launched a series of initiatives, including connecting high schools to ARN. Students are now able to benefit from general Internet services as well as engage in more bandwidth-hungry applications, such as videoconferencing and remote classroom participation.

Algeria is also a shareholder in ASREN, the Arab States Research and Education Network. Building on EUMEDCONNECT3, ASREN sets out to widen its geographical footprint by connecting other Arab national research and education networks (NRENs) across North Africa, the Middle East and the wider Arab region.

David West said: "This upgrade marks a great vote of confidence in EUMEDCONNECT by one of our longest serving partner countries. It shows the benefits of the programme for providing high-capacity, high-quality connectivity for 21st century scientific research in the region".

# About EUMEDCONNECT3

EUMEDCONNECT3 provides high-capacity Internet-based connectivity for researchers, academics and students across Northern Africa and the Middle East. With its direct links to GÉANT it is a gateway for the Mediterranean to participate in world-class research and education initiatives. EUMEDCONNECT3 is co-funded by the European Union and is now in its third phase which runs until 2014. It forms a network platform for the Arab States Research and Education Network (ASREN) which has been formed to create a R&E network for the wider Arab region. EUMEDCONNECT3 is run by international research networking organisation DANTE, in collaboration with ASREN, the EU and local NRENs. For

# 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

RealWire separates coverage into different types, which are explained below:-

- Editorial editorial news sites are the equivalent to the traditional print media. A journalist will review your press release and choose to write (or not to write) about the information that you have provided.
- Selective there are many sites that seek to provide readers with high quality relevant content through the publication of press releases. Here an editor will select your release for publication if they deem it of sufficient quality and relevance.
- Non-selective these are sites that have decided directly or indirectly to publish all news from chosen sources as they know it will pass their quality and relevance tests. Your news, if relevant to the content of the site, is loaded unedited direct to the appropriate sector of the site.
- Blogs a blog is a shareable online log of events or commentary in which the blogger expresses an opinion or comments on anything of his or her choosing. Anyone visiting a blog can add their own views, which may or may not agree with the blogger's. A key element of blogging is the community that reads the blog and comments on posts, interacting with each other and discussing the topic in question.
- User Generated Content (UGC) user generated content covers sites where the content has been generated by users of that site, rather than by an editor or blogger. Examples of UGC sites would include forums, social network video sites (e.g. YouTube), and Wikipedia.

# RealWire Influence Rating (RIR)

The RIR is calculated following consideration of a number of factors that might affect a site or blog's level of influence within its industry. Influence relates to the ability of a site to influence the relevant target audience.

Factors considered when calculating the RIR for a site include:

- Site target audience the main focus of a site and its intended readership
- Coverage language the language of the site/coverage
- Site location which country the site is run from
- Number of visitors the number of monthly unique users per month
- Publisher the publisher of the site
- Advertising rates a guide price based on a banner advert on the homepage or nearest equivalent



- Alexa overall rank the comparative popularity of a site based on Alexa rank (the lower the rank the more popular the site)
- Technorati rank the comparative authority of a blog based on Technorati rank of a site (the lower the rank the more popular the site)Site online since - the length of time a site has been online
- Other sites linking in the number of other sites linking to the site based on Alexa data
  Navigation how easy the site is to navigate
- Reputation the reputation of a site within its industry
- Presentation the overall visual presentation of a site
- Speed how quickly pages load on a site

All of the above factors are collected and reviewed to come up with a sites' RealWire Influence Rating.