RealWire comparison to other wire services

Results	RealWire	PRNewswire	Businesswire	Marketwire
% of releases picked up at least once by "opinionated coverage"	76%	55%	38%	43%
% of releases achieving 4 or more pieces	38%	26%	12%	4%
Average pieces of coverage for releases with at least one pickup	5.0	5.0	4.6	2.1

Based on PRNewswire research published September 2008 and RealWire monitoring results for the same period April-June 2008.

JANUARY 2009 – 82%, 46% and 6.9 **real**wire

Analysis of January 2009 coverage

% of coverage by RealWire Influence Rating (RIR)[1]	Editorial[2]	Blog[2]	Selective[2]	Non Selective[2]	UGC[2]	Total
3* sites	30%	14%	7%	26%	0%	13%
2* sites	61%	45%	56%	47%	41%	53%
1* sites	9%	41%	37%	27%	59%	34%

Type	Editorial	Blog	Selective	Non Selective	UGC	Total
% of coverage	12%	4%	54%	21%	9%	100%

1. RealWire Influence Rating is RealWire's assessment of the potential influence of individual sites relative to their sector. More details can be found here.

2. Coverage types are based on RealWire's assessment of different providers of content and in some cases sites can have multiple types. More details can be found in our video about the Online Media.

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