

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 these 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.

MARCH 2009 – 80%, 55% and 7.7

Based on all releases where monitoring opted for representing 74% of distributed releases



Analysis of March 2009 coverage

% of coverage by RealWire Influence Rating (RIR) ¹	Editorial ²	Blog ²	Selective ²	Non Selective ²	UGC ²	Total
3* sites	32%	11%	5%	32%	1%	14%
2* sites	62%	41%	61%	58%	43%	58%
1* sites	6%	48%	34%	10%	56%	28%

Type	Editorial	Blog	Selective	Non Selective	UGC	Total
% of coverage	12%	4%	53%	23%	8%	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.

