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## **Newstex Releases ‘The Truth about Blog and Twitter Syndication’ eBook**

*Free eBook Clarifies the Process of Blog Syndication*

**GUILFORD, CT; June 23, 2009** - Newstex, sole provider of premium, full-text *Blogs On Demand*®, *Video On Demand*®, and real-time news, released a free ebook, *The Truth about Blog and Twitter Syndication*, to fully and accurately explain the process of blog syndication.

“Newstex provides licensed syndication of online content, including blog, vlog and Twitter content. Licensed syndication offers unique benefits to content producers and cannot accurately be compared to other syndication models,” explains Newstex President Larry Schwartz. “*The Truth about Blog and Twitter Syndication* breaks down the types of online syndication, specifically free, ad-supported, bartered and licensed, and clears any confusion between them, so content producers can make informed decisions about whether or not syndication, particularly licensed syndication, is right for them.”

*The Truth about Blog and Twitter Syndication* guides readers through the story of online syndication in an easy-to-read, accessible manner. Chapters include:

- **What is Blog Syndication?:** The Opportunity
- **Dispelling the Myths and Rumors about Licensed Blog Syndication:** The Most Common Misconceptions Debunked
- **Why Should You License and Syndicate Your Blog?:** The Top Benefits of Blog Syndication
- **What is Newstex:** The Solution

The free ebook includes valuable quotes from social media experts, leading content distributors such as LexisNexis, and bloggers who currently license content for syndication through Newstex, including:

- David Meerman Scott of [WebInkNow.com](http://WebInkNow.com) and best selling author of *The New Rules of Marketing & PR*
- Jonathan Hoy, Director of News and Business Content for [LexisNexis](http://LexisNexis)
- Jeremy Wright, President & CEO of [b5media](http://b5media)
- Ken Doctor of [ContentBridges.com](http://ContentBridges.com)
- Michael Panzner of [FinancialArmageddon.com](http://FinancialArmageddon.com) and [EconomicRoadmap.com](http://EconomicRoadmap.com)
- Vince Leibowitz of [CapitolAnnex.com](http://CapitolAnnex.com)
- Patrick Duffy of [HousingChronicles.com](http://HousingChronicles.com)

*The Truth about Blog and Twitter Syndication* ebook is available for free download on the Newstex Web site (<http://www.Newstex.com>) under a Creative Commons license. The free ebook can be accessed directly at <http://bit.ly/1kAR88>.



### **About Newstex**

Newstex LLC ([www.newstex.com](http://www.newstex.com)) is the only premium, full-text blog content provider delivering aggregated commentary from thousands of blogs in a wide variety of topics. *Blogs on Demand*® provides content from many of the Internet's top blogs, including Engadget, Gizmodo, Gawker, b5media, Gothamist, Mashable, BlogCritics.org, Digital Journal, PrairiePundit, AMERICAblog, and more. Newstex delivers additional real-time content from thousands of branded online and offline news sources through its *Content On Demand*® product and video through its *Video On Demand* product. By leveraging cloud computing and owning no physical assets, Newstex operates as a low-cost, top-quality provider and a truly virtual company. Since the company's inception in 2004, Newstex has been recognized for its innovation and contributions through numerous digital media and content awards and has been named to the *EContent 100* list of companies that matter most in the digital content industry for three years running. For more information, visit the Newstex site at [www.newstex.com](http://www.newstex.com) and the Newstex blog at <http://newstexblog.com>.