White Paper - Information from your company

Author:	Christian Westholm
Version:	0.1
Created:	2011-03-25 14:10
Updated:	2016-03-31 09:30

Contents

1   Document history

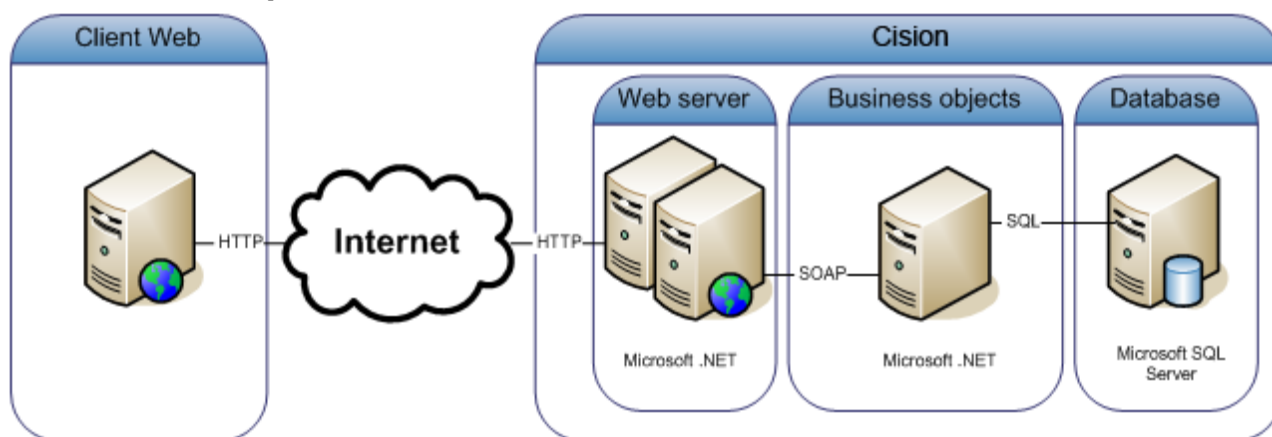| Date	Author	Comment
2012-11-13	Marcus Falck	History tracking added
2012-11-13	Marcus Falck	Added information about: EmbeddedItems Updates to Video node

		Encrypted releaseid *Launched 2013-01-05*
2015-05-13	Benjamin Åkerlund	Updated information about the pageSize parameter. Added the SearchTime entity. Some minor spelling corrections.
2015-12-04	Benjamin Åkerlund	Added information about the "detailLevel" parameter for the JSON feed.

2 Publish 2 – Information from your company

This document describes the technical platform of Information from your company and how to integrate it into the client web site.

3 System platform

3.1 Technical system overview

3.2 Software

The Information from your company is a web application which resides on Windows IIS.
Its platform and client pages are written in C#.NET.
The data layer is implemented in Microsoft SQL Server with XML web services.
Published web pages are presented with ASP.NET in HTML.

3.3 Capacity

Bandwidth available: up to 100 Mbit/s
Internet provider: Interoute (www.interoute.com)

4   Client side integration

4.1   XML

The "Information from your Company"-module is available through XML. The XML comes in two parts, one feed part and one detail part. The feed part presents one or many items in an abbreviated version. The detail part presents one item in full detail.

Both parts are described in the following sections.

4.1.1 XML feed

The XML feed is reached by using an URL.

- http://publish.ne.cision.com/Release/[sorting type]/?feedUniqueIdentifier=[UniqueIdentifier]

4.1.1.1 XML feed - Sorting types

There are two sorting types available for use.

ListReleasesSortedByPublishDate
        List the releases in date order, showing the latest published release first.

ListReleasesSortedByLastChangeDate
        List the releases in date order, showing the latest changed release first.

4.1.1.2 XML feed - Parameters

The URL takes the following parameters, note that they are case sensitive:

feedUniqueIdentifier (required)
        Used by the system to retrieve the correct release list. The identifiers are
        provided by Cision on delivery of the module. This is the only required parameter.

startDate (optional)
        Defines the start date of the date interval the press releases and/or reports are
        collected from. The format is 2001-01-01. See also: endDate.

endDate (optional)
        Defines the end date of the date interval the press releases and/or reports are
        collected from. The format is 2001-01-01. See also: startDate.

pageSize (optional)
        Defines the number of releases that are listed, the default is 50 and the max is
        100. Use this parameter together with pageIndex to step/page through releases.

pageIndex (optional)
        Defines what index the release list starts on. This is used together with pageSize
        to step/page through releases. The default is 1.

tags (optional)

> Defines a filter on tags, this will return releases with these tags. One or several tags can be provided separated with a comma.

4.1.1.3 XML feed - Entities

These are the entities which the XML feed contains. Please notice that these entities can be extended upon releases of new XML feed versions from Cision (entities are though never removed).

Releases

> The start element of the block containing the releases, it contains the metadata of the fetched release list and has the following attributes.
>
> xsi:schemaLocation – This URL links to the schema that provides location information about the XML structure.
> PageIndex – Displays the page index set in the URL parameter pageIndex.
> PageSize – Displays the page size set in the URL parameter pageSize.
> TotalHits – Total number of items in the feed.
> SearchTime – Total time (ms) amount for the request.

Release

> The start element of the block containing a single release, it contains the metadata of the release and has the following attributes.
>
> Id – The id of the release.
> InformationType – The type code of the release. See Appendix A for a list of types.
> PublishDateUtc – The date when the release was published. It uses the UTC time standard.
> LastChangeDateUtc – The date when the release was last changed. It uses the UTC time standard.
> LanguageCode – The language code of the release.
>
> See: http://www.loc.gov/standards/iso639-2/php/code_list.php for more specific information on language codes.
>
> CountryCode – The country linked to this release.
>
> See: http://www.iso.org/iso/country_codes/iso_3166_code_lists/english_country_names_and_code_elements.htm for more specific information on country codes.

SenderIdentifier

> The unique identifier of the sender.

SenderSystemIdentifier

> The unique system identifier of the sender.

SyndicatedUrl

> Used by search engines to prevent duplicate content. Also known as canonical url.

SeOrganizationNumber

> Indicates whether the organization/company has a Swedish organization number or not.

SourceName

4

Indicates what company the release was sent from.

SourceIsListed

Indicates whether the source/company is listed or not (true/false).

IptcCode

The Iptc code refers to the SourceName.

CustomerReference

Title

The title of the release.

Intro

The preamble of the release.

LanguageVersions

The start element of the block containing language versions. This should be used of you have multiple language on your webpage and you need to be able to link releases to each other.

Version

LanguageCode – The language code of the release.

See: http://www.loc.gov/standards/iso639-2/php/code_list.php for more specific information on language codes.

CommonID – The common id of the release when using language versions.

Categories

The start element of the block containing categories.

Category

The start element of a single category.

Name

The name of the category.

Code

The code of the category.

Keywords

The start element of the block containing keywords. Keywords are Cisions version of tags.

Keyword

The start element of a single keyword.

Value

The value of the keyword item.

Images

The start element of the block containing attached images.

5

Image
> The start element containing a single image and has the following attribute.
>
> CreatedDateUtc – The date the image was created. It uses the UTC time standard.

Title
> The title of the image.

Description
> Description of the image.

HighQualityUrl
> URL to a high quality version of the image.

LowQualityUrl
> URL to a low quality version of the image.

ThumbnailUrl
> URL to a thumbnail of the image.

FileName
> Name of the image when it is uploaded.

Videos
> The start element of the block containing attached videos.

Video
> The start element of a single video and has the following attributes.
>
> Height – The height of the video.
> Width – The width of the video.
> CreatedDateUtc – The date the video was created. It uses the UTC time standard.

Title
> The title of the video.

Description
> The description of the video.

PlayerUrl
> The URL to the player of the video. See Appendix B for how to display a video player properly.

ThumbnailUrl
> The URL to a thumbnail of the video.

Files
> The start element of the block containing attached files.

File
> The start element of a single file and has the following attributes.
>
> CreatedDateUtc – The date the file was created. It uses the UTC time standard.

Title
> The title of the file.

6

Description

> The description of the file.

FileName

> The filename of the file.

Url

> The URL of the file.

IsMain

> Can be assigned as True/False. If the value is true then the attachment is a PDF version of the release content.

Quotes

> The start element of the block containing quotes.

Quote

> The start element of a single quote about the company.

QuickFacts

> The start element of the block containing quick facts.

QuickFact

> The start element of a single quick fact about the release or company.

External Links

> The start element of the block containing external links.

ExternalLink

> The start element of a single external link related to the company or the release.

SocialMediaPitch

> The element containing the text that appears when sharing a release on social networks.

4.1.1.4 XML feed - Example

```
<Releases
xsi:schemaLocation="http://publish.ne.cision.com/Schemas/releaselist.xsd"
Releases PageIndex="[PageIndex]"
  PageSize="[PageSize]"
  TotalHits="[TotalHits]">
  <Release Id="[Id]"
    InformationType="[TypeCode]"
    PublishDateUtc="[Date]"
    LastChangeDateUtc="[Date]"
    LanguageCode="[LanguageCode]"
    CountryCode="[CountryCode]"
    DetailUrl="http://publish.ne.cision.com/Release/GetReleaseDetail?releaseId=
[encrypted releaseid]">
  <SyndicatedUrl><![CDATA[[SyndicatedUrl]]</SyndicatedUrl>
  <SourceName>[SourceName]</SourceName>
  <SeOrganizationNumber>[SeOrganizationNumber]</SeOrganizationNumber>
  <SourceIsListed>[SourceIsListed]</SourceIsListed>
<IptcCode>[IptcCode]</IptcCode>
<CustomerReference><![CDATA[[CustomerReference]]</CustomerReference>

    <Title>
      <![CDATA[[Title]]
```

```xml
  </Title>
<Intro>
  <!CDATA[[Intro]]
</Intro>

<LanguageVersions>
  <Version LanguageCode="[LanguageCode]" CommonID="[ReleaseId]"/>
  <Version LanguageCode="[LanguageCode]" CommonID="[ReleaseId]"/>
</LanguageVersions>

<Categories>
  <Category>
    <Name><!CDATA[[Name]]</Name>
    <Code>[Code]</Code>
  </Category>
</Categories>

<Keywords>
  <Keyword>
    <Value><!CDATA[ [Value] ]</Value>
  </Keyword>
  <Keyword>
    <Value><!CDATA[ [Value] ]</Value>
  </Keyword>
</Keywords>

<Images>
  <Image "CreateDateUtc="[CreateDateUtc]">
    <Title><!CDATA[[Title]]</Title>
    <Description><!CDATA[[Description]]</Description>
    <HighQualityUrl><!CDATA[[HighQualityUrl]]</HighQualityUrl>
    <LowQualityUrl><!CDATA[[HighQualityUrl]]</LowQualityUrl>
    <ThumbnailUrl><!CDATA[[ThumbnailUrl]]</ThumbnailUrl>
  </Image>
</Images>

<Videos>
  <Video Height="[Height]"
    Width="[Width]"
    CreateDateUtc="[Date]">
    <Title><!CDATA[[Title]]]</Title>
    <Description><!CDATA[[Beskrivning...]]</Description>
    <PlayerUrl><!CDATA[[PLayerUrl]]</PlayerUrl>
    <EmbedCode><!CDATA[[Embed code]]</EmbedCode>
    <ThumbnailUrl><!CDATA[[ThumbnailUrl]]</ThumbnailUrl>
  </Video>
</Videos>

<Files>
  <File CreateDateUtc="[CreateDateUtc]">
    <Title><!CDATA[[Title]]Title>
    <Description><!CDATA[[Description]]</Description>
    <FileName><!CDATA[[FileName]]</FileName>
    <Url><!CDATA[[Url]]</Url>
  </File>
</Files>

<Quotes>
  <Quote Author="[Quote Author]"> <!CDATA[[Quote]]</Quote>

<QuickFacts>
    <QuickFact><!CDATA[[QuickFact]]</QuickFact>
</QuickFacts>
```

8

```
    <ExternalLinks>
        <ExternalLink><!CDATA[[ExternalLink]]</ExternalLink>
    </ExternalLinks>

    <SocialMediaPitch><!CDATA[[SocialMediaPitch]]</SocialMediaPitch>
<EmbeddedItems>
        <EmbeddedItem CreateDateUtc="2012-10-13T10:21:23" EmbedHost="youtube">
                <Title>
                <![CDATA[ Testtest ]]>
                </Title>
                <Description>
                <![CDATA[ ]]>
                </Description>
                <EmbedCode>
                <![CDATA[
                <iframe width="420" height="315"
src="http://www.youtube.com/embed/7j29-h-WnOI" frameborder="0"
allowfullscreen></iframe>
                ]]>
                </EmbedCode>
                <ThumbnailUrl>
                <![CDATA[

        http://mb.cision.com/Public/10/9317462/a2d9e28532f85a34_200x200ar.jpg
                ]]>
                </ThumbnailUrl>
                <LargeThumbnailUrl>
                <![CDATA[

        http://mb.cision.com/Public/10/9317462/a2d9e28532f85a34_400x400ar.jpg
                ]]>
                </LargeThumbnailUrl>
                <Keywords>
                        <Keyword>
                                <Value>
                                <![CDATA[ Example ]]>
                                </Value>
                        </Keyword>
                </Keywords>
        </EmbeddedItem>
</EmbeddedItems>

    </Release>
</Releases>
```

XML detail

The XML detail is reached by using an URL.

- http://publish.ne.cision.com/Release/GetReleaseDetail?releaseId=[encrypted releaseId]

4.1.1.5 XML detail - Parameters

The XML detail URL takes one parameter.

Release xsi:schemaLocation
> This URL links to the schema that provides location information about the XML structure.

releaseId (Required)
> The id of the release you want to display a detail of. The id can be found in the metadata of the release in the XML feed.

4.1.1.6 XML detail - Entities

SeOrganizationNumber
> Indicates whether the organization/company has a Swedish organization number or not.

Title
> The title of the release.

Header
> The header of the release.

Intro
> The preamble of the release.

Body
> The body of the release

CompanyInformation
> The company information linked to the release.

Complete
> The complete release.

Contact
> Contact information of the release.

HtmlTitle
> The title with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlIntro
> The preamble with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlHeader

The header with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlBody

The body with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlContact

The contact information with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlCompanyInformation

The company information with the associated html-code that has been edited in the html editor in Cision Connect.

EmbeddedItems

Element containing information about items embedded to the release.

XML detail – Example

```xml
<Releases
xsi:schemaLocation="http://publish.ne.cision.com/Schemas/releaselist.xsd"
Release Id="[Id]"
  InformationType="[TypeCode]"
  PublishDateUtc="[PublishDateUtc]"
  LastChangeDateUtc="[LastChangeDateUtc]"
  LanguageCode="[LanguageCode]"
  CountryCode="[CountryCode]">
  <SyndicatedUrl><!CDATA[[SyndicatedUrl]]</SyndicatedUrl>
  <SourceName><!CDATA[[SourceName]]</SourceName>
  <SeOrganizationNumber>[SeOrganizationNumber]</SeOrganizationNumber>
  <SourceIsListed>[SourceIsListed]</SourceIsListed>
  <IptcCode><!CDATA[[IptcCode]]</IptcCode>
  <CustomerReference><!CDATA[[CustomerReference]]</CustomerReference>

  <Title>
    <!CDATA[[Title]]
  </Title>
  <Header>
    <!CDATA[[Header]]
  </Header>
  <Intro>
    <!CDATA[[Intro]]
  </Intro>
  <Body>
    <!CDATA[[Body]]
  </Body>
  <CompanyInformation>
    <!CDATA[[CompanyInformation]]
  </CompanyInformation>
  <Complete>
    <!CDATA[[Complete]]
  </Complete>
  <Contact>
    <!CDATA[[Contact]]
  </Contact>

  <HtmlTitle>
```

```xml
    <![CDATA[[HtmlTitle]]
</HtmlTitle>
<HtmlIntro>
    <![CDATA[[HtmlIntro]]
</HtmlIntro>
<HtmlHeader>
    <![CDATA[[HtmlHeader]]
</HtmlHeader>
<HtmlBody>
    <![CDATA[[HtmlBody]]
</HtmlBody>
<HtmlContact>
    <![CDATA[[HtmlContact]]
</HtmlContact>
<HtmlCompanyInformation>
    <![CDATA[[HtmlCompanyInformation]]
</HtmlCompanyInformation>

<LanguageVersions>
    <Version LanguageCode="[LanguageCode]" ReleaseId="[ReleaseId]"/>
    <Version LanguageCode="[LanguageCode]" ReleaseId="[ReleaseId]"/>
</LanguageVersions>

<Categories>
    <Category>
        <Name><![CDATA[[Name]]</Name>
        <Code><![CDATA[[Code]]</Code>
    </Category>
</Categories>

<Keywords>
    <Keyword>
        <Value><![CDATA[[Value]]</Value>
    </Keyword>
    <Keyword>
        <Value><![CDATA[[Value]]</Value>
    </Keyword>
</Keywords>

<Images>
    <Image CreateDateUtc="[CreatedDateUtc]">
        <Title><![CDATA[[Title]]</Title>
        <Description><![CDATA[[Description]]</Description>
        <HighQualityUrl><![CDATA[[HighQualityUrl]]</HighQualityUrl>
        <LowQualityUrl><![CDATA[[LowQualityUrl]]</LowQualityUrl>
        <ThumbnailUrl><![CDATA[[ThumbnailUrl]]</ThumbnailUrl>
    </Image>
</Images>

<Videos>
    <Video Height="[Height]"
        Width="[Width]"
        CreateDateUtc="[CreateDateUtc]">
        <Title><![CDATA[[Title]]</Title>
        <Description><![CDATA[[Title]]</Description>
        <PlayerUrl><![CDATA[[PlayerUrl]]</PlayerUrl>
        <EmbedCode><![CDATA[[Embed code]]</EmbedCode>
        <ThumbnailUrl><![CDATA[[ThumbnailUrl]]</ThumbnailUrl>
    </Video>
</Videos>

<Files>
    <File CreateDateUtc="[CreateDateUtc]">
```

12

```
        <Title><!CDATA[[Title]]</Title>
        <Description><!CDATA[[Description]]</Description>
        <FileName><!CDATA[[FileName]]</FileName>
        <Url><!CDATA[[Url]]</Url>
      </File>
  </Files>

  <Quotes>
     <Quote Author="[Quote Author]">- ><!CDATA[[Quote]]</Quote>
  </Quotes>

 <QuickFacts>
    <QuickFact><!CDATA[[QuickFacts]]</QuickFact>
 </QuickFacts>

<ExternalLinks><!CDATA[[ExternalLinks]]</ExternalLinks>

<SocialMediaPitch><!CDATA[[SocialMediaPitch]]</SocialMediaPitch>
<EmbeddedItems>
        <EmbeddedItem CreateDateUtc="2012-10-13T10:21:23" EmbedHost="youtube">
                <Title>
                <![CDATA[ Testtest ]]>
                </Title>
                <Description>
                <![CDATA[ ]]>
                </Description>
                <EmbedCode>
                <![CDATA[
                <iframe width="420" height="315"
src="http://www.youtube.com/embed/7j29-h-WnOI" frameborder="0"
allowfullscreen></iframe>
                ]]>
                </EmbedCode>
                <ThumbnailUrl>
                <![CDATA[

        http://mb.cision.com/Public/10/9317462/a2d9e28532f85a34_200x200ar.jpg
                ]]>
                </ThumbnailUrl>
                <LargeThumbnailUrl>
                <![CDATA[

        http://mb.cision.com/Public/10/9317462/a2d9e28532f85a34_400x400ar.jpg
                ]]>
                </LargeThumbnailUrl>
                <Keywords>
                        <Keyword>
                                <Value>
                                <![CDATA[ Example ]]>
                                </Value>
                        </Keyword>
                </Keywords>
        </EmbeddedItem>
</EmbeddedItems>
</Release>
```

5   Syndicated URL

4.2   Set Syndicated url

Use this link to set syndicated url. Also known as canonical url.

http://publish.ne.cision.com/Release/SetReleaseCanonicalUrl?releaseId=[ReleaseId]&senderIdentifier=[Identifier]&senderSystemIdentifier=[SystemIdentifier]&canonicalUrl=[URL to the release]

Appendix – A: Type codes

These are the possible type codes and type names that are available sending information in Cision Online today.

Annual Financial Statement	KMK
Annual report / Annual accounts	RDV
Company Announcement / Press release	PRM
Interim Report	RPT
Invitation	INB
Newsletter	NBR

Appendix – B: How to display a video from RSS

To show a video from the RSS Feed/Detail you need to publish a video object like this on your webpage and load it with data fetched from the Feed/Detail:

```
<object width="[VIDEOWIDTH]" height="[VIDEOHEIGHT]" type="application/x-shockwave-flash" data="[VIDEOPLAYERURL]">
<param name="movie" value="[VIDEOPLAYERURL]" />
<param name="allowfullscreen" value="true" />
</object>
```

Appendix – C: The JSON Format

The JSON as the XML comes in one feed part and one detail part. Both parts are described in the following sections.

JSON feed

The JSON feed is reached by using the following URL.

http://publish.ne.cision.com/papi/NewsFeed/[UniqueIdentifier]

JSON feed - Sorting types

There is no sorting options in the JSON Feed it will always display the feed sorted on date.

JSON feed - Parameters

The URL takes the following parameters, note that they are case sensitive:

feedUniqueIdentifier (required)
Used by the system to retrieve the correct release list. The identifiers are provided by Cision on delivery of the module. This is the only required parameter.

startDate (optional)
Defines the start date of the date interval the press releases and/or reports are collected from. The format is 2001-01-01. See also: endDate.

endDate (optional)
Defines the end date of the date interval the press releases and/or reports are collected from. The format is 2001-01-01. See also: startDate.

pageSize (optional)
Defines the number of releases that are listed, the default is 50 and the max is 100. Use this parameter together with pageIndex to step/page through releases.

pageIndex (optional)
Defines what index the release list starts on. This is used together with pageSize to step/page through releases. The default is 1.

tags (optional)
Defines a filter on tags, this will return releases with these tags. One or several tags can be provided separated with a comma.

detailLevel (optional)
Defines the detail level of the JSON feed and the number of entities that will be fetched. Enter the value "medium" or "detail".

JSON feed - Entities

These are the entities which the JSON feed contains. Please notice that these entities can be extended upon releases of new JSON feed versions from Cision (entities are though never removed).

Default view:

Releases
> The start element of the block containing the releases, it contains the metadata of the fetched release list and has the following attributes.
>
> PageIndex – Displays the page index set in the URL parameter pageIndex.
> PageSize – Displays the page size set in the URL parameter pageSize.
> TotalHits – Total number of items in the feed.

The start element of the block containing a single release, it contains the metadata of the release and has the following attributes.

Id
> The id of the release.

EncryptedId

InformationType
> The type code of the release. See Appendix A for a list of types.

PublishDate
> The date when the release was published. It uses the UTC time standard.

LastChangeDate
> The date when the release was last changed. It uses the UTC time standard.

Title
> The title of the release.

Intro
> The preamble of the release

CisionWireUrl
> A URL leading to the release page on Cision News if that channel has been used.

LaunguageVersions
> The start element of the block containing language versions. This should be used of you have multiple language on your webpage and you need to be able to link releases to each other.

Images
> The start element of the block containing attached images.

LanguageCode
> The language code of the release.
> See: http://www.loc.gov/standards/iso639-2/php/code_list.php for more specific information on language codes.

CountryCode
> The country linked to this release.

See:
http://www.iso.org/iso/country_codes/iso_3166_code_lists/english_country_names_and_code_elements.htm for more specific information on country codes.

IptcCode
The Iptc code refers to the SourceName.

Images
The start element of the block containing attached images.

Image
The start element containing a single image and has the following attribute.

CreatedDateUtc – The date the image was created. It uses the UTC time standard.

Title
The title of the image.

Description
Description of the image.

HighQualityUrl
URL to a high quality version of the image.

LowQualityUrl
URL to a low quality version of the image.

ThumbnailUrl
URL to a thumbnail of the image.

FileName
Name of the image when it is uploaded.

CreatedDateUtc – The date the video was created. It uses the UTC time standard.

Tickers
The start element that contain share information linked to the release.

Document:	P2_Feed.doc	
Updated:	2015-12-04	Page 19 of 26

JSON feed – Example (Displays the feed in a readable format with a JSON plugin**)**

```
{
    PageIndex: 1,
    PageSize: 50,
    TotalFoundReleases: 31,
    TotalFoundMedias: 34,
    ReleaseFeedIdentifier: "9a2b9c5fae",
    MediaFeedIdentifier: "9a2b9c5fae",
    Releases:
    [
        {
            Id: 1543713,
            EncryptedId: "98DA2605F040C8EF",
            PublishDate: "2014-02-25T15:57:18Z",
            LastChangeDate: "2014-02-25T15:57:33Z",
            Title: "",
            Intro: "",
            IptcCode: "00000000",
            InformationType: "PRM",
            LanguageCode: "sv",
            CountryCode: "se",
            CisionWireUrl: "",
            LanguageVersions: [ ],
            Images:
            [
                {
                    MediaType: "Image",
                    FileName: "hämta.jpg",
                    DownloadUrl: "",
                    UrlTo100x100Thumbnail: "http://mb.cision.com/Pub
                    lic/8653/9542617/b3775d0cd5677909_100x100t.jpg",
                    UrlTo800x800ArResized: "http://mb.cision.com/Pub
                    lic/8653/9542617/b3775d0cd5677909_800x800ar.jpg"
                    ,
                    Keywords:
                    [
                        "",
                        ""
                    ],
                    CreateDate: "2014-02-25T15:57:33Z",
                    Title: "Sinclair",
                    Description: ""
                }
            ]
```

Add detailLevel="medium" to also fetch the following entities:

MainJobId
> The common ID of the release job when using language versions.

SourceID
> The ID of the source linked to the release.

LogoUrl
> URL to the company logotype.

SocialMediaPitch

> The release title if published on social medias.

CompanyInformation
> The company information linked to the release.

Contact
> Contact information linked to the release.

Header
> The header of the release.

Keywords
> The start element of the block containing keywords. Keywords are Cisions version of tags.

Keyword
> The start element of a single keyword.

QuickFacts
> The start element of the block containing quick facts.

QuickFact
> The start element of a single quick fact about the release or company.

Categories
> The start element of the block containing categories.

> > **-Code**
> > The category code
> > -**Name**
> > The category name

Videos
> The start element of the block containing attached videos.

Files
> The start element of the block containing attached files.

ID
> The ID of the release.

EncryptedId
Encrypted ID used to navigate to the release page.

Title
> The title of the release.

Intro
> The preamble of the release

Tickers
>> The start element that contains share information linked to the release.

Add detailLevel="detail" to also fetch the following entities:

HtmlCompanyInformation
>> The company information with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlContact
>> The contact information with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlTitle
>> The title with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlHeader
>> The header with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlIntro
>> The preamble with the associated html-code that has been edited in the html editor in Cision Connect.

Body
>> The body of the release in plain text.

HtmlBody
>> The body with the associated html-code that has been edited in the html editor in Cision Connect.

Complete
>> The complete release.

JSON detail feed

The JSON detail is reached by using an URL.

> http://publish.ne.cision.com/papi/Release/[encryptedId]

JSON detail - Parameters

The JSON detail URL takes one parameter.

encryptedId (Required)
> The id of the release you want to display a detail of. The id can be found in the metadata of the release in the JSON feed.

JSON detail - Entities

These are the entities which the JSON detail contains. The entities who are the same as in the JSON Feed are not included here only in addition to them. Please notice that these entities can be extended upon releases of new JSON detail versions from Cision (entities are though never removed).

Title
> The title of the release.

Header
> The header of the release.

Intro
> The preamble of the release.

Body
> The body of the release in plain text.

CompanyInformation
> The company information linked to the release.

Complete
> The complete release.

Contact
> Contact information linked to the release.

HtmlTitle
> The title with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlIntro
> The preamble with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlHeader
> The header with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlBody

The body with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlContact

The contact information with the associated html-code that has been edited in the html editor in Cision Connect.

HtmlCompanyInformation

The company information with the associated html-code that has been edited in the html editor in Cision Connect.

EmbeddedItems

Element containing information about items embedded to the release.

SenderIdentifier

The unique identifier of the sender.

SenderSystemIdentifier

The unique system identifier of the sender.

SyndicatedUrl

Used by search engines to prevent duplicate content. Also known as canonical url.

SeOrganizationNumber

Indicates whether the organization/company has a Swedish organization number or not.

SourceName

Indicates what company the release was sent from.

SourceIsListed

Indicates whether the source/company is listed or not (true/false).

JSON detail – Example (Displays the feed in a readable format with a JSON plugin**)**

```
Release:
{
      MainJobId: 1294516,
      SourceId: 51976,
      SourceIsListed: false,
      SourceName: "",
      LogoUrl: "",
      SocialMediaPitch: "",
      CompanyInformation: "",
      HtmlCompanyInformation: "",
      RawHtmlUrl: "",
      SyndicatedUrl: "",
      Contact: "",
      HtmlContact: "",
      HtmlTitle: "",
      Header: "",
      HtmlHeader: "",
      HtmlIntro: ""
      Body: ""
      HtmlBody: ""
```

24

```
    Complete: "",
    Categories: [ ],
    Keywords:
    [
            "",
            ""
    ],
    QuickFacts:
    [
            "],
    Videos: [ ],
    Files: [ ],
    Quotes:
    [
            {
                    Author: "",
                    Text: ""
            }
    ],
    ExternalLinks:
    [
            {
                    Title: "Clan Sinclair",
                    Url: "http://www.clansinclair.org/history.htm"
            }
    ],
    EmbeddedItems: [ ],
    Id: 1543713,
    EncryptedId: "98DA2605F040C8EF",
    PublishDate: "2014-02-25T15:57:18Z",
    LastChangeDate: "2014-02-25T15:57:33Z",
    Title: "Clan Sinclair",
    Intro: " IptcCode: "00000000",
    InformationType: "PRM",
    LanguageCode: "sv",
    CountryCode: "se",
    CisionWireUrl: "",
    LanguageVersions: [ ],
    Images:
    [
            {
                    MediaType: "Image",
                    FileName: "hämta.jpg",
                    DownloadUrl: "http://mb.cision.com/Public/8653/954261
                    7/b3775d0cd5677909_org.jpg",
                    UrlTo100x100Thumbnail: "http://mb.cision.com/Public/8
                    653/9542617/b3775d0cd5677909_100x100t.jpg",
                    UrlTo800x800ArResized: "http://mb.cision.com/Public/8
                    653/9542617/b3775d0cd5677909_800x800ar.jpg",
                    Keywords:
                    [
                        "sinclair",
                        "clan sinclair"
                    ],
                    CreateDate: "2014-02-25T15:57:33Z",
                    Title: "Sinclair",
                    Description: ""
```

```
            }
        ]
    },
    Title: "Cision IR Modules Data",
    Author: "Cision Sverige AB"
    }
```