

White Paper - Information from your company

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1 Document history

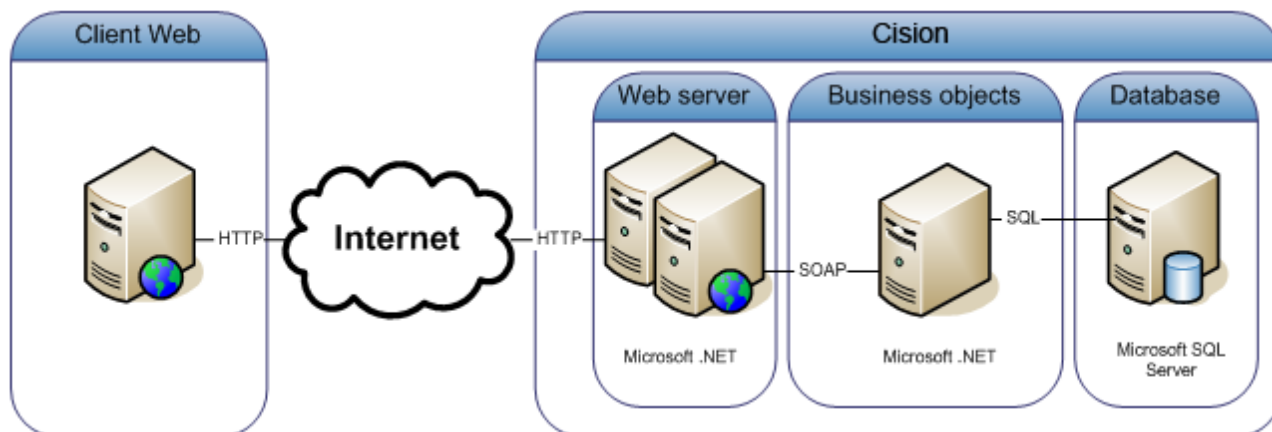
| Date | Author | Comment |
|------------|-------------------|--|
| 2012-11-13 | Marcus Falck | History tracking added |
| 2012-11-13 | Marcus Falck | Added information about: EmbeddedItems Updates to Video node Encrypted releaseid <i><u>Launched 2013-01-05</u></i> |
| 2015-05-13 | Benjamin Åkerlund | 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. |
| 2016-06-29 | Robert Sinclair | Added information about the new parameter "IsRegulatory" in the feeds. |

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 one of the following URLs.

- [http://publish.ne.cision.com/Release/\[sortingType\]/?feedUniqueIdentifier=\[UniqueIdentifier\]](http://publish.ne.cision.com/Release/[sortingType]/?feedUniqueIdentifier=[UniqueIdentifier]) (Deprecated, will refer to version 1.0)
- [http://publish.ne.cision.com/\[versionNumber\]/Release/\[sortingType\]/?feedUniqueIdentifier=\[UniqueIdentifier\]](http://publish.ne.cision.com/[versionNumber]/Release/[sortingType]/?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.

SenderId

The unique identifier of the sender.

SenderId

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).

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 if you have multiple languages 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 Cision's 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.

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.

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.

IsRegulatory
Boolean which states if the release contains regulatory information (true/false).

4.1.1.4 XML feed – Example V2.0

```
<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] ]
  </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>

<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>
<IsRegulatory>>false</IsRegulatory>

</Release>
</Releases>
```

XML detail

The XML detail is reached by using an URL.

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

IsRegulatory

Boolean which states if the release contains regulatory information (true/false).

XML detail – Example

```
<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>
  <!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=" [CreateDateUtc] ">
    <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]">
    <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>
<IsRegulatory>true</IsRegulatory>
</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=\[URL to the release\]](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/\[UniqueIdentifier\]](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.

LaanguageVersions

The start element of the block containing language versions. This should be used if 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.

IsRegulatory

Boolean which states if the release contains regulatory information (true/false).

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",
      IsRegulatory: true,
      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/Public/8653/9542617/b3775d0cd5677909\_100x100t.jpg",
          UrlTo800x800ArResized: "http://mb.cision.com/Public/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/\[encryptedId\]](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.

SenderId

The unique identifier of the sender.

SenderIdSystemIdentifier

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).

IsRegulatory

Boolean which states if the release contains regulatory information (true/false).

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

Release:

```
{
  MainJobId: 1294516,
  SourceId: 51976,
  SourceIsListed: false,
  IsRegulatory: true,
  SourceName: "",
  LogoUrl: "",
  SocialMediaPitch: "",
  CompanyInformation: "",
  HtmlCompanyInformation: "",
  RawHtmlUrl: "",
  SyndicatedUrl: "",
  Contact: "",
  HtmlContact: "",
  HtmlTitle: "",
```

```
Header: "",
HtmlHeader: "",
HtmlIntro: ""
Body: ""
HtmlBody: ""
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/8653/9542617/b3775d0cd5677909\_org.jpg",
        UrlTo100x100Thumbnail: "http://mb.cision.com/Public/8653/9542617/b3775d0cd5677909\_100x100t.jpg",
        UrlTo800x800ArResized: "http://mb.cision.com/Public/8653/9542617/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"  
}
```

Appendix – D: Change Log XML Versions.

| Version No. | Change Type | Description of Change | Date Changed |
|-------------|-------------|--|--------------|
| V2.0 | New feature | Boolean entity "IsRegulatory" has been added in the list and details feed. | 2016-06-28 |