



UK Association of Online Publishers launches RSS news feed

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The UK Association of Online Publishers (AOP) has launched an RSS (Really Simple Syndication) news feed to allow users of its website to be automatically informed of the latest updates from the association, without having to check the website for the recent news articles.

PR9.NET April 28, 2005 - RSS has grown in profile over the past year though it has actually existed for about four years. This is largely because it has moved into the mainstream, with AOP member news sites such as the BBC, Guardian, and many other general sites using RSS feeds as well as the naturally-suited technology websites.

Commenting on the launch of the AOP RSS news feed Alexandra White, director of AOP said: "Concerns about spam have led to many people abandoning email as their preferred means of receiving news and information, in favour of RSS feeds. As the online publishing industry's representative body it was important for us to respond to the trend and offer this option for our members."

In order to run RSS, users need to install a news reader program to view RSS information. The RSS reader will automatically update and display the new articles from the feeds you have supplied to the reader. There are various news readers available to download and most are free.

About the AOP

The UK Association of Online Publishers (AOP) is an industry body representing online publishing companies that create original, branded, quality content. AOP champions the interests of approximately 160 publishing companies from diverse backgrounds including newspaper and magazine publishing, TV and radio broadcasting, and pure online media. Together they publish around 1,150 products and attract more than five billion page impressions per month.

AOP presents a unified voice to industry and Government, specifically to address issues and concerns relating to all areas of online publishing. AOP publishes original research, hosts forums, conferences and events, covering a range of topics from paid-for-content, subscription models and data protection, through to copyright, content management, new technologies and audience measurement.

Last year AOP produced the highly acclaimed research 'Reaching the Online Elite' and every year it delivers the annual member benchmarking study, the 'AOP Census'. This year AOP will add to its original research with two new studies.

The AOP autumn Online Publishing Conference & Awards is its annual industry event. It attracts the biggest names in online publishing to discuss the challenges and opportunities facing the industry and celebrate outstanding achievement.

Members include Associated New Media, BBC, BSkyB, Capital Radio Group, Channel 4, Dennis Interactive, The Economist Group, Emap, FT.com, Future Publishing, Guardian Unlimited, Haymarket Publishing, Independent Digital, IPC Media, ITV Online, News International, Reed Business Information, Telegraph Group Limited and Which?. In addition, PPAi (Periodical Publishers Association Interactive) retains a corporate seat on AOP board: representing the interests of magazine publishers online.

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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