A guide to the Financial Times Headline API

This document provides information about a new alerting service specifically for FT corporate, government and education customers using our APIs, and addresses common questions from customers regarding the terms of use. This information should be used as a guide only.

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What is an API?
An API (application programming interface) is a connection that allows two computers to communicate with each other and pass information back and forth. An API can allow you to integrate news content into CRM systems and intranets; curate feeds for newsletters; deliver automatic, real-time news updates to users; and fully customise news delivery to meet user workflows and requirements.

What is the FT Headline API?
The Headline API allows FT customers to build customisable news feeds, so you can integrate relevant FT content – as defined by you – into the applications and systems of your choice. So your readers get the most important updates and insight from the FT, when they need it and how they want it.

Why is this relevant to my organisation?
The sheer volume of information available today and variety of ways news is consumed makes it difficult, and expensive, to find relevant information when it is needed. FT customers often tell us they can’t find the content they are looking for on FT.com - the amount of content, type of navigation and organisation of the site doesn’t necessarily fit with their needs. The APIs give customers an opportunity to configure FT to how they want it and deliver it in whatever software solution that offers the greatest productivity gains to groups of users within their organisation.

How could my organisation benefit from using the Headline API?
The FT Headline API allows you to deliver personally relevant, tailored content to individuals or teams within your organisation, by integrating FT news directly into your own applications and workflow solutions.

Benefits include:
- **More relevant content**, as users have the ability to define what makes an article relevant and creates many customised lists of headlines, which allow for better targeting and personalisation.
- **Quicker, more convenient access** to FT content using the systems and applications that suit your organisation best.
- **Greater flexibility and increased control**, as data feeds can be updated in real time on a self service basis by customers and provides templates that structure how the headlines are presented.

How does it work?
Rather than having to go to FT.com to access the information you need, APIs allow the content to go to the user. Using the FT Headline API, customers can set up a way for precise content sets to be automatically delivered to the systems or applications, which their company use most frequently. This means personally relevant, tailored content is delivered to individuals or teams so they have easier and quicker access the information they need.
Do you have an example of how the FT Headline API works in practice?

Openft.org is a self serve portal for creating an alerting service. Using this portal, you can personally select the content that is most relevant to your organisation to create a widget that you can embed quickly and easily into your intranet – as easy as RSS but much more powerful.

Click here to view a short introductory video.

This is just one example of the many ways in which the Headline API can be used to integrate relevant FT content into the systems of your choice. Find out more.

What happens when you click on the headline?

The Headline API allows you to see the headline, along with teaser text of up to 140 characters. After clicking on a headline, you are redirected to FT.com, where you will be prompted to log in using your FT.com log in details. If you are already logged into FT.com, you will be navigated directly to the article in question, from which you can go on to search the rest of the site.

Does the widget automatically update as we publish more articles that are relevant to the search criteria you have selected?

Yes. Using the Headline API, widgets update with the latest content matching your search criteria set every time the page loads.

How is the headline API different from other feeds such as RSS?

In addition to providing customers with more options as to how they would like content to be delivered, the Headline API has greater flexibility and customisation in terms of:

- What content appears in the content stream, due to more advanced filtering and selection criteria;
- How the content is visually presented;
- User interactions when using the widget e.g. users can select a specific article and use it to start a threaded conversation with other employees within their intranet; and
- Changes to search parameters in real time as data feeds can be updated on a self service basis.

What are the commercial terms of using the Headline API?

The Headline API is royalty free. However, to use the licence, all organisations - including third parties operating on their behalf - must enter an agreement with the FT. Keys to access the API are provided based on the terms agreed to.

Headline API terms are outlined below:

✓ Royalty Free
✓ Rights to republish FT headlines and teaser texts, along with links to the full articles on FT.com
✓ Rights to run on 3rd party sites
✓ Rights to target relevant subsets of articles utilising FT meta data
X Do not have the rights to republish full text articles
How do I get access to the API if I am an existing FT customer?

You will need to contact your FT Account Manager initially, who will arrange for a Product Consultant to visit you. The Product Consultant will work with you to understand your requirements and present potential solutions as to how the Headline API could benefit your organisation. Based on this, if you would like to start using the API, you will be required to accept some online terms and conditions relating to use of FT content and accessing the API portal.

What do I need to do to get access to the API if I am not already an existing customer?

It is still possible to access the Headline API if you are not an existing customer. Click here to find out more.

How does the FT work with customers that would like to implement this service?

We will set up an initial consultation to understand your specific content requirements, based on which we will be able to propose a number of potential solutions.

The figure below provides an overview of our client engagement process. Click here to find out more.

I have some questions about the Headline API. Who should I contact?

If you have any queries about an FT Headline API licence, please contact our product consultant team directly on b2bproductconsultants@ft.com, or visit us at here to find out more.