

## CHEAT SHEET

# Live Alerts Recipients (Beta)



You've been added as a recipient to Isentia's Live Alerts.

What are Live Alerts? **Live Alerts notify you to relevant broadcast coverage via SMS within just a few minutes of it airing.** From the SMS alert you will be able to **stream** a 2 minute clip of the coverage at **no cost**.

Live Alerts are a new product currently being developed by Isentia, your media intelligence provider. Your organisation has been selected as a **beta client** to test the new product.

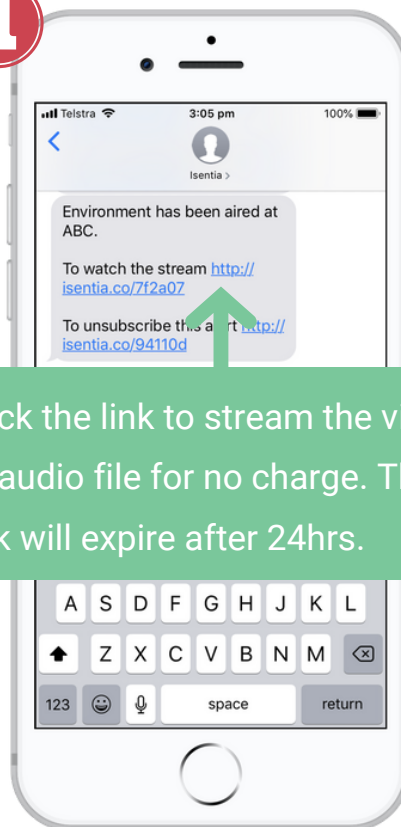
Your colleague has identified you as someone who needs to stay informed on a particular topic, and has therefore added you as a recipient to Live Alerts. Please reach out to them for more information or if you would like to be removed as a recipient.

## What do I do when I receive a Live Alert?

Once your keywords have been mentioned in the relevant context, you will be sent an **SMS alert in a few minutes**. From here, you will be able to **play the broadcast for no charge**.

This clip will **stream for 2 minutes** total, 30 seconds either side of the mention, and will begin playing 3 seconds before the first mention. The **full transcript** for the 2 minute clip will also be available on the stream page, with keywords mentioned in bold.

1



Click the link to stream the video or audio file for no charge. This link will expire after 24hrs.

2

