

The Daily Mail

It's November 8, 2020.

Dataminr alerts its news customers that Jeopardy game show host Alex Trebek has died at age 80, after a battle with pancreatic cancer.

A collective, "Did you see that Dataminr?!" hits the Daily Mail newsroom.

Nearly 650 Daily Mail journalists have been using [Dataminr for News](#) to break global and local stories in real time as they unfold. Reporters receive real-time alerts from Dataminr's more than 200,000 public information sources which include social media platforms such as Twitter, Reddit, IoT sensor data, audio transmissions, and the deep and dark web just to name a few.

At a time when newsrooms are competing for social media real estate more than ever, being the first to break a story is vital to website traffic and audience engagement.

Donna Ogier, the Daily Mail's Global Director of Platform Partnerships, stresses how the social media revolution has changed how readers consume news. The earlier a news organization breaks a story, the more likely it is to be the one shared by users on various social media platforms.

"There's a huge competitive emphasis on social media and the breaking tags assigned to stories. It's really important that you're in the first group of publishers to use that breaking tag," said Ogier.

"With Dataminr, we look for the unexpected," said Ogier. "But, most importantly, Dataminr provides the common thread in rapidly developing news moments that help us stay alive."

It's essential for news organizations to be at the forefront of posting breaking news stories to social media—as there is a direct impact on both audience engagement and advertising revenue.

News organizations use audience engagement numbers to show monthly readership, which determines if advertisers want to work with them, and if so, for how much.

"We've found Dataminr has really sped up our ability to get in on those breaking stories early on," said Ogier. "They deliver genuinely new-news. From celebrity pregnancy announcements and marriages to sudden deaths and litigation, it has it all in one place."

Dataminr for News

Journalists in over 650 newsrooms around the world rely on Dataminr for News to discover the earliest possible indications of breaking news and gain an edge in covering the stories that matter most to their audiences.

Dataminr for News has alerted Daily Mail journalists on major stories—Kim Kardashian supporting Britney Spears’ freedom, Ariana Grande marrying Dalton Gomez, Amazon CEO Jeff Bezos announcing a trip to space and much more.

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As the COVID-19 pandemic changed how traditional newsrooms operate, with nearly all Daily Mail journalists often working from home, the ability to customize Dataminr for News has been imperative during this time.

They can choose to receive alerts via desktop, mobile, email, or in collaboration platforms like Slack. They can also tailor alerts by priority level, topic, and beat—anything from politics, sports and entertainment to car accidents and criminal activity. This ensures journalists receive the alerts that are most relevant to them.

“We rely on Dataminr to hear about global breaking stories that you don’t expect. It is the nature of news—that’s why we love it,” said Ogier.

See why journalists worldwide rely on [Dataminr for News](#).

The Daily Mail publishes roughly 900 videos and 12,000 images a day. They are one of the most visited English-language newspaper websites in the world—headquartered in London, with offices in Sydney, New York City, Los Angeles and Dublin.