

# New York Stock Exchange Boosts Visibility & Reach of Market Content with a Multichannel Amplification™ Strategy

## RESULTS AT A GLANCE:

**200M**

potential daily audience for pre-market content

**1,762**

TV airings through syndication

## SUMMARY

### The Objective

As the world's largest stock exchange by market capitalization and a crucial marketplace for the buying and selling of publicly traded company shares, the New York Stock Exchange (NYSE) generates vast amounts of content to educate stakeholders on the landscape of the modern financial system. Its mission is to connect companies and investors and drive economic growth globally.

## THE CHALLENGE

### Amplifying Video Content of Market Experts

The NYSE collaborated with PR Newswire to reiterate its reputation as the pre-eminent exchange with which public companies and investors could partner. The organization had recently increased its investment in content creation and wanted to disseminate it globally to create a daily demand for its industry-leading market commentary.

The brand's measurable goals included growing the number of outlets and additional channels where its experts appeared, diversifying its target audience and increasing engagement and media pickup of its content.

**NYSE**

### QUICK FACTS

**Industry:** Financial Services

**Company size:** 1,001-5,000 employees

**Headquarters:** New York, NY USA

**Products Used:** PR Newswire distribution, Multichannel News Release, Satellite Media Tour

**PR Newswire Partner since:** 2023

Recognizing the increasing importance of engaging investors and relevant media, the NYSE accelerated its multimedia content strategy to ensure its market insights would be more accessible to its target audience.

Contending with the challenge of a fractured media environment, the NYSE sought a partner to amplify its compelling brand stories worldwide across previously untapped communications channels.



Senior anchor Kristen Scholer delivers a daily pre-market update offering market insights before trading begins, directly from the NYSE Trading Floor.

## THE APPROACH

### A Successful Multichannel Amplification™ Strategy

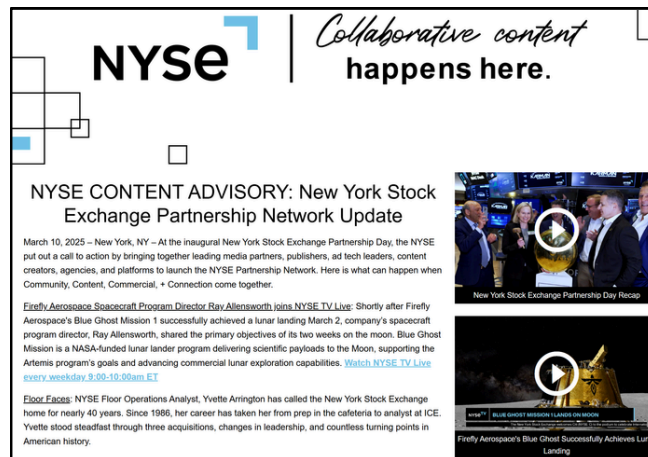
PR Newswire partnered with the NYSE to leverage a Multichannel Amplification™ approach that would ensure the reach and visibility the brand was looking to maximize to investors and public companies globally. With PR Newswire’s Multichannel Amplification™ tools, brands can leverage paid, shared, earned and owned media solutions to maximize the effectiveness of their comms campaigns.



NYSE’s Multichannel Amplification™ campaign included daily press release content advisories that alerted readers to new pre-market video updates. Additionally, daily multichannel news releases (MNRs)—custom-branded landing pages guaranteed to garner impressions—provided journalists access to a library of all multimedia materials produced for the campaign. The MNRs highlighted higher-profile occasions, such as bell-ringing and other NYSE partner events.

PR Newswire also collaborated with NYSE to craft the brand’s story for a satellite media tour, pitched it to the media and successfully secured 26 interviews. Michael Reinking, CFA and Senior Market Strategist for NYSE, who provides expert commentary on market activity, embarked on the tour, which consisted of 26 interviews with 1,754 syndicated airings on morning shows in local media markets throughout the U.S.

These tactics resulted in a surge of media coverage and audience engagement for one of the most iconic brands in the world.



## THE RESULTS

### Dramatic Increase in Press Brand Mentions and Content Viewership

With PR Newswire’s partnership, NYSE was able to successfully amplify the audience for its video content, reaching an average total potential audience of 200 million viewers for its pre-market daily advisory updates.

Additionally, through syndication of the satellite media tour, Michael Reinking’s 26 interviews scaled to 1,762 airings in local media markets nationwide.

## KEY OUTCOMES & BENEFITS

### PR Newswire Helps Drive Measurable Campaign Impact

- Increased measurable engagement and reach of brand’s video content.
- Increased media coverage of content from NYSE personalities Kristen Scholer and Michael Reinking.
- Increased awareness of pre-market updates and reached new audiences with an effective Multichannel Amplification™ strategy.

## ABOUT THE CLIENT

### An Industry Leader

The New York Stock Exchange (NYSE) is the world's largest securities exchange and the premier venue for capital raising. NYSE is a subsidiary of Intercontinental Exchange (ICE) (NYSE: ICE) and operates the world's most liquid and iconic equity exchanges. The NYSE is where companies from all industries and sizes raise capital, drive innovation, and bring growth to the global economy. The NYSE offers a unique market model, combining cutting-edge technology with human judgment and oversight to provide unparalleled market quality and transparency. For more information, please visit [nyse.com](https://nyse.com).

## LEARN MORE

Looking to supplement your PR strategy beyond the press release and amplify your story in front of the right audiences?

[Talk to an Expert](#)

## ABOUT PR NEWSWIRE

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 500,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our innovative AI-powered PR Newswire Amplify™ platform, award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive Multichannel Amplification™ catalogue of solutions to solve the modern-day challenges PR and communications teams face. For more than 70 years, PR Newswire has been the preferred destination worldwide for brands to share their most important news stories. To learn more, visit [www.prnewswire.com](https://www.prnewswire.com).