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How ITN uses Vuelio to map the impact of its reporting



ITN is one of the UK's largest and longest-running production companies, with a foundation in news and factual content, alongside live broadcast and post-production expertise.

The award winning company produces ITV News, Channel 4 News, and 5 News in the UK, as well as a wide range of premium documentaries and factual content for a broad range of clients, broadcasters, and streaming giants, both in the UK and globally.

With the current tagline 'we bring truth to life', ITN has accumulated seventy years of 'seeking and sharing truth' to empower the public with information.

The challenge

ITN have a busy press team that requires an accurate and responsive service to support its reporting of the ever-changing news landscape:

'Our production team has a well-earned reputation for fast-turnaround and live content and is often commissioned last-minute to produce topical documentaries which respond to news and current affairs, such as during the UK and US elections in 2024', explains Sophie West, (acting) deputy communications director.

'In addition, our daily news and live output means that our comms is often reactive and last-minute – issuing news line press releases or announcements.'

This quick turnaround of content and comms means that the ITN team need a reliable way to track their own coverage within the wider media, as well as the reaction, and the results. The media monitoring solution needs to be as reactive and flexible as the team are themselves every day.

The solution

Just as the news cycle never stops, the work of the comms team is continuous. Monitoring must be a 360-solution that includes the pre-campaign periods, campaign releases themselves, and post-campaign reviews – which each evolve day-by-day.

'Vuelio has provided a great service by responding to and adjusting our monitoring briefs to reflect our business and last-minute needs, and help ensure our monitoring service is capturing coverage of our content,' says Sophie.

Monitoring has been tailored to encompass each specific newsroom under the ITN brand umbrella, programmes, and even presenters.

Getting ITN comms out to relevant media quickly and efficiently is also a must for such a busy team:

'The distribution platform is invaluable when pushing out content and enabling us to quickly pull together new distribution lists, in addition to Vuelio's well-curated topical lists on the platform.'

Alongside aiding and tracking distributions, and capturing all write-ups and media mentions through monitoring, the team also use Vuelio's Canvas solution to record and report their successes to internal stakeholders – particularly useful with ITN's coverage of the 2024 UK General Election:

'We have used the Canvas reporting tool on several occasions to share the results of our campaigns in smart and interactive ways – some of which have been compiled by the team at Vuelio at the last-minute, to tight deadlines.'

Tracking results

'Vuelio is solutions-oriented, ensuring that any issues are resolved swiftly, often within minutes rather than days or weeks,' says Sophie.

'The platform's ability to track open rates and identify specific individuals who have opened communications is a game-changer for enhancing our media engagement.

'The user-friendly and intuitive interface also makes it easy to navigate and use.

'The team at Vuelio is also incredibly helpful and attentive, providing excellent support whenever needed.'



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Vuelio helps organisations make their story matter by providing monitoring, insight, engagement, and evaluation tools in a single platform.

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