

About Topix

Topix is the leading news community on the Web, connecting people to the information and discussions that matter to them in every U.S. town and city.

A Top 10 online newspaper destination (comScore, June 2011), the site links news from 67,000 sources to 450,000 news topics. Topix also works with some of the nation's major media companies to grow and engage their online audiences through forums and RSS feeds.

Based in Palo Alto, Calif., Topix LLC is a privately held company with investment from Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI) and Tribune Company.

Topix LLC is not affiliated in any manner with Tokyo Stock Exchange, Inc.

How do you build a better news site?

The answer seemed simple in 2004: aggregate news from thousands of sources, create thousands of topically driven news web pages and populate each of those pages with only news about that particular topic.

The Topix team did just that. We created artificial intelligence algorithms that continuously monitor breaking news from over 60,000 sources, 24 hours a day.

These NewsRank® algorithms read every story as it is released and then categorize each one into one or more of the 450,000 news pages, including pages for all 32,500 US zip codes, 15,500 public company and industry verticals, 58,000 celebrities and musicians, and many, many more. Pretty soon, millions of people were visiting the site every month.

But visitors wanted more: they wanted to tell us what they thought about the news on the site. They jammed our email and voice mail with comments about the articles and stories that mattered to them. In response, we added forums to the site in December 2005.

And then it got really interesting.

A news community is born.

In April 2007, we decided to open up our site, adding forums, to give anyone the power to discuss, edit and share the news that matters to them. Millions of people posted comments, adding more than 100,000 comments a day. And many of the most passionate discussions were happening at the local level. On March 4, 2010, Topix received its 100 Millionth comment.

We have combined the best technology with the strongest local participation to create the best destination for news and discussion. By giving everyone access to the tools to talk - and an audience to listen - Topix redefines what it means to make the news.

Topix. Your town. Your news. Your take.

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