Introduction

With a history spanning over 160 years, Reuters has been at the frontline of news and information delivery to the world. With 2400 journalists that operate in over 150 countries, Reuters prides itself in being the market leader that delivers fast and accurate news to readers all over the world, 24 hours a day.

Reuters started in 1850 when Paul Julius Reuter started an information service running between Berlin and Aachen using the new telegraph line. It wasn’t until a need to send information to Brussels (Belgium) that prompted the use of pinnacle technology – carrier pigeons – being used to speed up the service along the 122km gap in the telegraph line and hence created the quickest delivery method of information at that time.

From there the focus of Reuters has largely remained unchanged in its long history, providing in-depth, prompt and accurate information services for the finance industry along with News & Media, Sales & Trading, Enterprise, Legal, Tax & Accounting, and Health-care & Science industries. However, one of the most notable changes in its history is the merger with Thomson Corporation in late 2007 to 2008. In a deal that was worth USD $17.2 billion, Reuters became a subsidiary of the newly formed company Thomson Reuters, expanding on its traditional industries of Media and Finance. The merger in addition to its long list of acquisitions and investments paints an extensive history of Reuters taking the first step in industry to be the leading information delivery service worldwide.

Due to the large reach of Reuters and the multiple offices throughout the world that it operates in, the ability to change and the challenges associated with managing the chance have been quite significant for the company. At every step of Reuter’s extensive history, it has been able to progress, change and adapt with technology to ensure it maintains its competitive advantage of being first in industry.