




Modular, Configurable, All-in-One Solution for News Agencies





Modular, Configurable, Easily Personalized, All-in-One Solution for News Agencies

An Investment in newsasset ensures:

A STRONG REFERENCE FOR QUALITY PLANNING AND PRODUCTION,
extended content aggregation and efficient distribution capabilities.

SIGNIFICANT RETURN ON INVESTMENT by both expanding sales
capability and by reducing costs, as both distribution and production
are optimized.

CUSTOMERS' SATISFACTION, as the improved Agency Editorial Planning provides
them with valuable and prompt information on the coverage of events and news.

WIDENING THE REACH OF DATA ACQUISITION and news distribution
by diffusing into web 2.0 based social networks.

ENHANCED QUALITY AND EDITORS' CONTROL over production;
Shorter production cycles and reduced overtime.

SIMPLIFIED AND IMPROVED IT OPERATIONS with an All-In-One integrated solution,
compatible with industry standards with fast deployment features.



An End-to-End Multimedia cross-channel Solution for an evolving News Agency

Why Users Embrace newsasset

UNIQUE, END-TO-END MULTIMEDIA SOLUTION for News Agencies, incorporating ATC's 15 years of experience in media systems.

MULTI-CHANNEL PUBLISHING from one production platform.

FASTER AND MORE EFFICIENT receiving, planning, production, archiving and distribution.

IMPROVED EDITORIAL CAPABILITIES, through flexible workflow control and real-time monitoring, combined with enhanced multimedia asset management for enhanced production quality.

FULLY CONFIGURABLE solution, using media industry standards and channel-neutral formats, for fast deployment and easy adoption.

EXPLOITS FULLY WEB 2.0 and smart search technologies so that Agencies can leverage on shared content in social media.

MULTILINGUAL PLATFORM, already available in Russian, Arabic, Polish, Portuguese, English, French, Spanish and Greek.

System Administrator Module

User friendly Administrator Tool with no programming requirements for defining application parameters, security (RBAC) & workflow, News providers/wires and external sources, document templates & other advanced system features and reviewing Application Server Information.



Event Management & Editorial Planning



Newsasset is designed by newsroom editors for newsroom editors; its Planning Environment enables fully interactive co-ordination of all Agency activities.

Activities deploy around an **Event driven engine** for managing upcoming events, planning news coverage and for allocating resources.

Editorial planning, embedded into the workflow, allows linkage of **Events and Editorial content**, so that Planned News can be created by Events, while Events can be defined by processing **Unplanned News**.

Events are assigned to human resources. Editorial staff has a complete overview of their assignments, including notifications for new or updated assignments. Calendar Monthly, Weekly or Daily views permit efficient Work plan monitoring.

Upcoming News Coverage and Events are published for the Agency's customers. Effective Information exchange between customers and providers is achieved by using industry standards (i.e. EventsML).

Crash - tested for robustness in an Olympic Games environment, employing state-of-the-Art technology, **newsasset** is based on an open architecture and complies fully with media industry standards.

Newsasset Ltd in the Media Industry

Newsasset Ltd is a UK based spin-off company of ATC, an International IT solution & services Company. Newsasset Ltd is offering specialized, end-to-end vertical solutions for the Media Industry through the homonymous product suite and is continuously investing in novel technologies.

Newsasset suite is built around a powerful 'Integrated Newsroom' concept, with strong multimedia, multilingual and multi-channel publishing capabilities for print, web, mobile platforms and social media.

Through newsasset, users of different cultures and background have already deployed innovative new business

models and strategies, gaining competitive advantage. They managed to explore novel social network services and mobile platforms, or simply expand capabilities, streamline operations, by replacing a complex working environment with an all-in-one system.

Newsasset accumulates more than 15 years of expertise and benefits from the company's participation in international R&D projects under the European Union auspices. Newsasset customer and partner portfolio spans in many countries worldwide.

Dynamic Reports and Statistics

Easy generation of Statistical Reports per User, Role or Business Unit for the Creation, Hold Period, Storage, Delivery and Traffic of news assets.



Advanced

Leading edge
Frequent ve

Content Creation & Aggregation

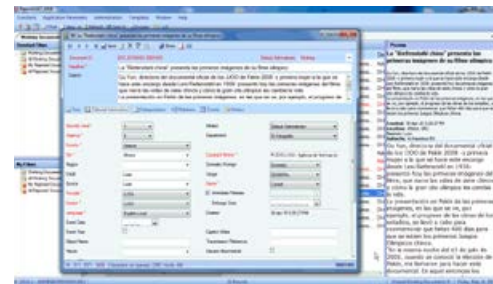
INTEGRATED MULTIMEDIA NEWSROOM

Newsasset supports the whole Life-cycle of news items from planning, through creating, gathering and selecting, editing, to producing, distributing and archiving.

An All-in-One system covers all internal, user generated, web accrued or wired multimedia assets, all types of workflow and all news asset management activities, via a friendly, industry-standard compliant interface. Workflow is flexible and configurable. Channel independent content and support for a wide range of formats make newsasset ideal for cross-channel publishing. Assets can be combined as Multimedia Stories for enhanced multimedia production. Messaging is undertaken by a purpose designed Engine, the Chat Server,

which caters for message exchange and link sharing of assets. Enhanced Alert-based Notification is offered, also undertaken by its dedicated Engine.

Newsasset co-operates with widely used tools, (MS Word, Open office, Photoshop) and is based on Industry Standards (IPTC, ANPA, NewsML, EventsML), making it a a very powerful and flexible solution.



From planning, through creating, gathering and selecting, editing, to producing, distributing and archiving.



ARCHIVING & SEARCHING

Newsasset offers advanced functionality for storing, searching and management of multimedia news assets, whether user-generated, web accrued, or wired with the use of a flexible and smart query builder, featuring a user friendly interface.

Search filters that match specific criteria are easily composed and applied. Consolidation of system filters is supported. Filter- specific Notifications can be defined by each user.



MULTIPLE RECEIVING SERVICES

Enhanced automated reception of news assets from multiple media, sources and wires, using a configurable engine for ingesting news assets (files) from any source, delivery channel and format. Supports all standard industry data formats and also features serial port capability.

Enhanced Security Features

Proven, tested technology used for the appropriate system security. Regular version updates ensure technological consistency



Extended API

An enhanced and well documented API Interface to enable easy interaction with other systems

Adaptation For Multiple Channels



WEB CONTENT MANAGEMENT AND DELIVERY

Newsasset covers the widely differentiated needs of media audiences by supporting both Web publishing, as well as user feedback and participation, whether structured, moderated or not.

Web 2.0 features are supported to address the emergent needs of on-line users, social networks and the Media World. A dedicated engine serves the purpose.

Flexible subscription and payment models can be configured to provide selective access to premium content and calibrated to maximize traffic and revenues.



REAL TIME MONITORING

Newsasset offers real-time production monitoring capabilities. Top users, subject to permissions, can view all production phases as these evolve.

Editorial Planning and Work Plan can be also monitored, allowing those who are managing production to have an overview of all the Assignments of their department, while top users may track all the currently open Assignments in the Agency.



SUBSCRIBERS & SERVICES MANAGEMENT

Newsasset radically simplifies the process of creating and managing News Services, in either fully automatic, or user controlled semi-automatic or even fully manual mode.

A purpose designed module provides enhanced features, such as extensive service personalization, pricing structure development, credit policy definition, subscription management, advertisement and notifications' management, fees calculation and integration with back office systems.

Web 2.0 features are supported to address the emergent needs of on-line users, social networks and the Media World.

Application Programming
with other systems



Web Access

A web based 'light' interface to enable system access from a standard web browser.

Distribution Channels

WEB PUBLISHING, SOCIAL MEDIA

Web publishing via the Agency Portal is fully supported and is the gateway to all agency services and products, offering state-of-the-art portal functionality, smart search and Web Marketing capabilities. Newsasset also addresses the limits of own content by merging the news flow into digital social media, thus leveraging on shared and dynamic on-line generated content. All popular Web 2.0 features and social platforms are supported.



WEB SERVICES, RSS & PODCASTING

Newsasset supports delivery via Web Services (Pull and Push model) allowing end customers to easily integrate Agency feeds to their environment.

Fully integrated RSS support enables users to quickly subscribe to RSS news feeds which are automatically updated. Podcasting is also supported providing the Agency customers with an easy way of getting series of digital media files (either audio or video) which they can reproduce at any time.



SATELLITE AND ALTERNATIVE CHANNELS

Structured delivery of News assets for broadcasting via satellite; FTP based transmission; e-mail – based distribution; serial port delivery;



MOBILE DEVICES AND E-READERS

Newsasset supports delivery to mobile native applications (i-phone, Android, Blackberry, WM, Symbian, J2Me) as well as customized Web mobile solutions. Newsasset features its own mobile native applications for Agencies for delivery via industry-standard channels (e.g App Store). New generation e-readers (i-pad, e-book) can be also supported.



DIGITAL SIGNAGE

Newsasset supports this novel feature for Merging News Publishing, Infotainment and Advertisement in large LCD screens in public areas, offering novel business opportunities for Agencies and Media Organizations working together.

Newsasset Agency

An End-to-End Multimedia cross-channel Solution
for an evolving News Agency

“ Being a leader in multimedia requires streamlining all content production and distribution functions. We see newsasset at the core of such integration. ”



RIANOVOSTI

Mr Maxim Filimonov,
*Editor in Chief, Head of Integrated Newsroom,
RIA NOVOSTI, Russian News Agency*

“ The Polish Press Agency is very satisfied with the customer-oriented attitude of ATC in our everyday co-operation. The News Asset editorial IT system allows PAP’s journalists, editors and sales staff not only to make full use of IPTC metadata, but also to develop our internal workflow with all of its traditions, habits and new ideas. ATC is always ready and eager to help us in creating new functionalities and new possibilities. When we look for new solutions - we can be sure ATC will understand our needs perfectly. ”



Mr Ryszard Nizewski,
Head of the Operational Committee for the Tryton (newsasset) Editorial System, PAP, Polish Press Agency

“ News Asset Agency Edition is today one fundamental tool at LUSA: its implementation really improved the efficiency of the production and distribution workflow. The system proved to be very simple but simultaneously robust and integrated. It also enabled LUSA to proceed faster in the multimedia path, a key success factor in the media industry. ”



Mr Paulo Nogueira dos Santos,
Technical Director, LUSA, Portuguese News Agency

“ Newsasset, implemented just before the 2004 Athens Olympic Games, allowed the Agency to support unprecedented demand for covering and delivering vast amounts of multimedia news; many years down the road, continuous system upgrades maintain its freshness and usability ”



Mr. Takis Mantis,
*Technology Director of ANA-MPA,
Athens News Agency*



NEWS AS AN ASSET

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