

press release

Monday, April 8th, 2019

European Science-Media Hub will use Truly Media to monitor scientific publications

Athens Technology Center (ATC) is honoured to announce that the **European Science-Media Hub (ESMH)**, operating under the responsibility of the European Parliament's Panel for the Future of Science and Technology (STOA) and managed by a team within the Scientific Foresight Unit (STOA) of the European Parliamentary Research Service (EPRS), is now using **Truly Media**, in order to provide evidence-based information and better science communication to all.

Vitalba Crivello, Directorate-General for Parliamentary Research Services, pointed out the significance of having enhanced media monitoring and media intelligence tools for the ESMH to follow the most popular topics in the field of science and technology on different platforms: magazines, newspapers and social media.

In addition, Theo Karapiperis, Head of the Scientific Foresight Unit ([STOA](#)), stressed the fact that Truly Media will be an ideal complement to the IT toolbox used by the ESMH to fulfil its mission of making evidence-based information available to journalists, other media and citizens about new scientific developments and scientific topics that attract media attention, and assisting them in identifying and tackling disinformation.

In the light of this new agreement, Yiannis Kliafas, ATC's General Manager stated: *"Truly Media incorporates ATC's 15+ years of experience in the media and news industry. We are more than proud for this new partnership, mainly because it solidifies our active role of the EU's strategic effort to fight disinformation, following similar initiatives we also take part in, like the [European Observatory for fighting Disinformation](#) and the [WeVerify project](#)"*

With **Truly Media**, media professionals as well as human rights organizations can exploit a set of advanced digital tools for verifying news (text, images or videos) as they are shared directly in social media, in real time, allowing their users to cooperate across organisational boundaries, time zones and geographic regions. In addition to Truly Media being used by broadcasters and media organisations, this collaborative platform, developed and provided by [Athens Technology Center \(ATC\)](#) and [Deutsche Welle \(DW\)](#), Germany's international public service broadcaster, has been [selected by Amnesty International to document human rights violations by verifying or debunking digital media items](#) and has won the [Public's Award in the 2017 Innovation Radar competition](#).

Athens Technology Center (ATC) designs, develops and supports innovative technology solutions for news agencies and news organizations globally, and has been doing so for over 20 years. Truly Media is an integrated web application for content verification, co-developed by ATC (Greece) and Deutsche Welle (Germany). It builds on work carried out in EC co-funded research projects, in particular REVEAL. The platform development has received financial support from Google's Digital News Initiative.