

press release

April 20th, 2018

ATC presents Truly Media and TruthNest platforms in International Press Telecommunications Council (IPTC) Symposium

Athens Technology Center (ATC) gladly accepted the invitation of [the International Press Telecommunications Council](#) (IPTC) to present the tools it has developed to address the fake news phenomenon during [IPTC's Spring Symposium](#) that will be hosted in Athens, April 23rd-26th. The IPTC is a consortium of the world's major news agencies, other news providers and news industry vendors and acts as the global standards body of the news media. ATC has been an **active member of IPTC since 2005** as part of its focused strategy for providing integrated solutions in this market.

During this meeting, [representatives of leading media organizations](#), such as the AFP, the Associated Press (AP), Bloomberg, the New York Times, BBC News, Getty Images and Thomson Reuters, will be informed, among other things, about the Truly Media and TruthNest platforms developed by ATC.

[Truly Media platform](#), which [Amnesty International already uses](#) to confirm reports of human rights violations, is an application for collecting, organizing and assessing the reliability of information in the social media. Similarly, TruthNest is a Twitter-based content analysis application that provides users with useful information that can help them assess the reliability of information and resources. All these functionalities have been successfully integrated into the integrated newsagent platform that has been in place for more than 15 years by the ATC to store, manage, create and distribute news content.

Athens Technology Center (ATC) designs, develops and supports innovative technology solutions for news agencies and news organizations globally for over 20 years. In the context of dealing with the fake news phenomenon, ATC has combined its extensive industry experience and cutting-edge technologies for collecting and analyzing content, with Deutsche Welle's specialized knowledge, on the current needs of this market. The result of this collaboration is the Truly Media platform, an online collaboration environment where journalists from everywhere on the planet have at their disposal sophisticated digital tools for verifying news, pictures and videos as they are shared directly by social media users.