

press release

October 18th, 2018

Cypriot newspaper "Haravgi" chose newsasset platform of ATC as its core backbone editorial management system

*The project refers to implementation of **newsasset platform**, an intuitive and secure cloud based environment for storing, managing, creating and publishing news.*

The Cypriot newspaper "Haravgi" entrusted **newsasset platform** of [Athens Technology Center \(ATC\)](#) to serve all its editorial and commercial operations. From now on, **newsasset platform** will stand as the key back-end system to handle all print and digital presence of "Haravgi" newspaper allowing the editorial teams to process and efficiently produce the required news items for all of publications, as well as feed the existing portal with appropriate content version each time.

Newsasset platform supports a common Content Hub and the ability to centralize editorial production for Print, Digital, Radio, TV, even News Agency activities, facilitating the implementation of a truly Integrated newsroom. In extend, the system provides an easy-to-use and efficient way to manage and distribute all desired information, something that significantly supports the internal operations of any media organization with absolute safety and reliability. It is no coincidence that many industry leaders both in Greece and abroad have selected and successfully use the specialized solutions that ATC offers for mass media sector.

Athens Technology Center (ATC) designs, develops and supports leading technology solutions for the news industry, serving agencies and publishers globally for over 20 years. ATC provides **newsasset** platform, an intuitive and secure cloud based environment for storing, managing, creating and publishing news. In order to address the fake news phenomenon, ATC coupled its extensive industry-related experience with state-of-the-art content aggregation and analysis technology, along with Deutsche Welle's (DW) expertise in contemporary industry need. As a result, they provide Truly Media, a collaborative tool that helps users evaluate the validity level of user generated content that is distributed and shared via various social networks.