

Malaysian News Agency (BERNAMA) selects Athens Technology Center's (ATC) newsasset platform

Malaysian National News Agency BERNAMA has chosen Athens Technology Center's (ATC) newsasset platform as the central system for producing, distributing and storing news content. Newsasset platform is the integrated system for creating and managing news content, and is being trusted by major agencies worldwide, such as the Athens News Agency - Macedonian Press Agency (ANA-MPA), the one of Cyprus (CNA), of Tunisia (TAP), of Poland (PAP), of Vietnam (VNA) and the Portuguese (LUSA).

More specifically, and **following an international competition between 20 companies**, newsasset platform was selected by the Malaysian National News Agency BERNAMA as **the central system for the production, distribution and storage of news content in four (4) languages** (Malaysian, English, Chinese and Tamil). Newsasset platform is going to replace a number of applications and platforms that made up the BERNAMA production system to date, covering all the agency's activities.

More specifically, by choosing newsasset, **BERNAMA will acquire a unique and integrated news content management system, with a central production and distribution system as well as an enhanced digital management module**, allowing it to solve its various problems arising from the use of multiple different systems. In addition, **newsasset will allow the rapid production of content from anywhere in the world and from any device**, so that it can be used by both the agency's journalists and its correspondents abroad. Indicatively, it is estimated that **newsasset will support the smooth cooperation of more than 1,000 journalists and the formation of more than 11,000 news items per month, which will be shared with approximately 8,000 recipients through BERNAMA subscription services**. At the same time, all this content volume will be safely stored in high resolution for long-term and secure archiving.

As part of the project, **ATC has set up a central Multimedia Newsroom that supports all of the agency's news services**, including local, financial, and international news services, as well as photo, audiovisual, and other media services, incl. radio and television news program. The adoption of a converged newsroom model will allow the agency's journalists and correspondents to provide content directly to all official BERNAMA news channels (Wires, Portal, IPTV / TV, Print Media, Radio and Social Media).

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Notes to editors

About BERNAMA

The Malaysian National News Agency BERNAMA is the news agency of the Government of Malaysia and was established in 1967. It is an autonomous body under the Ministry of Communications and Multimedia. BERNAMA is an abbreviation of Berita Nasional Malaysia (National News of Malaysia). It operates from its headquarters in Wisma Bernama, near Kuala Lumpur. It has branches in every state in Malaysia and a network of correspondents in Jakarta, Singapore and Bangkok but also in Washington, New York, Australia and London. The majority of the media in Malaysia and Singapore, as well as the international news agencies, receive news content from BERNAMA.

BERNAMA has an audiovisual section, as well as its own radio station and TV channel. Bernama Radio 93.9 FM is open 24 hours a day, broadcasting news and discussions in the Kuala Lumpur region, while Bernama TV is a news channel offering news in Malaysian, English, Chinese and Tamil.

About Athens Technology Center (ATC)

Athens Technology Center (ATC) designs, develops and delivers innovative technology solutions to the media market, serving news agencies and publishers for over 20 years, through the integrated newsasset platform, an integrated system for creating and managing news content, acting as a common hub supporting the editorial process for print or digital publications, radio or television stations, and news agencies. In order to tackle the phenomenon of misinformation, ATC combines its extensive expertise in content analysis tools with the experience of Deutsche Welle (DW). As a result, they provide Truly Media, a collaborative tool that helps users assess the level of validity of digital news content.

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