

# Redefine

your daily **newsroom** operations

Drive **Revenue**

Improve **Productivity**

Increase **Engagement**



# Artificial Intelligence & Machine Learning tools for newsrooms

The key challenges that newsrooms across the world face include **creating engaging content**, **verifying authenticity** of the collected and shared information and **effective content management** across multiple channels and formats.

Newsasset PLUS embodies advanced AI and machine learning (ML) capabilities to help you verify digital content, automate production processes and engage audiences in more productive ways.

## Being flexible

- A collaborative virtual environment and workflow automation capabilities, supporting full remote production processes, even in hybrid working models
- Enhanced human and material resources' allocation and management, for effective task assignment
- Fully modular, provided in SaaS, to help you streamline operational costs (pay-as-you-go)
- Speech to text tools to automate transcript generations

## Being relevant

- AI-assisted content aggregation features allow you to timely detect and map trending stories and key topics of interest
- Enhanced social media console to cross-publish and monitor performance, for optimizing delivered content and managing your online presence end-to-end
- Achieve shorter time to publication by exploiting omnichannel production and distribution capabilities



## Being trustworthy

- High-end digital fact-checking tools to enable your investigative journalism functions
- Real-time content aggregation and alerting, based on advanced NLP and AI features, from multiple sources
- In-depth community detection, trend analysis and author profiling features

## Being sustainable

- Generate new revenue streams with value adding services, like on demand fact checking and focused media reports for governmental and corporate organizations
- AI driven content, video, and image tagging to simplify the search and commercial exploitation of your archived news "wealth"

### About Athens Technology Center (ATC)

Athens Technology Center (ATC) has been designing, developing and supporting leading technology solutions for publishers and news agencies globally for over 20 years.

From editorial and digital asset management tools, integrated with cross channel publishing capabilities, to awarded solutions that help media organizations fight misinformation, we are committed to help our clients transform digitally and seize opportunities for better business outcomes.

Newsasset PLUS is the revamped, enhanced version of newsasset Suite, that goes beyond an all-in-one, editorial, digital asset management & multichannel publishing platform.

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