



Empower Your Newsroom
with AI-powered
Precision and Efficiency



Newsasset PLUS is the AI-driven editorial ecosystem that enables **publishers and news agencies** to overcome the complexities of modern journalism.

From managing tight deadlines and increasing content demands to maintaining audience trust and engagement, **Newsasset PLUS** provides the tools to optimize workflows, increase productivity, and scale seamlessly across all platforms.

Addressing the Challenges of Modern Newsrooms

In today's fast-paced media landscape, newsrooms face tight deadlines, content saturation, audience fragmentation, and the challenge of maintaining trust in a world of misinformation. **Newsasset PLUS** tackles these issues head-on with its advanced, AI-powered features, enabling faster, more accurate news delivery, enhancing engagement, and ensuring credibility across platforms.

Streamline Productivity with AI-Driven Automation



- **AI-supported editorial process:** Generate content suggestions, headlines, summaries, and captions automatically, following IPTC topic modeling.
- **Speech-to-text tools:** Automate transcription for videos and audio, reducing manual effort.
- **Tailoring content:** Maximize reach by addressing diverse audiences and channels with AI-powered re-writing translation tools.
- **Automated pagination:** Integrate with tools like InDesign to create print editions with one click.
- **Hashtag suggestions and SEO optimization:** Enhance visibility and social media reach with AI-powered recommendations.
- **Social media scheduling:** Automatically schedule and format content for different platforms.

Increase Efficiency Across the Entire Editorial Workflow

- **Workflow automation:** Support full remote and hybrid production processes with task automation.
- **Effective task management:** Enhanced human and material resources' (i.e. roster) allocation.
- **Unified dashboard:** Manage multiple publications, channels, and workflows from a single platform.
- **Collaborative newsroom:** Streamline communication across teams with clear task ownership and hierarchical transparency.





Maintain Relevance and Increase Audience Engagement



- **Real-time insights:** Leverage AI to track trends, social media sentiment, and audience preferences.
- **Trend analysis and idea generation:** AI-assisted content aggregation and alerting features to track trending topics and social sentiment in real-time.
- **Automated reporting:** Generate thematic reports, allowing journalists to focus on impactful storytelling instead of getting lost in data overload.

Build and Sustain Audience Trust with Verified News

- **Fact-checking tools:** Integrate advanced AI-based verification to ensure content is accurate and credible.
- **Editorial transparency:** Provide readers with clear context and proof of content accuracy.
- **Collaborative workflows:** Minimize errors with cross-functional communication and real-time production monitoring.



Seamless Crosschannel Publishing for Maximum Reach



- **Omnichannel production and distribution:** Publish content across print, digital, and social media platforms in real-time.
- **Platform agnostic:** Customize content formats for different platforms, ensuring optimized delivery.
- **Enhanced social media console:** Schedule, cross-publish, and monitor content performance across channels

Optimize Financial Sustainability with Operational Efficiency

- **AI-powered automation:** Automate repetitive tasks, allowing your team to focus on strategic initiatives.
- **Subscription management:** Easily create, bundle, and distribute tailored content packages that resonate with subscriber needs and drive recurring revenue.
- **Content monetization:** Leverage AI-driven tagging and archiving tools to unlock the commercial potential of your news archive.
- **On-demand reports and services:** Generate media and fact-checking reports for corporate and governmental clients, creating additional revenue streams.
- **Lean workflows that save time and costs:** With modular and SaaS options, the platform offers **pay-as-you-go** flexibility to scale with your organization's needs.



About us

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

Transform Your Newsroom Today

Newsasset PLUS provides the flexibility, innovation, and trust-building tools needed to succeed in today's dynamic media environment. Ready to drive your newsroom to new levels of productivity, relevance, and sustainability?

Contact us today to learn more about how **Newsasset PLUS** can transform your editorial operations.



info@newsasset.com



media.atc.gr



Smart Media | Newsasset



[@athenstechnologycenter](https://www.youtube.com/@athenstechnologycenter)

