news **PLUS** asset

AI for Media

Empowering Newsrooms with Intelligence and Integrity

AI-driven editorial ecosystem designed for real-world impact

Misinformation undermines public trust and can damage brand reputation. ATC's disinformation AI solutions proactively protect your newsroom from false narratives.

We don't replace journalists; we amplify them.

AI-powered Newsrooms

By integrating ATC's suite of AI capabilities, news agencies and publishers can achieve greater efficiency, higher editorial standards and a stronger connection with their audiences.

AI Toolkit for Newsrooms

A newsroom "co-pilot" that allows journalists to focus on storytelling while routine tasks are simplified.

- Summaries, headlines & translations for faster, multilingual publishing.
- Metadata & SEO optimization to ensure discoverability and accuracy.
- Trend & sentiment analysis to surface what matters to audiences.

Platform Chatbot

Faster onboarding, fewer errors, and lower training overhead.

An internal RAG-based chatbot gives teams instant answers on workflows, manuals and style guides.

Chatbots for Media Customers

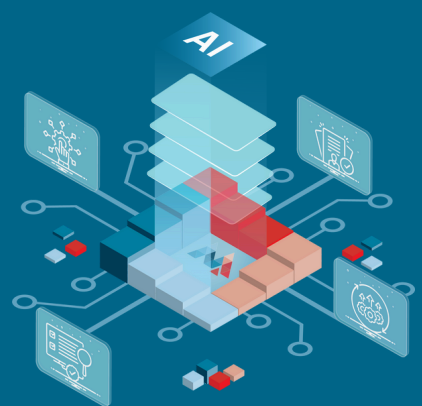Transform static websites into interactive, trust-building reader journeys.

Reader-facing bots, trained on your own archives, that provide

- personalized content discovery.
- subscription support and FAQs in multiple languages.
- conversational experiences that strengthen loyalty.

Newsasset PLUS | AI- powered Editorial Ecosystem

An AI-enhanced, unified environment for media monitoring, planning, creation, cross channel publishing and archiving.

Newsasset PLUS brings the full AI layer together: from the editorial toolkit to both platform and reader-facing chatbots — unifying automation, assistance, and engagement in one ecosystem.

From clicks to context, the future of journalism is attuned

ATC | ATHENS TECHNOLOGY CENTER   news **PLUS** asset

Athens Technology Center (ATC) develops and delivers advanced AI solutions to fight disinformation. Together with Deutsche Welle, we provide Truly Media, a trusted platform that enables real-time, cross-border collaboration in content verification.

ATC also powers several European Disinformation Observatories, contributing cutting-edge modules for fact-checking, while driving R&D in synthetic media detection, inauthentic behavior analysis, data journalism, and content repurposing.

Get in touch

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