

# 5 ways publishers extend the life of every content asset

How smarter archiving, retrieval, repurposing, and distribution help newsrooms get more value from every story

01

## Archive centrally

Store stories, videos, graphics, audio, and visual assets in one organized environment.

A centralized archive keeps valuable content secure, structured, and ready for future use.



## Retrieve instantly

Make every asset easy to find when deadlines are tight and speed matters.

Fast search and retrieval reduce wasted time and help teams work with what already exists.

02



03

## Repurpose across formats

Turn one asset into multiple outputs for print, web, mobile, social, newsletters, video, or audio.

The more adaptable your content is, the more value each story can create across channels.



## Publish across channels

Distribute content faster without recreating it from scratch for every platform.

Cross-channel publishing becomes easier when assets are stored, tagged, and ready to reuse.

04



05

## Increase the ROI of every story

When content stays searchable and reusable, it keeps delivering value long after first publication.

Better asset management means less duplication, more efficiency, and greater editorial reach.



**Newsasset PLUS helps turn every asset into long-term editorial value.**

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