SEAMLESS MULTICHANNEL CREATION AND DELIVERY

Digital challenge - digital response

The last decade has been a challenging time for news producers. The need to serve new channels and devices has increased the cost and complexity of their operations.

At the same time, shrinking ad revenues and competition from social media and new entries in the digital space have added to the challenge.

Against this background, Eidosmedia has worked with news organizations to restore profitability and sustainability to the business of news creation and delivery.

By applying advanced digital technologies to every aspect of their news production – including print – they have enabled organizations, large and small, global and local, to make the transition into successful, multiple-channel information enterprises.

> "What technology has complicated, better technology can simplify."

The story – front and center

The key transaction between news producer and news consumer is the delivery of a good story. It has been easy to lose sight of this truth in the growing technical complexity of the publishing process.

Eidosmedia technology restores the storytelling function to its central role.

It does this by automating every routine process involved in news creation and delivery – including tailoring for multiple output channels and devices from print to social media.

Freed from routine tasks, news creators can concentrate on their primary concerns: the quality of their content and the interests of their audience.

Mastering social media

The result is a high-productivity operation that maximises the value of the organization's content flows - including mastery of social media, both as a source of raw material and as a tool for building reader traffic and engagement.

A universal workspace

Users can access workflows on Eidosmedia platforms from any location using any kind of device from laptops and tablets to smartphones.

Highly configurable workspaces can be configured to provide clutter-free editing and media spaces for content creators or powerful task assignment and progress monitoring tools for coordinators.

Robust planning and workflow

A shared planning space, visible from any location, keeps team members on the same page and displays the state of play of tasks and projects in real time.

A system of detailed permissions and checkpoints ensures smooth collaboration among teams in the newsroom or distributed across multiple locations.

Advanced print design

Fully integrated with the digital channels, Eidosmedia's print workspaces use advanced graphics tools rivalling those of a dedicated page-design application. They allow the production of high-quality newspaper and magazine layouts from the same content base as the digital editions.

Best-of-breed technologies

Eidosmedia platforms are powered by the finest standard digital technologies – starting with the channel -neutral XML and JSON formats that assure their output versatility.

Service-oriented architecture and RESTful APIs confer unlimited extendibility and interoperability with other standard platforms and a host of emerging applications – including open source.

Eidosmedia platform modules are natively cloud-compatible and deployable in SaaS mode.

A WORLDWIDE USER BASE