



# When news is your most important asset

FOR PUBLISHERS

News aggregation & verification

Editorial & Issue Planning

Editorial Workflow

Automatic Pagination

Digital Asset management

Subscribers & Services management

Cross channel publishing



An all-in-one editorial,  
digital asset management  
& cross channel  
publishing platform  
that covers all areas  
of multimedia news  
production and their  
delivery in different  
formats and channels,  
while streamlining the  
enterprise workflow

A fully integrated and user-friendly platform that caters all publishers' needs from planning, gathering, selecting and creating, to editing, producing, archiving, layouting and publishing news in various formats and channels.

**An intuitive and secure cloud based environment for storing, managing, creating and publishing news.**

**Newsasset Publishing Edition** helps you redefine the editorial and publishing workflows; it supports contemporary publishers to fully automate all their processes while offering powerful digital asset management tools, along with automatic pagination and "one-click" cross channel publishing capabilities, helping them to reach broader audiences and increase profitability.

#### Editorial & Issue Planning

Simple arrangement of plans for content and resources. Easy creation of multiple titles while real time monitoring the process.

#### Aggregation & Verification

Automated real time reception from multiple feeds and wires. Specialized tools to validate social media content, including contributor and context.

#### Editorial workflow - Integrated newsroom

Plan, retrieve, edit or create new content, archive and distribute it via the desired channels.

#### Automatic layout

Total integration of Planning and Newsroom with the Prepress and Pagination departments. Automatic pagination functionalities are provided.



## Content creation & Editorial Workflow



## Adaptation for Multiple Channels



## Delivery channels



### Digital Asset Management

Safely store and manage infinite amount of text, image, graphic, audio, and video files, as well as templates and layouts.

### Multi channel publishing

Simultaneously deliver news to target audiences or clients via all appropriate channels, including print and online.

### Subscribers & Services management

Create, manage and administer all subscribers and available services to increase revenues.

### Simplified and automated publishing workflows

**Newsaset Publishing Edition** fully adapts to the organization's internal processes, while allowing real time production monitoring of multiple publications or editions, providing an integrated platform for all newsrooms, titles and users. Publishing process is covered end-to-end via easily configured workflows (content and template driven, or mixed environments), leading to significant operational cost reduction.

### Increased security in all levels

- Safe electronic environment to store huge volumes of data
- Role-based user access control
- Easily generated dynamic reports and statistics per user, role or business unit

### A modern, cloud based software product

- Unlimited scalability - Painless upgrades and updates, no patches to download or install
- Multilingual UI
- Crash tested in demanding environments

### A platform that pays for itself

- Provided in Software as a Service model ("pay as you go" feature)
- Flexible payment plans also supported (leasing, rental)
- No start up costs - Minimum capital investment, no license fees
- Fast deployment & short learning curve - Rapid implementation, easy adaptation to publisher's workflow
- Short Return on Investment period - easily build new revenue streams, reduce operational cost and boost productivity



## About Us

ATC designs, develops and supports innovative, high-end software systems for both the private (B2B) and the public sector, for over 27 years, with an active presence in the EU , the Balkans and Eastern Europe , the Middle East and North Africa. ATC has developed **newsasset Publishing Edition**, an all-in-one, editorial, digital asset management & multichannel publishing platform. This cloud based system covers the publishing production process end-to-end, while streamlining the enterprise workflow, from editorial & issue planning, tracking, and automatic layout to the seamless cross channel publishing of multimedia news, all from one system.

To better serve the Central Europe area, ATC has established NewsAsset LTD, its subsidiary, in London UK.



10 Rizariou Str., 152 33 Halandri, Athens, Greece Tel.: +30 210 687 4300  
4, Flitcroft Str., WC2H BDH, London , UK  
[info@newsasset.com](mailto:info@newsasset.com) | [www.newsasset.com](http://www.newsasset.com)