

# press release

Monday, October 21<sup>st</sup>, 2018

## ATC participates in Digital Media Asia 2019

**Athens Technology Center (ATC)** will be participating in **Digital Media Asia 2019**, organized by the World Association of Newspapers and News Publishers (**WAN-IFRA**) in Hong Kong (Oct 29th – 31st). For the 3rd consecutive year, ATC supports the greatest gathering of the Asian media industry as a Silver Sponsor, consistent to its promise to support Publishers and News Agencies worldwide with novel software solutions.

During the 3-day event, ATC will showcase state-of-the-art solutions for **aggregation, management and verification of news**. Moreover, the key stakeholders of the Asian media sector will have the chance to get acquainted with **use cases of blockchain technology in the media sector** that ATC is working on. Among others, in ATC's booth (No3), delegates will have the chance to experience

- **newsasset Suite**, a common Content Hub that enables the **consolidation of editorial production and distribution** for **Print, Digital, Radio, TV, even News Agency activities**. Newsasset is an intuitive and secure platform, whether in the cloud or on-premise, that facilitates the implementation of a truly **Convergent Newsroom**.
- the benefits of **Truly Media**, a collaborative platform co-developed with Deutsche Welle (DW) to support the verification of social media content. **Truly Media** is the preferred verification platform used by the **European Observatory against Disinformation**, while also being trusted by organizations such as DW, Zweites Deutsches Fernsehen, FactCheck Mongolia and Amnesty international.
- the way to have access to in-depth twitter analytics with **TruthNest**, that supports identification of true influencers, and detection of trolls and bots by profiling Twitter user accounts based on their activity, network and influence.
- the joined efforts of the **Bloomen consortium**, which exploits the use of blockchain for establishing an "economy of news content".

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For over 20 years, **Athens Technology Center (ATC)** has been designing, developing and supporting leading technology solutions for the news industry globally, serving publishers with **newsasset Suite**, 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. Newsasset incorporates specialized tools that support journalists in verifying content residing in social networks along with in depth twitter account profiling.