

CASE STUDY

TUNISIAN PRESS AGENCY

INTEGRATED EDITORIAL & MULTI-CHANNEL DISTRIBUTION FOR THE TUNISIAN PRESS AGENCY

A consolidated IT backbone system to secure reliability and speed in transmitting high volumes of news

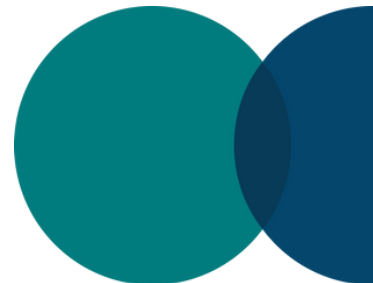
The insights behind the project

Tunisian Press Agency (TAP), founded in 1961, is the only news agency in the country. It provides local and international news on a 24x7 basis, in 3 languages (arabic, french, english). Globally, the agency produces an average of 250 dispatches daily, while also having to manage an archive of more than 500,000 photos dating back to the 1930s.

The Agency needed to replace all existing infrastructure that handled the production, management, & distribution of news. They needed a consolidated IT backbone system that would secure reliability and speed in the transmission of high volumes of news, as the Agency disposes of a delegation of correspondents and regional offices in the main cities of Tunis.



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Success Highlights

Challenge

The Tunisian Press Agency needed to secure reliability and speed in news management, support multimedia digital asset management, and acquire multichannel content distribution processes.

Solution

newsasset platform

Benefits

- Total transformation and restructure of the editorial workflow
- Use of a single platform for handling all types of multimedia
- Remote access for data input
- Multilingual UI

What we did for the client

In 2014 the Agency entrusted the newsasset Agency Suite, ATC's integrated solution purposely developed to cover all editorial and commercial operations of a news agency. Newsasset Agency Edition is a proved, robust and user-friendly system that integrated TAP's editorial functions and streamlined daily workflows, including multimedia management, news planning, multi-channel distribution and powerful sales capabilities.

Furthermore, the platform combines a sophisticated search technology for searching, retrieving, filtering, shorting, previewing and monitoring not only in the organization archive assets but generally to the whole system (i.e. news items, events, parameters).

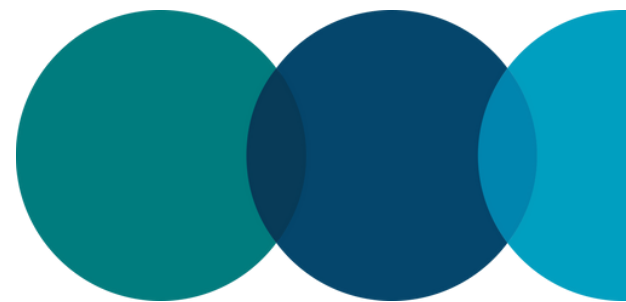
Within the project's scope, ATC secured the effective data migration from previous systems and trained administrators and system users to the multilingual UI of the system. In addition, onsite support was provided during and after the "go live" phase. Moreover, ATC also helped the Agency's rebuild its public web portal (free and subscribers) and its mobile applications, using webasset CMS.

The outcome

The Tunisian Press Agency (TAP) now runs on simplified processes, since there is a single sign-on point for all operations, while the system is built under a unified logical concept and layout for all business functions. Furthermore, labor and production costs were significantly reduced mainly due to the simplified system maintenance requirements.

As per "quality of service" and future benefits, the Agency enjoys new revenue streams potentials, supported by new services and multimedia products along with the ability to address a diversified customer base.

All these are based on simplified and centralized distribution processes, on the standardization of the News items classification (IPTC standards), and the fact that teams are much faster and more reactive over events while being able to manage high usage volumes, as in terms of users and of handled content.



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About

Athens Technology Center (ATC) designs, develops, and supports leading technology solutions for the news industry, serving agencies and publishers globally for over 20 years.

Newsasset platform is an intuitive and secure cloud-based environment for storing, managing, creating, and publishing news, a common Content Hub to converge editorial production for Print, Digital, Radio, TV and News Agencies.

In order to address the fake news phenomenon, newsasset platform is fully integrated with Truly Media solution, a collaborative tool co-developed with Deutsche Welle (DW) that helps users evaluate the validity of user-generated content in their effort to tackle the fake news phenomenon.