

Newsroom as-a-service Solution

Deliver tailored data-driven news packages
Provide viewers with personalized news videos

- Dramatically reduce operational costs
- Monetize existing archives
- Expand and secure distribution
- Own granular consumption data

The future of news is personalization

Our need for news in this changing world is certainly now by the minute, and never before have so many people been at their computers or TV's than any other time in the history of the internet. Nielsen state that "during a crisis, TV viewing booms as consumers ramp up media consumption to stay informed".
(1) And with so many of us now sent home, how do news broadcasters and publishers produce content and deliver news in this changing landscape - that will continue to satisfy our increasing appetite for it?

The Linius Newsroom Solution has been developed to accommodate your changing newsroom and provides you with news ways to deliver relevant and up-to-date content. This solution will increase your video news content, deliver personalised news to your viewers in a way they want it, and increase your advertising and subscription revenues - right now.

Linius Newsroom Solution – 3 part package

1. Intelligent Content

- ✓ AI (Microsoft Video Indexer) enriched content stream and library provided
- ✓ Tailored to the region/demography and other preferences of the broadcaster

2. Programmatic Editorial Service

- ✓ Use Linius tools to edit the stream and inject your own content
 - ✓ Enrich your content with MSVI also

3. Personalised News for Consumers

- ✓ Granular search and assembly and personalised channels for users

1. Intelligent, data driven content.



Add international news content to your stream

- International news content supplied by Newstag.com, pre enriched to augment your video catalogue.
- The Newstag platform aggregates digital news video for more than 20 broadcasters and agencies around the globe
- Thousands of clips available per month in English language with metadata, delivered continuously daily.



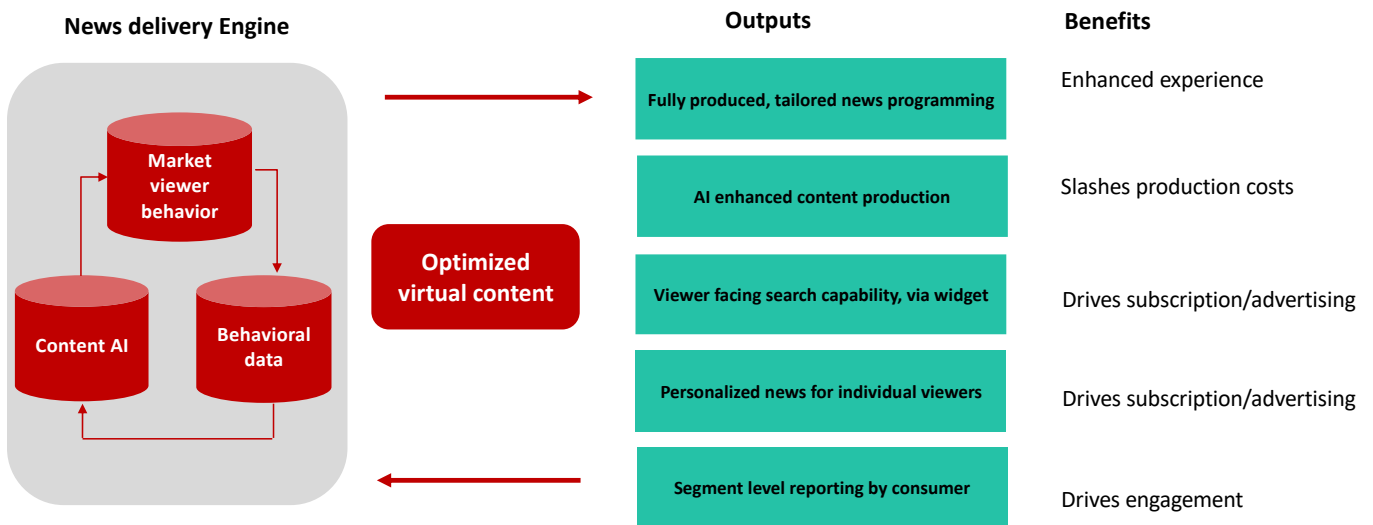
Enriched data using Microsoft Video Indexer AI

- Linius synchronises metadata from news video using AI All news video supplied from Linius is processed by Microsoft Video Indexer (MSVI).
- MSVI provides video data that Linius utilises to deliver tailored news streams and personalised user experiences.
- Data points generated from MSVI include: face detection, topics, labels, transcript, keyframe extraction, visual text recognition, object identification, shot detection etc.

2. Programmatic editorial service

- Linius can provide the entire solution as a service for newsrooms or provide the toolsets and data as a service.
- The News Delivery Engine optimizes virtual content to deliver the following outputs and benefits for newsrooms.

Linius' Newsroom Workflow



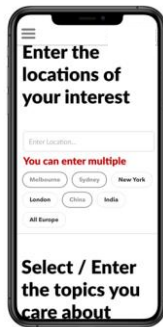
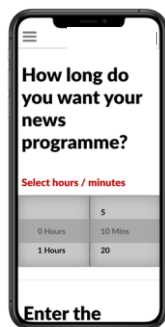
3. Personalized news for customers

Step 1 - Pre-populate your channel

- Everyone is immediately engaged with news content in their own channel, driving viewership & engagement.
- Utilizing broadcaster consumer data we can hyper-personalize user news feeds from day one.
- This can be done by demography, geography/location and by interest.



Step 2 – Customize your channel



- Users can now, or at any time, customize their preferences.
- They can be as broad or as granular as they wish.
- Once saved their preferences will automatically update their channel as new and relevant content becomes available.
- Users can adjust their channel preferences at any time.

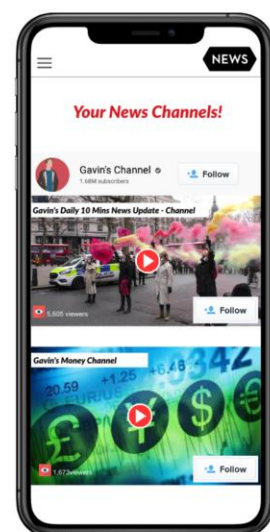
Step 3 – Watch your channel




- Linius programmatically assembles each individual personalized channel and delivers it on demand to each individual viewer.
- All tech and API points are available to deliver to customers.

Step 4 – Share and follow other channels

- A user can share their channel through social media, for example, and extend the reach & monetization.
- Equally the user can follow other channels, again increasing engagement and monetization opportunities.





Book an online demonstration or talk
to us today about data-driven news
packages for your newsroom, and
personalized news video experiences
for your viewers.

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