Newsbridge Helps Production Teams Set Up Remote Newsroom Solution During COVID19

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An Advanced Story Production Tool During COVID19 Crisis

In response to recent production team constraints due to the current global health crisis and corresponding confinement mandate, this past month **Newsbridge** has helped a record-breaking number of production teams set up an all-in-one remote newsroom solution, in just a couple days sometimes hours, allowing these entities to access and work collaboratively with their digital media assets in the cloud.

Case In Point

Working with some of the world's largest media companies, Newsbridge's Multimodal AI powered **Media Asset Management Platform** allows for the kick-off of rough cuts in a matter of minutes, allowing teams to download and send digital media assets directly to their clients in either a file or link format.

As TF1 Media Factory Deputy Director Yves Bouillon stated in a recent webinar:

"*When it comes to editing The Voice, we use the Newsbridge platform so that there's only one consultation for editors. So remotely, we were able to take from storage the video material we needed and drop it into the platform. From there, editors only have to connect to Newsbridge, select the desired elements and recover them to move forward. Perfect efficiency.*"

-Yves Bouillon, Deputy Director of TF1 Media Factory

Newsbridge Remote Newsroom To The Rescue

During this time, the major benefits of **Newsbridge's Remote Production Platform** are threefold for existing and new clients.

First, the platform promotes simplified access to content for production teams. Working from home has not been extremely easy due to poor server connection linked to VPN saturation issues. In response, Newsbridge's cloud-based, digital media asset management (MAM) solution allows journalists, production teams and stakeholders easy access to the content they either work with, share and or sell.

Second, the solution allows for a supercharge in workflows with an end goal of quicker distribution and publish times. As most team members need to send their rough cuts to third parties for verification or collaborative purposes, there are also bandwidth concerns, so being able to work with snippets of media assets versus entire media assets or streams is now more important than ever- enhancing production capacity.

Finally, archive valorization is extremely important, especially for TV channels and Sports Rights Holders. Right now, archives are the highest potential content for audiences and can be auto-indexed correctly using the platform. In an effort to ramp up engagement efforts, production teams are piecing together a strategic patchwork of archived content via Newsbridge's cognitive search powered by multimodal AI.

"*This is a critical time in broadcast and media history. Traditional workflows have been disrupted due to the nature of confinement. Production teams have increasing social responsibility when it comes to producing and ultimately delivering video content, and it is our job here at Newsbridge to make that as simple as possible*."

-Philippe Petitpont, Newsbridge CEO and Co-Founder

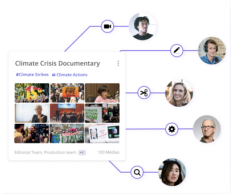
About Newsbridge

Newsbridge is a cloud-based solution offering video indexing tools based on Multimodal Artificial Intelligence (AI) contribution for publishers and broadcasters. To learn more about Newsbridge's Cloud

Media:







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