



Newsfirst news network streamlines media gathering with Newsflow

Objectives

Newsfirst news network is known to incorporate modern technologies in news production. They were looking for a solution which could streamline their media gathering workflow, a solution which can address the shortcomings of the traditional media gathering tools and also be easy to adapt for users who are not technically savvy.

Challenges

Being a 24x7 news channel with more than 24 bureau offices and around 50 reporters the amount of content generated was quite high. The users were used to sending media using FTP, WhatsApp, email .. Content origin tracking and verification was cumbersome

Solutions

Within a month of installation Newsflow became their go-to solution for all media to be sent to the head office. Reporters, bureau's and freelancers associated with the network now had a single tool that could rely on. More than 100 hours of fresh content per day is processed by the Newsflow platform.

NEWSFLOW BENEFITS

Cross-platform access : Android, iOS & Web

Users can access from multiple types of devices across different platforms. The user experience remains the same across the platforms.

Simple user interface

The interface is designed keeping in mind the number of not tech savvy users in a media organization.

Resumable file protocol

Huge time and bandwidth savings with industry-leading file upload handling mechanism. Upload is in chunks of data, and in case an upload is stopped due to a network issue or user intervention, it resumes exactly from where it stopped.

Location tracking & reports

Users at head office get instant previews of media sent and optionally track the user location enabling quick decisions.



"I have always felt that the media gathering workflow needed a major transformation. Workflowlabs Newsflow addresses this. This should have been the way to send media to head office long time ago, glad that we are using it now"

RAGHUNANDAN
CTO

Newsfirst news network