



With Newsflow, the Pride East network transforms organisation wide media gathering

Pride east network is a premier regional media organization serving the entire Northeast Indian region. They are renowned for using modern software in the production of news. They were seeking a media gathering tool that could simplify their media collection process, address the limitations of the old-school media gathering technologies, and be simple enough for non-technical users.

Newsflow allows users to gather media from a variety of devices. and is integrated with various MAM & NRCS systems. The solution offers native mobile applications for iOS and Android along with a powerful web application.

CHALLENGES FACED

- Multiple makeshift ways of sending media
- Lacked user management and audit trail
- Required additional transcoding layer to convert files to house format

SOLUTION

Workflowlabs has developed a new solution for gathering media that streamlines the process and makes it more efficient. The Newsflow application with built-in transcoding was deployed for Pride east. This makes it easy to keep track of all the users and the media uploaded by them

“ Newsflow has been a great tool for our multimedia team. We've been able to streamline media gathering for multiple teams in one place to help us be more organized. This has helped our workflow tremendously

Ankur Gogoi, Technical Head

RESULTS AND BENEFITS

- Through the use of Newsflow, Pride East has been able to streamline the process of gathering media across devices like mobile and web.
- By creating a single route for all incoming content, and automating the process of gathering and tracking news sources, they have saved time and energy that can be put towards other areas of their operation.
- In addition, by using a built-in transcoding solution, go-to air time was cut down by a significant amount.
- For Full documentation of the audit trail and reporting Newsflow is been used, through which they have been able to quickly find the most relevant and timely information for their needs.
- Newsflow's social media login feature has been a beneficial option for freelancers who used Android devices.
- After the installation, Newsflow was the preferred method for sending all material to the main offices. The channel's affiliated bureaus, freelancers, and reporters now had a single platform they could rely on.