

# I HEARD < THE NEWS TODAY >

...and instantly it was shared with millions of people.

Today, when a big news story breaks, by the time it reaches the 6 o'clock news, its likely already old news having been seen globally by millions of people via Facebook, Twitter, YouTube and a myriad of other social media channels.

Audiences are increasingly accessing content on mobile platforms and at last check there were no less than 5.1 billion unique mobile users!

Getting the word out to those social channels – and those mobile devices – first, while maintaining professional standards, integrity and credibility is one of the latest challenges facing broadcasters and news services, worldwide.

The answer is to engage audiences where they want to be engaged by leveraging both mobile and social.

Pace, productivity and personalization can all lead to a tremendous impact on revenue generation. This is achieved through an organic increase in audience engagement that comes as a result of delivering news first and faster than anyone, in harmony with the demands and expectations of modern audiences.

Integrating custom advertising that has a natural affinity with the news item and its audience, monetizes the content and answers the growing and very real concern of diminishing advertising revenue.



**Publish**  
first across  
all platforms



**Engage**  
audiences,  
go viral



**Monitize**  
and generate  
revenue

**Avid MediaCentral® | Publisher**, powered by Wildmoka, is a new SaaS offering and cloud UX app that enhances the speed of content delivery across social and digital platforms.

Integrated into the **MediaCentral** platform, the app can significantly improve a broadcaster's ability to be first to deliver news.



POWERING  
GREATER  
CREATORS

## < DARLING, YOU SEND ME >

With automation via pre-determined user-created templates, profiles and user permissions, **MediaCentral | Publisher** saves broadcasters an enormous amount of time and allows news items to be quickly formatted into a variety of aspect ratios; 16:9, 9:16 and 1:1 for rapid publication to multiple social media platforms in a single send.



Compatible with 15 social media channels upon installation, and a huge number of other OTT delivery platforms, including Microsoft Azure, any CMS and email, **MediaCentral | Publisher** enables branding, closed captioning and the addition of titles along with simplified content exclusions within the timeline.

An auto-transcoding capability helps media companies avoid setting up separate rendering farms for transcoding. Instead, once the content is in the cloud, rapid refinements such as adding graphics, or the manual insertion of advertisements promote audience engagement. This could be via a call-to-action (CTA) that may, for example, drive them to the advertiser's website or to the news or sports company's app, or perhaps even a subscription offering, all within the content.

The majority of today's consumers have grown up with the Internet and increasingly with social media. We are seeing more and more content on more and more devices and armchair spectators have become public transport spectators, at-the-beach spectators – anywhere spectators.

They have also, somewhat unwittingly, become reporters of news, as much as they are consumers of content. **MediaCentral | Publisher** can help media companies and broadcasters maintain a level of entertainment and engagement that helps promote the consumer enjoyment of the moment and lets them hear the news rather than making the news.