

ENPS DIGITAL PUBLISHING

One tool drives content to Air, Mobile and Web

You have one newsroom. Why would you want more than one tool to compose your stories?

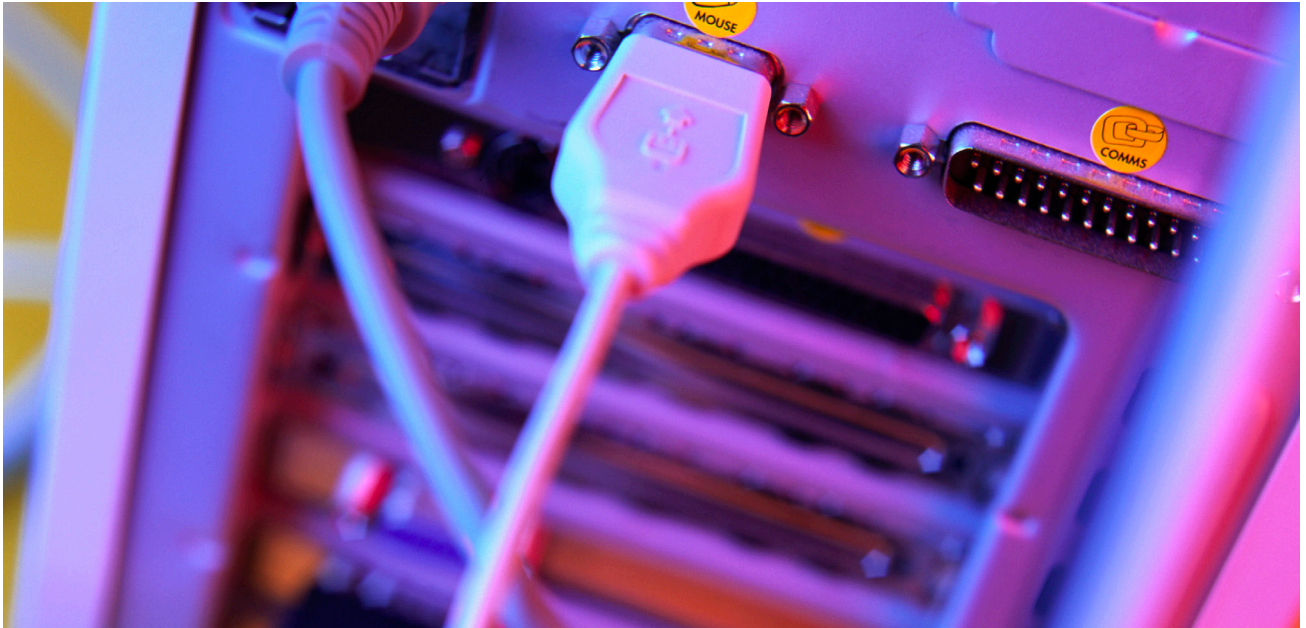
The ENPS Digital Publishing model brings web, mobile and broadcast production together. Using ENPS and its integrated workflow, your news team can create content for all of your audiences with one tool. Using ENPS means everyone in the newsroom can plan, collaborate, share and publish content to any channel using the same drag and drop workflow and interface.

Create content for all your distribution channels faster, and get real-time usage metrics delivered right back into ENPS.

The screenshot displays the ENPS Digital Publishing interface. On the left, a 'Folder list' shows a grid of stories with columns for 'Pag', 'Story Slug', and 'Publishing Approved'. The main area shows a story editor for 'Rebels gear for fight near capital' with a text area containing the article content. On the right, a 'NewsChannel 7' preview shows the article as it appears on a website, including a site menu, a search bar, and a list of 'Other Top Stories'.

Essentials

- > One tool, multiple outputs.
- > No more cut and paste.
- > Easily link one or more media objects to stories.
- > Automate video transcoding.
- > Dedicated "content list" grid for Web / Mobile output.
- > Drag and drop to reorder digital output in real time
- > Real-time usage metrics returned directly to ENPS.
- > Add pages easily and quickly, no technical resources needed.
- > Export data to your own CMS or to an open source database.
- > Works with existing ENPS software version (v6+).



Today's journalist is telling stories for many audiences – broadcast, web, mobile. The ENPS Digital Publishing model allows a single journalist to tell stories via multiple channels, reaching the largest possible audience.

How?

Simply start a new story in ENPS. Choose the one with the earliest deadline -- often, the Web story. Add the story to the Web content list. Approve it and it's on your website. Now drag and drop the story to your broadcast rundown and edit it for air.

Outputting stories for broadcast or the Web relies on similar tools within ENPS. For broadcast, it's the rundown. For Web and Mobile, it's the content list. Content lists in ENPS bring all the power and flexibility of the ENPS rundown but remove elements not needed for online output, like timing.

What about media?

Transfer media from your broadcast media servers directly to the Web content management system,

with the option to use the transcode engine of your choice. Linked media can be transformed to the online version without user interaction. And those content lists allow ENPS to report real-time usage metrics right back to the producer or Web editor. No need to wait for someone to run a report – the data appears front and centre.

What will it do for you?

The ENPS DPE allows your news team to be more flexible and to respond to breaking news faster. It's one system that serves multiple output channels. No additional training. No more "wait until the on-line editor is back." Real-time usage metrics allow journalists to re-order stories according to interest level.

To enable this workflow, talk to one of our integration specialists to get ENPS talking to your existing CMS or take the ENPS Digital Publishing Engine. DPE gives you all the tools you need to produce a full Web page, including a website template, at no additional charge.

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

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