

For immediate release

## Ingenta bolsters offering with two new products

### ***New web platforms designed to help publishers and newsrooms better manage content and combat ‘fake news’***

**Oxford, UK, 8<sup>th</sup> October 2018** – Ingenta, provider of technology solutions to publishers, is offering two new web-based platforms for media organisations – ***Truly Media*** and ***Editorial***.

The new products, which have been developed specifically with the complex challenges of the multimedia, newspaper and magazine industries in mind, will empower publishers to take full control of content across multiple channels and help journalists assess the reliability of social media sources.

#### **Truly Media**

***Truly Media*** is a collaborative platform which enables journalists and newsrooms to evaluate the validity levels of user-generated digital content shared across a variety of social media networks.

The tool is fully scalable and can be adopted by large multinational media organisations or smaller outlets with just a handful of journalists, and it can be used to:

- **FIND:** Locate and aggregate content from multiple social media sources
- **ORGANISE:** Build content collections and share with colleagues in real time
- **VERIFY:** Use built-in verification tools to validate sources and make decisions

#### **Editorial**

An innovative product suite, which allows multi-channel publishers and news agencies to converge and manage content from a single platform, ***Editorial*** is available in two different editions – ***Publisher*** and ***Agency*** – both covering the planning, production, archiving, publishing and distribution of multimedia content.

The ***Publisher*** edition is designed to help organisations redefine and simplify their workflows, helping them to fully automate processes while offering powerful digital



asset management tools, along with automatic pagination and “one click” cross channel publishing capabilities.

Meanwhile the *Agency* tool enables newsrooms to transform the way they collect, verify, create, archive, distribute and sell news, allowing them to automate their aggregation and syndication processes and monetise their assets.

Scott Winner, CEO at Ingenta, stated: *“These powerful new tools are addressing a modern-day media challenge for organisations of all shapes and sizes, whether they are digital first, print first, broadcast or social media publishers. What’s more they complement our Publishing and Advertising systems. We’re really excited to be rolling out these innovative products and in contributing to solve some of the challenges in today’s world.”*

Ingenta will be exhibiting *Editorial* and its other solutions at DCX/IFRA, Hall 21b, stand A.08.

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**Ingenta – unlocking your tomorrow**

We are one of the world-leading providers of content solutions to progressive publishers. Our vision is to develop long-term partnerships and combine practical innovation with professional services to move content forward and unlock the future of your business. Drawing on over 40 years of industry experience, we help you simplify, manage, promote and deliver your content – wherever you are in the world.

Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey).

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