

*For Immediate Release*

## **Newscycle Joins IPTC Digital News Media Standards Association**

Bloomington, MN – October 22, 2018 – NEWSCYCLE Solutions, the largest provider of software platforms for the global media industry, today announces its membership in the International Press Telecommunications Council (IPTC).

IPTC is the worldwide standards body for the news media industry. The organization's mission is to simplify and standardize the distribution of digital information. The IPTC's technical standards – including NewsML, njnjs, SportsML, RightsML and EventsML – enable content providers, publishers and news agencies to improve the exchange of story information, photos, images and video content.



“As an IPTC member, Newscycle will be working directly with such prominent global media organizations as Bloomberg, the Associated Press, the New York Times, BBC, Getty Images, Thomson Reuters, TT Nyhetsbyrån and others,” said Peter Marsh, Newscycle’s Vice President of Marketing. “We look forward to providing a software supplier’s perspective in helping to establish and enhance the types of metadata exchange standards that are vital to news and sports content distribution, authors’ rights and royalties, mobile delivery, and the management of media events.”

Founded in 1965 and based in London, the IPTC provides the technical foundation for the entire digital news ecosystem. With members from Europe, North America and Asia, the IPTC is pioneering digital standards in video and photo management, online news metadata, and lightweight mobile content exchange. In April 2018, the IPTC released its latest version of NewsML-G2, a unified digital format for exchanging text, images, video, audio news, events and sports data.

“Every media company that is committed to open standards needs to know about the important work that the IPTC is doing,” said Marsh. “In our data-driven world, the ongoing support for the IPTC’s search, categorization and metadata standards is crucial to facilitating efficient content sharing across a constantly expanding universe of digital, analog, mobile, broadcast and IoT channels.”

### **About Newscycle:**

NEWSCYCLE Solutions is the leading provider of software and services powering the global media industry. Our content management, advertising management, subscription management and mobile solutions help companies drive profitability and accelerate digital business models. With headquarters in Bloomington, MN and regional offices throughout the world, Newscycle Solutions is a trusted partner serving over 2,500 news media, broadcast, magazine, financial services and corporate clients in 45 countries.



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