



x.news™

x.news welcomes Tony Emerson, Worldwide Managing Director, Media and Cable Microsoft Corporation, as a new member to its strategic advisory board

Pinkafeld, Austria, 10/10/2016

x.news information technology is thrilled to announce that as of October 10, 2016 Tony Emerson has joined the strategic advisory board. Tony Emerson currently acts as Managing Director for Media and Cable at Microsoft, manages Microsoft's Media Industry Solutions Ecosystem as well as leading Microsoft's involvement at both the National Association of Broadcasters Exhibition and International Broadcasting Conference.

"We are beyond excited that Tony Emerson has chosen to become a member of our strategic advisory board.", said Andreas Pongratz, CEO of x.news information technology. "Tony's in-depth knowledge of the media industry will be extremely valuable to us as we are currently in the process of establishing our flagship product x.news as the industry standard."

"x.news is an exciting product which is using the cloud in an innovative way to solve information issues for media organisations. I'm delighted to be able to help shape its future.", said Tony Emerson.

About Tony Emerson

A veteran of Microsoft since 2000, he was appointed Industry Solutions manager for Media and Cable in 2011 and succeeded to the MD role in 2013. He has a broad background in media/broadcasting having previously worked at KCSM-TV in California and as a founding employee of the Stanford University Television network. He was also involved in as a lender to the industry while at First Chicago and Crocker Bank. A native of California, Emerson graduated from Stanford University in Palo Alto majoring in German and studied Communications and Journalism where he also worked at the Stanford University Television Network. He later moved to Chicago to complete an MBA in International Finance at the University of Chicago.

About x.news

x.news information technology gmbh is the company behind the award-winning on-demand solution for the modern newsroom and enterprise market, running on the Microsoft Azure platform. It is a powerful story research tool that transforms the way journalists work by monitoring the different sources (news agencies, social media sites, web and internal sources) all on one screen. With x.news, journalists can find, follow, collect and share all the latest information to deliver better and faster journalism. For more information about x.news, please visit the company website www.x-news.eu and request a demo version. Connect with x.news on facebook.com/x.newsIT and twitter.com/x_news_IT