

EVERYTHING YOU NEED TO KNOW.



FINNISH TELEVISION STATION MTV3 OPTS FOR X.NEWS™

Pinkafeld, Austria 9/16/2017

x.news information technology is proud to announce that MTV3 Oy, Finland has chosen x.news™ as their new newsroom research tool. x.news™ is closely integrated into Avid Media Central which makes it easy for journalists to use and quote all sources from x.news™ in their story.



“Newsroom journalists of MTV News are facing the same problems as the rest of the world: an overwhelming flood of information from various sources comes in continuously. In addition to more traditional agency bulletins and video streams, web sources and archive material, they also use more and more information from social media. Especially Twitter has become a vital source of information.”

*Tommi Tynys,
MTVOy, Finland*

However, there is a lot of noise and disinformation that makes social media a challenge. When MTV newsroom journalists were working on a report, they usually had as many as 15 to 20 different windows open. They spent a lot of time hunting down information in different places instead of focusing on the news story itself. Now that they are working with x.news™, the x.news™ user interface provides them with all the information they need – in one single location. We can provide our journalists with a custom view of all sources that interest our audience and at the same time they can also follow what our competitors are publishing.

Working with an amazing tool like x.news™, it is still up to the journalists to gauge the reliability of all the information they are receiving. The final responsibility stays with the journalist.

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SUCCESS STORY



ABOUT MTV3

MTV is a Finnish media company with its roots firmly in television's early days in 1950s Finland. A small start-up has grown into a media company that broadcasts news, entertains its viewers and creates new experiences 24/7. MTV3, Sub and AVA are free channels popular among the nation. The programmes on the MTV channels can be viewed online via MTV Katsomo. Paid content can be watched through the MTVTotal package as well as through the online C More service, which focuses on films and series. Mediahub Helsinki Oy, part of the MTV Group, produces MTV's news content. MTV is owned by the Swedish media company Bonnier AB.

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. x.news™ transforms the way journalists work by monitoring the different sources (news agencies, social media sites, web and internal sources) all on one screen.

x.news™ 1.9 enables the search within PDF's, internal IPTC/EXIF image libraries, emails and WhatsApp* group chats. x.news™ is integrated into the MediaCentral® Platform and can be purchased directly from Avid Technology and through their world-wide network of distributors.

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.

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