



x.news™

## **x.news™ announces new partnership with Octopus Newsroom**

*Experience x.news™ at IBC 2018, Microsoft Hall 1 booth C27*

Pinkafeld, Austria, 9/15/2018

x.news information technology is excited to announce a new international partnership. x.news™ - the cloud-based media reputation management and newsroom research tool - is now integrated with the latest release of the Octopus Newsroom. The integration allows content from Octopus - video, audio and text - to be searched and viewed in x.news™ alongside other sources. This makes it easier and up to 10 x faster for journalists to discover relevant content. '

"Simplifying the journalists' workflow - by moving information seamlessly between systems - is a key objective for us," said Andy Pongratz, CEO, x.news information technology. "The integration with Octopus is a big step towards this goal."

"x.news™ offers a very innovative and easy-to-use newsroom research solution," said Lukas Kotek, CTO, Octopus Newsroom. "Octopus and x.news work seamlessly together enabling journalists to monitor, collect, plan and share the latest news trends. Users can now add their x.news workspace and notes directly into the Octopus story folder, with the click of a button."

### **About Octopus Newsroom**

Octopus delivers a high-end flexible and innovative newsroom computer system with a digital-first approach. The system is designed to cope with all the challenges that modern newsroom workflows present. Developed for use by all areas within Digital Broadcasting. Octopus facilitates advanced editorial collaboration between news team members at every stage of the newscast production process, from initial receipt of task notification to complete and advanced news rundown management to name a few. The system supports broadcasting live events, television & radio, eSports, sports and WebTV.

### **About x.news™**

x.news™ is an award-winning real-time, cloud based and AI backed "Media Reputation Management" (MRM™) solution for brands, governments and media organizations. It allows the finding of relevant information up to 10 x faster (compared to existing workflows), the simultaneous following of multiple topics, the collaboration across teams and, as well as alerting on updates and publishing to third party system in an unmatched way.