



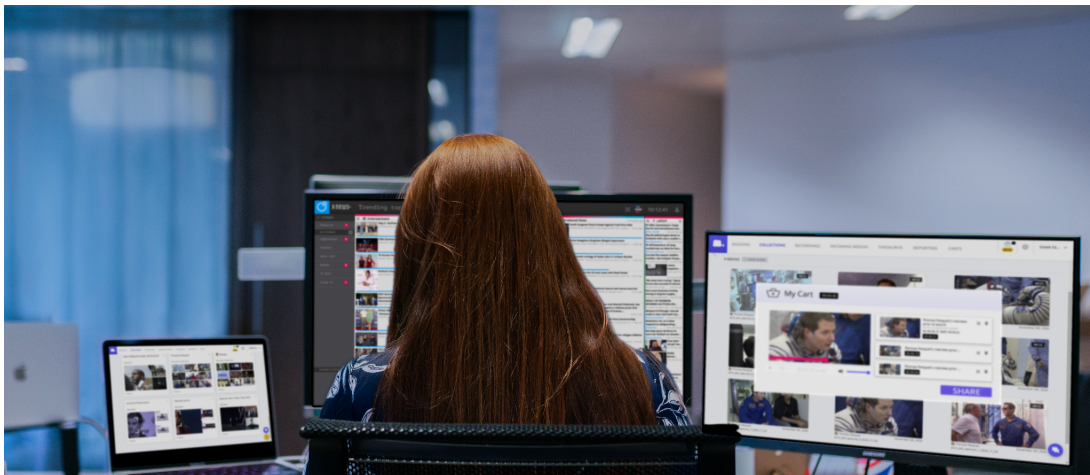
## Newsbridge and x.news partner for Brand Tracking and AI-Analysis Solution

**21st September 2021, Pinkafeld, Austria and Paris, France** – Newsbridge and x.news have teamed up to provide brands, governments and news organizations with a flexible, powerful News and Brand tracking solution leveraged by AI.

The integrated solution combines two cloud-native services powered by AI: Newsbridge's smart asset management platform and x.news's monitoring, research and harvester platform. Optimized for speed, flexibility and accuracy, the tag-team technology empowers users with a simple means of monitoring and further analyzing brand and or news topics aggregated from multiple informational sources. From logos, personalities, audio mentions, TV keywords, and more- a variety of asset types (video, image, text, audio) are all supported, ready to be enriched with additional metadata and immediately searchable via Multimodal Indexing AI, with built-in notifications.

From multilingual speech-to-text and face recognition to object, context and logo detection, the algorithm leverages mega-enriched metadata to auto-index content for advanced search and retrieval. All this while providing a systematic media logging and product placement analysis experience for users. After automatically monitoring and analyzing desired content via x.news, this media material along with the script is then harvested into Newsbridge's Media Hub where it is indexed via Multimodal AI technology, ready for semantic search and cross-analysis of the aforementioned elements.

Once ingested to the Newsbridge platform, content is aggregated into AI-powered Collections, or ever-growing folders of content triggered by various modes of detection: face, logo, speech-to-text, objects etc., allow users to obtain immediate results where your story, personality and brand appears with whom and in what context, working with content quicker and smarter.



**Newsbridge CEO, Philippe Petitpont, commented:** "This partnership serves as a major source of opportunity for brands, governments and news organizations looking to not just monitor content but also dive deeper into investigative research by leveraging Multimodal AI. Together, we believe that our combined solution is the secret weapon of modern Brand Storytelling."

**X.NEWS CEO, Andreas Pongratz, added:** *"We are thrilled to be working with the Newsbridge Team and are convinced that our joint solution will cover all aspects and needs for monitoring and response. This is an achievement we are really proud of."*

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## 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 most major cloud platforms. It is a powerful AI based live story research tool that transforms the way journalists and users work by monitoring all the different sources (news agencies, social media sites, web and internal sources) on one screen. x.news 3.0 enables the search within PDFs, internal IPTC/EXIF image libraries, emails and WhatsApp chats. With x.news™, users are able to detect trends within collections, find, follow, collect and share all the latest information on relevant topics. Combined with our deliver(™) service we enable journalists to deliver better and faster journalism.

## Websites

<https://www.x-news.eu>

## Social media

<https://www.linkedin.com/company/xnews-information-technology>

[https://twitter.com/x\\_news\\_IT](https://twitter.com/x_news_IT)

<https://www.facebook.com/x.newsIT>

<https://www.youtube.com/channel/UCD9oojpDMbzqSV3ynwaKEIQ>

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## About Newsbridge

Newsbridge is a cloud-based platform for next gen media valorization offering Multimodal Indexing via Artificial Intelligence (AI).

Taking into account facial, object and scene recognition with audio transcription and semantic context, Newsbridge provides unprecedented access to content. Whether it be media logging, archiving, monetizing, or investigative research- the solution allows for smart media asset management.

Today our platform is used by TV Channels, Press Agencies, Major Sports Federations, Production Houses, Journalists, Editors and Documentalists to boost their media value chain.

## Website

<https://newsbridge.io/>

**Social Media**

<https://linkedin.com/company/newsbridge>

[https://twitter.com/newsbridge\\_io](https://twitter.com/newsbridge_io)

<https://www.facebook.com/newsbridge.io>

[https://www.youtube.com/channel/UCiwEXo2\\_8XUaWIX3N\\_iWOoA](https://www.youtube.com/channel/UCiwEXo2_8XUaWIX3N_iWOoA)

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