POWER BEHIND USER VOICES

NEW$APP
CORPORATE & INSTITUTIONS

Premiere Media Sharing Platform

Technology has evolved in such a way that the transfer of data occurs in an instant and updates can be shared with a few swipes or clicks in real-time. Along with this change in the communication landscape, the growth of video as a means to share, entertain, and educate is unrelenting and the impact to corporate communications is undeniable.

Now, individual voices get heard as people share their opinions, thoughts, and experiences through social media platforms. Online communities have also been built around video sharing, giving rise to bloggers, vloggers, and influencers.

All these converge to the fact that user voices are as powerful, if not more, than a company's own produced content or material. In today's connected landscape, there is no doubt that user-generated content (UGC) is a potent tool in brand building, education, and information.

NewsApp is a powerful media sharing platform that enables two-way communications between organizations and their user networks or companies and their customers, primarily through a branded mobile application.

Companies and other organizations can solicit or source media content from their user networks and/or customers, launch image/video marketing campaigns

Engage Users

Empower your brand with your users' voices. Launch marketing campaigns and contests that engage users.

Build Awareness

Reach mobile audiences to educate, provide information, or promote products or services.

Source Content

Whatever your purpose, source content from your customers or user networks with an easy-to-use mobile app.

such as contests to engage users, promote products or services to build brand awareness, educate or distribute information to app users, or even organize crowdsourcing or crowdfunding campaigns

App users can, in turn, share images and videos through the mobile app, whether in response to a promotional campaign, to contribute content, contribute to a cause, provide information to other users, or to provide feedback to owning organizations.

NewsApp consists of a front-end mobile application for users to contribute videos and a backend infrastructure for operators (service owners) to browse, administer, and manage user-generated content and associated actions like reward mechanisms.
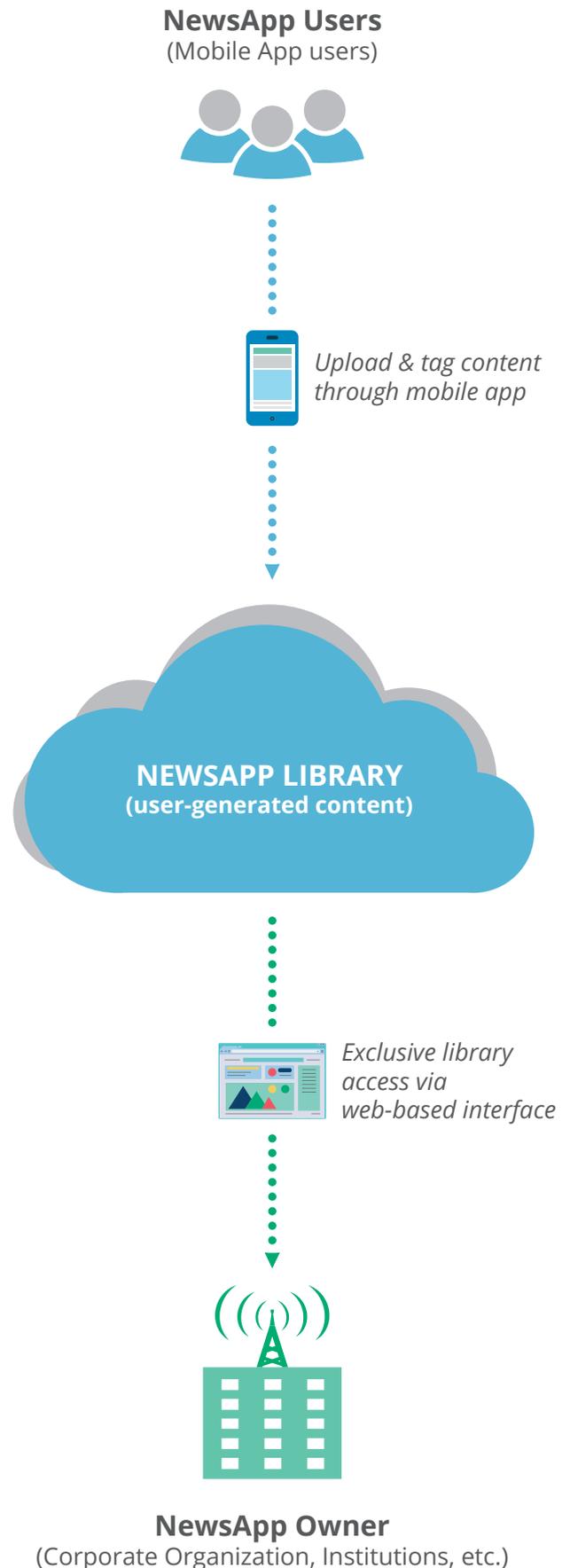
NewsApp Mobile Application

The NewsApp platform provides a front-end mobile application for user contributors, which can be customized and branded, and made available in mobile app stores like Google Play and Apple App Store. It enables users to:

- Capture images and record video
- Tag and upload images or videos
- Share footage to respective organization owning the app or service
- Optionally, get compensated depending on owning organization's setup.

Mobile app users simply need to register, capture images or videos and tag themwith titles, descriptions, or keywords upon upload.

NewsApp Backoffice

The NewsApp backoffice provides web-based access to all user-generated content from mobile app users.

NewsApp Users
(Mobile App users)

Upload & tag content through mobile app

NEWSAPP LIBRARY
(user-generated content)

Exclusive library access via web-based interface

NewsApp Owner
(Corporate Organization, Institutions, etc.)

THE MOBILE APP WORKFLOW

Download & Install

Download and install NewsApp from Google Play or Apple's App Store

Connect to the Cloud

Without registering to NewsApp, you could connect to your cloud storage accounts like Box, Dropbox, OneDrive, Google Drive and be able to consolidate, manage, and search your cloud content.

Register and Login

Before you can upload content, you first need to register a one-time subscription account with NewsApp.

Shoot Your Video

When you find yourself at the right place at the right time, simply shoot your videos using NewsApp.

You can also import video taken outside the app into your mobile's NewsApp library to upload.

Upload and Tag

Upload your video to the NewsApp service, making sure you enter proper tags like descriptions, titles, keywords, etc.

Get Paid Real Time

When your video gets selected and downloaded, you get paid in real time.

- Browse and preview low resolution proxy versions of all user-generated content in the entire library

- User videos are fully catalogued and made to conform to broadcast standards, complete with metadata

- Videos can be downloaded in full high resolution formats for use in corporate campaigns or to upload to website

- Only the NewsApp service owner (corporate organization or institution) has exclusive access to the backoffice system

- Customize reward or user compensation mechanisms

Reward Mechanism

Optionally, the NewsApp backoffice can be setup to reward or incent mobile app users for submitted content.

The reward mechanism provides flexibility on when and how users are compensated (monetary or otherwise). Users can be rewarded in some form after simply submitting content, or compensated financialy when their content is selected/downloaded in high resolution and used in actual production or published in the company's website. Payment facilities like Paypal can also be integrated.

End-to-end

MediaPower can setup and customize the entire NewsApp platform - from visually branding the mobile app and setting up in mobile app stores, to configuring and customizing the backoffice features and web interface. MediaPower can also provision the entire backend infrastructure (servers, storage, cloud access, network, etc.) or even provide NewsApp as a "software-as a-service" subscription-based model if preferred. Simply put, deployment flexibility is part of MediaPower's NewsApp business model.

NewsApp Media Sharing Platform Benefits

Corporate Organization or Institution	Mobile App Users
• Solicit or source media content from user networks and/or customers • Launch image/video marketing campaigns such as contests to engage users • Promote products or services to build brand awareness • Educate or distribute information • Organize crowdsourcing or crowdfunding campaigns	• Share feedback, or testimonials to organizations and other users through the power of visual imagery (images and videos) • Join promotional campaigns and contests • Contribute content or provide information to other users • Optionally get rewarded by owning organization

About MediaPower

MediaPower enables media workflows by providing products and solutions for media content production and delivery across multiple platforms. Founded in 1993, MediaPower started as an integrator of certified networking and storage solutions for the media industry such as SeaChange, DDN, NetApp, and Dalet. It has built a long-standing expertise in designing and implementing turnkey solutions and IT-based workflows in the broadcast and media industry.

Today, MediaPower also has its very own line of innovative media technology offerings such as NewsTouch, a touch-based solution for press, video, and web presentations; Arkki, the first all-in-one Media Asset Management System-in-a-box; and AirGo, a highly integrated and cost effective play-to-air package that includes multi-format video server, automation, master control, and graphics.

Having started in Italy & France, MediaPower now has established offices in Europe, Asia, and the US, with global presence in over 30 countries through its expansive and continually growing channels network.

While MediaPower's main markets are broadcast television, IPTV, internet TV, post-production, and Archiving, the company also provides storage solutions and specialized software applications for the automotive, air space, military, and health industries.

Also, as a key differentiator in the area of systems integration, MediaPower through its own Services organization, offers integration services to media companies and support services to broadcast and media technology providers worldwide, while delivering a unique support system to entire solutions by centralizing all support calls for any solution component into its own 24x7x365 support center.