

About Us

For over 30 years, Athens Technology Center (ATC) has been designing, developing and supporting leading technology solutions for the news industry globally, serving publishers with **newsasset Suite**, an all-in-one, editorial, digital asset management & multichannel publishing platform. This cloud based system covers the publishing production process end-to-end, while streamlining the enterprise workflow, from editorial & issue planning, tracking, and automatic layout to the seamless cross channel publishing of multimedia news, all from one system. Newsasset incorporates specialized tools that support journalists in verifying content residing in social networks along with in depth twitter account profiling.

ATC has established Newsasset LTD, its subsidiary in the United Kingdom and ATC International, based in Belgium.



Contact us

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Newsasset Suite

A news production platform for print and digital
Publishers, Broadcasters and News Agencies

A common Content Hub to converge editorial production for Print, Digital, Radio, TV and News Agencies!



Automatic layout

Total integration of Newsroom with the Prepress and Pagination departments for print editions. Automatic page layout reation. Real time monitoring functionalities. Simultaneous handling of multiple publications and issues.

Digital Asset Management

Advanced functionality for storing, searching and management of multimedia news assets with the use of a flexible and smart query builder.

Cross channel publishing

Create content once and publish, distribute or broadcast it to multiple channels, both analog and digital.

Subscribers & Services management

Turn content into products, manage and administer subscribers, subscriptions and distribution, enabling new revenue streams.

Editorial & Issue Planning

Easily and efficiently organize content creation and available resources with event driven editorial planning and resource assignments.

Aggregation & Fact Checking

Automated, real time reception from multiple feeds and wires, both licensed and free. Specialized tools in a collaborative environment for verifying content.

Editorial workflow - Integrated newsroom

Editorial process is covered end-to-end via easily configured workflows. News production for print, web and mobile publishing can easily be integrated with radio and TV stations broadcasting and News Agencies.

Benefits expanded at all levels!

- Substantial reduction of production processing time and operational expenses
- Control and rationalization of workflows | Minimization of errors
- Speed up collaboration and information exchange until the final publication, distribution or broadcast
- Automated archiving (DAM) & easily scheduled publishing, distribution, and broadcasting of content
- Common Investment for all production processes of any media organization
- Generation of new revenue streams by seamlessly repackaging and re-using existing content
- Easy to use, multilingual UI with short learning curve
- No need for different systems, multiple user knowledge sets, integrations and support contracts
- Limited software support needs and operational expenses

Newsasset Suite empowers the global news media industry!

Every day more than 5000 users are working on newsasset systems all over the world.



High end tech at your service

We make sure you thrive in a rapidly transforming market! Newsasset Suite is an easy to use, modular and agile cloud-based solution, incorporating the latest technological capabilities.

- Metadata built around the IPTC standards
- Standardized metadata (categories, geo, named entities and stories) with AI support, to secure extensive taxonomy
- Fully compatible with Adobe InDesign
- Open APIs to integrate the solution with 3rd party infrastructure