

SUCCESS STORY

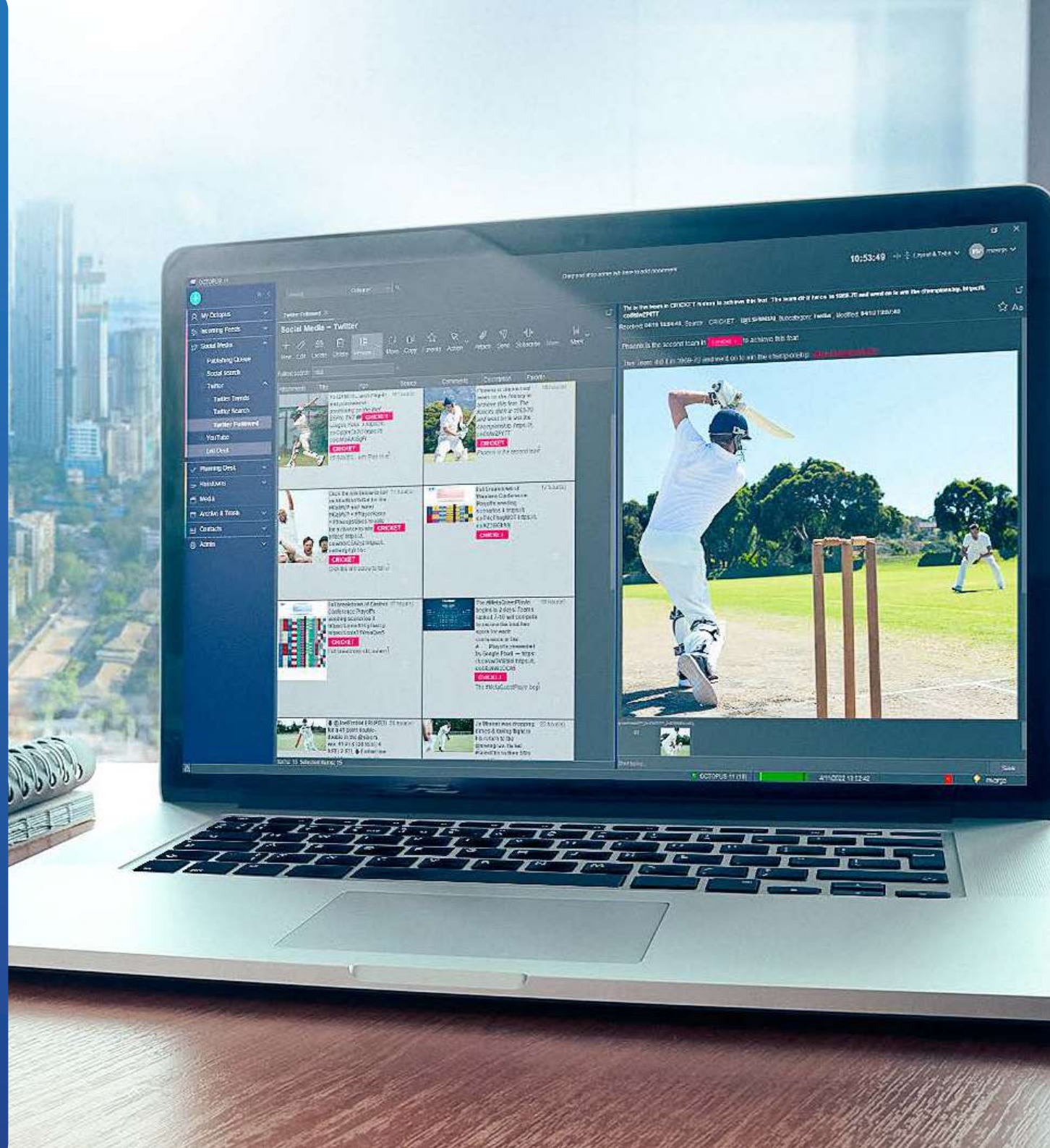
Press Trust of India Ltd.

News agency

India



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PTI'S OVERVIEW

ABOUT

Press Trust of India Ltd. (PTI) is a behemoth news agency in India offering more than 1,000 pieces of content and information a day to hundreds of outlets, from big cities to small communities. Since 1949, PTI has supported and defended the right to a free press in collaboration with a growing number of news and media providers.

REACH

PTI's global footprint reaches America, Dubai, Beijing, and many other global news centers - more than 1000 outlets outside India and hundreds within the country. With a 90% market share, it's the dominant content dissemination nonprofit agency. Coverage includes breaking language barriers with Hindi and English content provided.

CHANNELS

PTI isn't a television network. It's a news feed service that opens the boundaries of transparency and intricacy in storytelling, with nearly 1,500 journalists working to serve 500 newspapers in India and 100 news agencies beyond its borders throughout almost every continent on Earth.



#1

Largest News Agency in India



90%

Market Share in India



800

Stories Released Daily

"The project opens a new frontier for both PTI and Octopus Newsroom. Together we have found a way to turn dreams into plans and plans into reality. Would like to thank everyone involved for making the project a success, especially the management and IT team of PTI,"

Miro Rusko, Sales Manager for APAC



OCTOPUS

PRESS TRUST OF INDIA & OCTOPUS

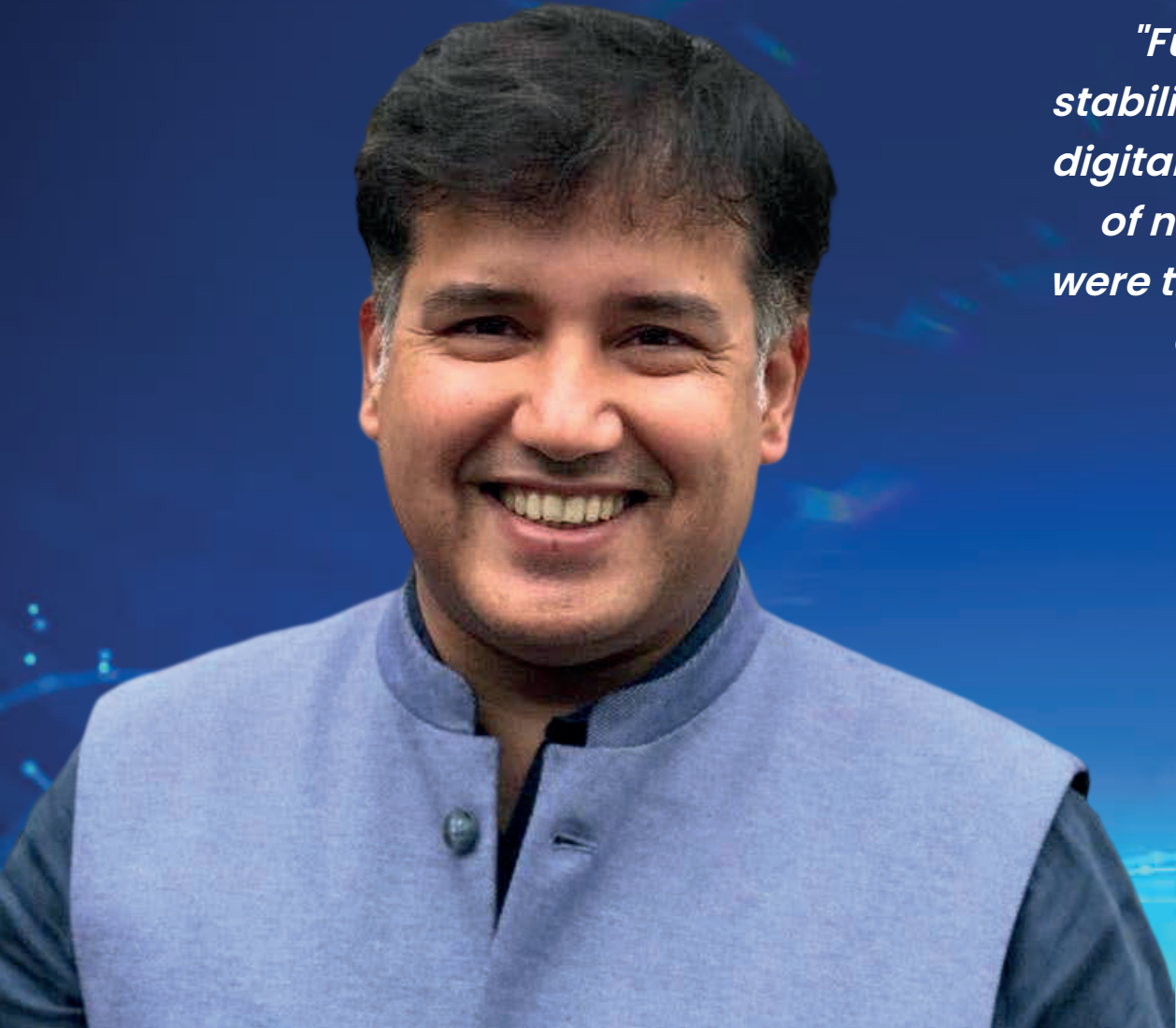
With a shared global dominance and innovation background, Octopus and PTI teamed up in 2023 to replace outdated systems and reimagine content dissemination on a grand scale while offering ingrained services other production systems simply can't.

PTI needed a system that could continue to expand and handle thousands of content pieces each day. Octopus's customized approach within one interface and scalability options in a cloud-based platform was an ideal workhorse to keep information flowing.

Octopus is already known for its vast array of options to accommodate all content distribution streams, but PTI was among the first to test-drive the full breadth of options. Planning, gathering, and disseminating to more than 1,000 outlets worldwide is no small feat, and Octopus is proud to see the innovation of its experts put to use in real-world scenarios each day.



PRESS TRUST OF INDIA & OCTOPUS



"Functionality, ease of customization, stability, scalability, integration with text and digital platforms/CMS, complete automation of newsroom processes, and ease of use were the major factors that helped us choose Octopus Newsroom over all other competitors,"

Amit Gemini, CTO

Won't notify fact-checking unit till July 10, Centre tells HC; two new pleas filed against IT Rules

17 labourers injured as truck hits load carrier in J-K's Kathua

Women's Jr Asia Cup: India need a draw against Chinese Taipei to make SF

Cyclone Biparjoy rapidly intensifies into severe cyclonic storm

Bengal Governor clears Rajiva Sinha's name as state election commissioner

SC adjourns till Jun 9 hearing on Delhi govt plea against HC order staying notice to Rapido

Govt will have to pay heavy price for 'protecting' accused: Cong on wrestlers' matter

BREAKING BOUNDARIES:

PTI Videos & Beyond

Octopus's system was built to break boundaries and produce content without limits. PTI was impressed with the linear, social, and digital publishing options funneling into one interface. Text feeds were replaced with two linear channels to alert news outlets of available content in a modern format.

Since Octopus systems adapt to any third-party platforms, the production, digital publishing, and social aspects are covered. You can't break boundaries without adaptability and flexibility, and Octopus was designed with this in mind.

The Octopus integration redefined the landscape with the release of PTI Videos. Before Octopus, the team disseminated information text-only, but now through the genius of the Octopus system, text, video, and images can be assigned and distributed to the news service website and through the news wires throughout subscribing newsrooms. PTI videos are a game changer for how the global provider elevates cover for its clients.

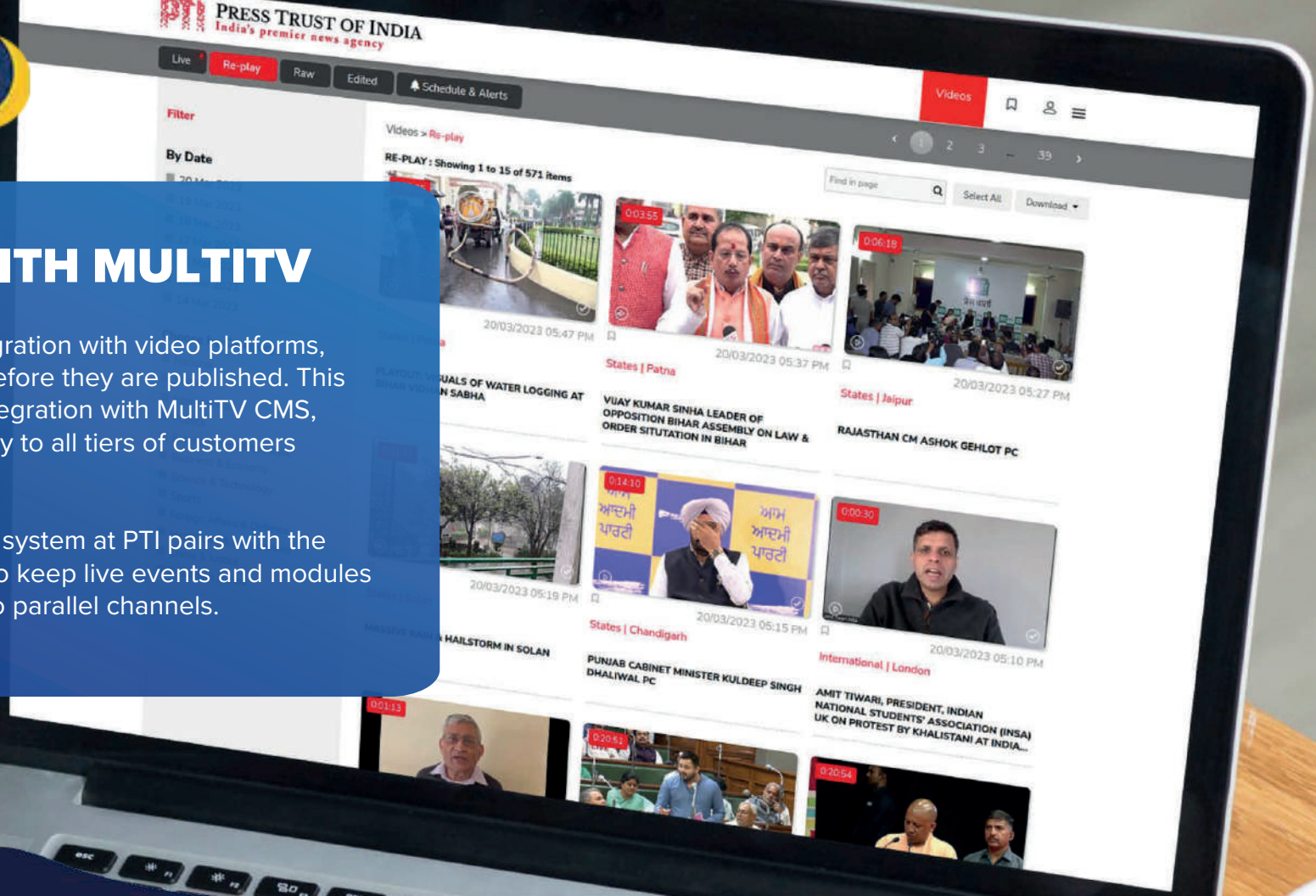
PTI FACT CHECK

No, the protestor in this photo is not...
...2021...

INTEGRATION WITH MULTITV

Octopus NRCS also enables integration with video platforms, including a preview of the clips before they are published. This was proven with the inaugural integration with MultiTV CMS, which streamlines content delivery to all tiers of customers according to their subscriptions.

At the same time, the automation system at PTI pairs with the Octopus rundown management to keep live events and modules of news content streaming on two parallel channels.



“Our team MultiTV was honored to have got the opportunity of working on this project with PTI. Both teams have developed great working relations while working on this project. The Octopus Newsroom is a real game changer when it comes to delivering fast, reliable, and glitch-free news video content to the public. Octopus API is loosely based on commonly known REST principles and we integrated it into our system with a very smooth effort. Our team entered this project about 3 months back and it has been a smooth ride since then. The product itself was a great learning experience for our team. All the transcoding and encoding processes and testing on different devices and scenarios have been conducted efficiently by MultiTV. And with constant R&D we are looking forward to further innovation and development on this project as and when the next phase of development takes place,”

comments **Vikas Sharma, Technical Director at MultiTV Tech Solutions Pvt Ltd.**



TRAINING THE MASSES

A news provider like PTI requires nearly 1,500 journalists to keep up with the lightning-speed 24/7 pace of global news. The Octopus process of adaptive training allows customization for Key User training with system workflows ironed out for the 100 mobile journalists and 50 desktop team members who could be using the system at one time.

While the innovation of Octopus got PTI's attention, it was Octopus's solid reputation and unprecedented customer service throughout India and the world that built the trust needed for both companies to tackle this monumental task.

As phase one got underway in 2023, PTI and Octopus have long-term plans for further integration and expansion. Together, we are positioned to keep people informed at the pace required in 2023 and beyond.



ABOUT OCTOPUS

Octopus Newsroom is a Czech company that offers business-2-business (B2B) technology solutions for broadcasters worldwide, primarily but not limited to be used in television, radio stations, eSports, sports and web television.

The company belongs to the top 3 NRCS software vendors worldwide and has also launched other two products to assist broadcasters and many other kinds of teams in gathering multimedia and planning content.

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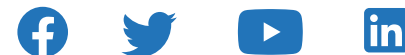
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