



# Farcast Reporter



- **Relevance of mobile reporting**

Breaking news attracts readers. To win at reporting breaking news, you need to be the first to report it, get (at least) pictures and sound and distribute it instantly.

- **Farcast Reporter service**

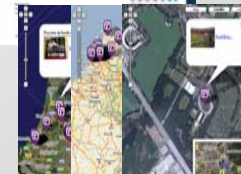
The Farcast Reporter service enables professional journalists to publish news text, videos, images and audio files via their mobile. Once the story materials are ready the journalist simply presses send and the location-tagged news is available at the newsdesk for editing or release.

- **How it works**

Farcast Reporter is a mobile phone application allowing users record pictures, video, audio, text and location information (GPS) and upload it at the press of a button. The Farcast Platform repurposes the content to make it suitable for delivery to the required channel. A channel can be the newsdesk, a weblog, SMS, e-mail, or any other of the many supported media. Items are automatically processed and published to the desired channel(s) within a matter of seconds. In this way Farcast Reporter integrates easily with editing desks, content management systems (CMS) or live websites.



XML



- **Reference Case**

A customised version of Farcast Reporter is being used by reporters of leading Belgian regional newspapers "Gazet van Antwerpen" and "Het Belang van Limburg".

## Customers

- News media
- Corporates
- Event organisers

## Benefits

- Shorter lead times - directly linking the reporter to the newsdesk or the website
- Richer content – photos, video, text, audio and location all in one package
- Maximised reporting capacity – more "multimedia-enabled" reporters in more places
- Always at hand - installed on the mobile phone, no extra devices needed
- Integrates directly into existing Content Management Systems
- No incompatibility issues - a single consistent content stream in required formats