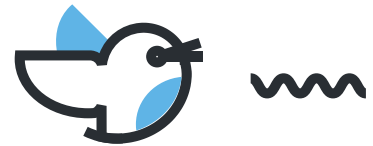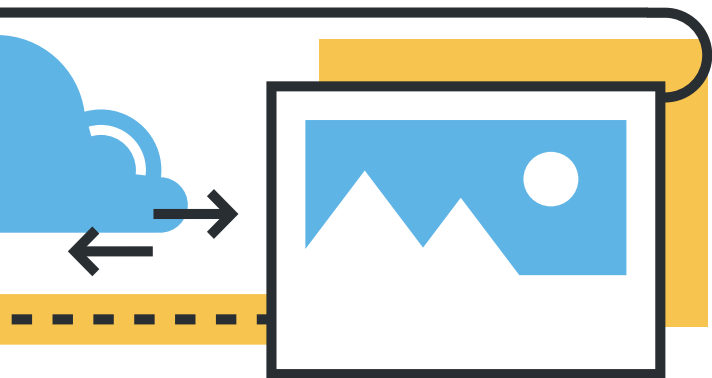# TRULY
media

Find
Organize
Verify

A platform made by
journalists for journalists

There should not be more than one truth in media

The average adult in the US spends approximately 1.5 hours per day accessing social media apps[1], bombarded by videos, ads and stories from uncertain sources. In addition, content produced by publishers and social media users grows exponentially – IDC Research[2] claims that the digital universe is doubling in size every two years, and will reach 44 zettabytes by 2020.

With trust in media plunging to all-time lows[3] globally, journalists around the world are deeply alarmed and eager for tools that would help them to distinguish between quality and noise, to tell truth from fiction.
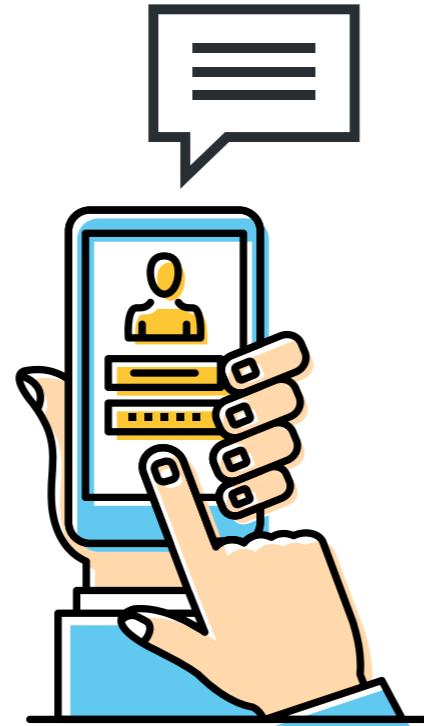
The concept behind the solution

Verification in the post-truth era

In order to address the fake news phenomenon, ATC coupled its extensive industry-related experience with state-of-the-art content aggregation and analysis technology, along with Deutsche Welle's expertise in contemporary industry needs. As a result, they provide Truly Media, a collaborative tool that helps users evaluate the validity level of user generated content that is distributed and shared via various social networks.

Truly Media lets journalists verify information found in social media, in real-time. They can select the most important items for their story, and verify each item individually completing a verification checklist with the help of integrated third-party verification tools.

This can be done in collaboration within a single newsroom, across different media companies, or together with individual journalists working anywhere in the world.
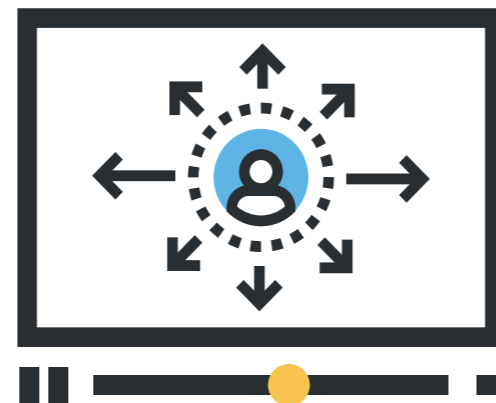
[1]Flurry Analytics, comScore, facebook, NetMarketShare (US, December 2016)
[2]EMC Digital Universe with Research & Analysis by IDC, 2014
[3]According to 2017 Edelman Trust Barometer and Reuters Institute Digital News Report 2017

Truly Media, a collaborative platform developed to support journalists in the verification of content residing in social networks.

The Solution

Aggregate Content
Find
- Aggregate content from a variety of online sources
- Filter Social Media streams to make discovery easier
- Bring all content together in Truly Media collections

Curate Content
Organize
- Collaborate in real time across teams distributed all around the world
- Create networks within or across organisations

Check Content
Verify
- Quickly browse through all available data and metadata
- Use effective built-in and 3rd party verification tools
- Easily report findings through a universal verification checklist

About Us

For over 20 years, Athens Technology Center (ATC) designs, develops and supports leading technology solutions for the news industry globally, serving news agencies and publishers with newsasset suite, a cloud based editorial, digital asset management & multichannel publishing platform. Truly Media is an online collaborative platform developed to support journalists in the verification of content residing in social networks, co-developed by ATC (Greece) and Deutsche Welle (Germany). It builds on work carried out in research projects supported by the European Commission and Google.

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