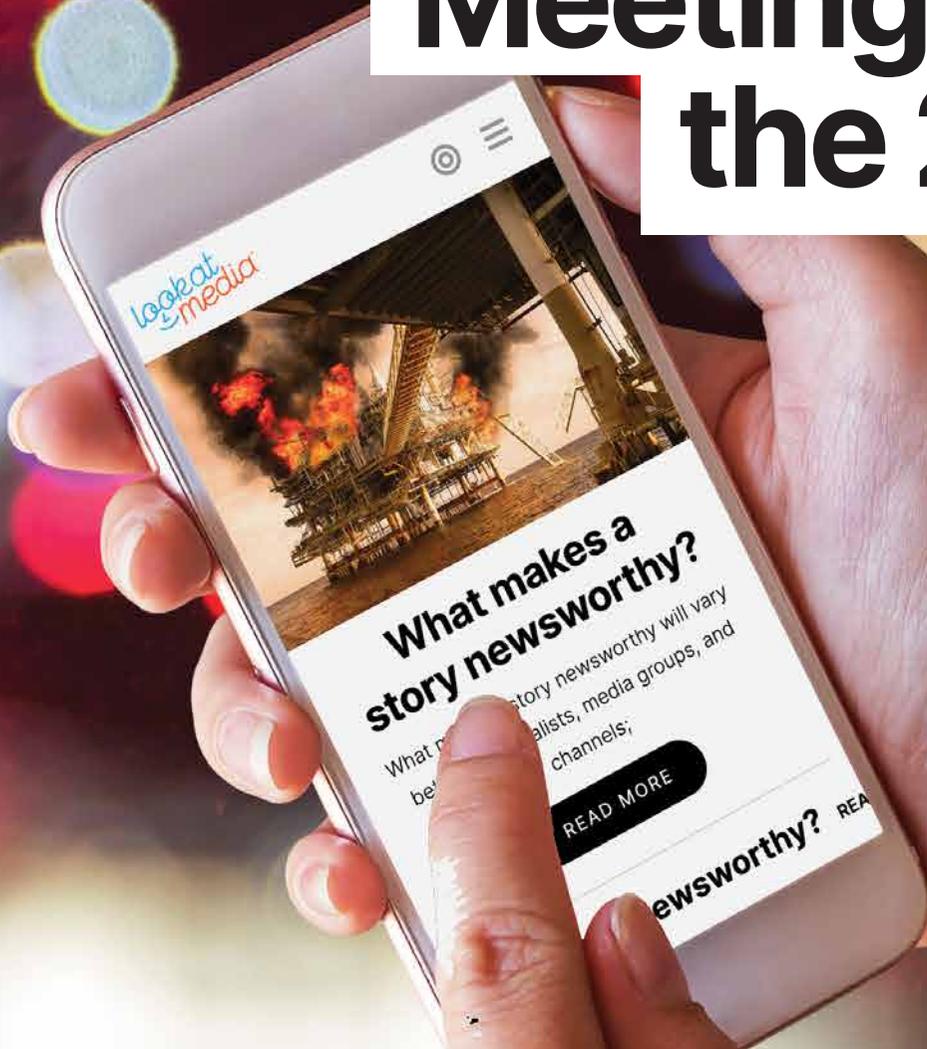Tell your story your way by connecting with journalists 24/7 on the world's most advanced media centre...
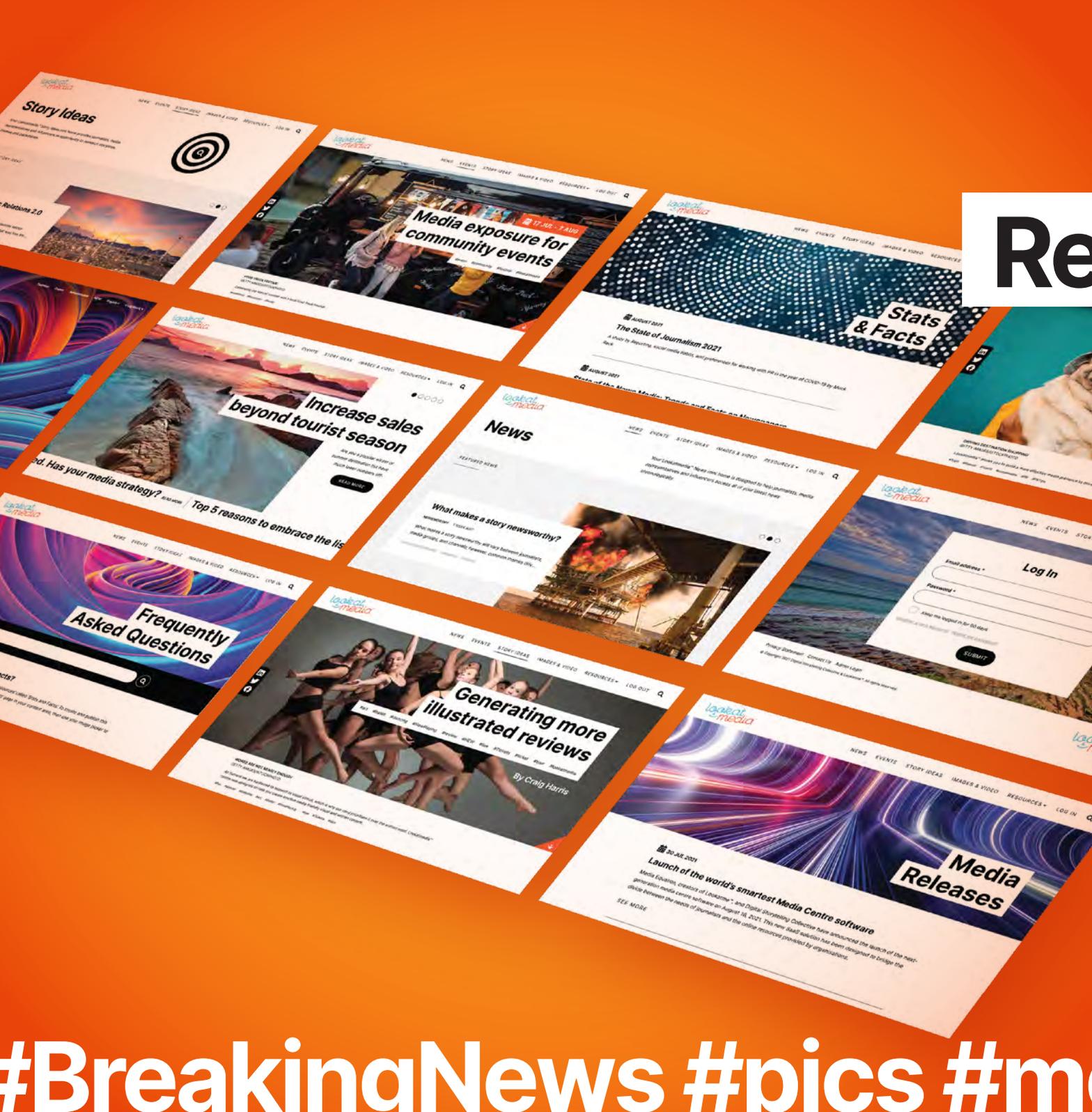
#Lookatmedia™

Meeting the demands of the 24/7 news cycle

Journalists around the globe are challenged with shorter lead times and fewer resources to create compelling, newsworthy content. How they find story ideas and create content increasingly depends on easy access to online resources. Media Centres have not kept pace with this changing demand, so there is a need for a solution like Lookatmedia™.

#PRTips #PressRelease #P

Ready to go

Lookatmedia™ is a SaaS Digital Asset Managed Media Centre created to optimise media engagement and fulfil the increasingly complex content demands of journalists, media representatives and influencers. It is a complete Media Centre solution that you can use out-of-box or customise to meet your specific brand and organisational needs.

#BreakingNews #pics #me

An essential 24/7/365 days a year media resource

Lookatmedia™ provides easy 24/7/365 days a year access to essential resources that journalists and media representatives need to research and create their own illustrated content. It is a complete media ecosystem that allows you to create, publish and promote storylines and collections of pre-approved digital assets for media use.

#NowPlaying #pics #today

Content creation, illustration, publishing & promotion in **5 steps**

1 Choose content type

2 Add headline and copy with themed tags and featured options

3 Add images using image picker

4 Preview or publish

5 Automated or manual push notification to Journalists and Media

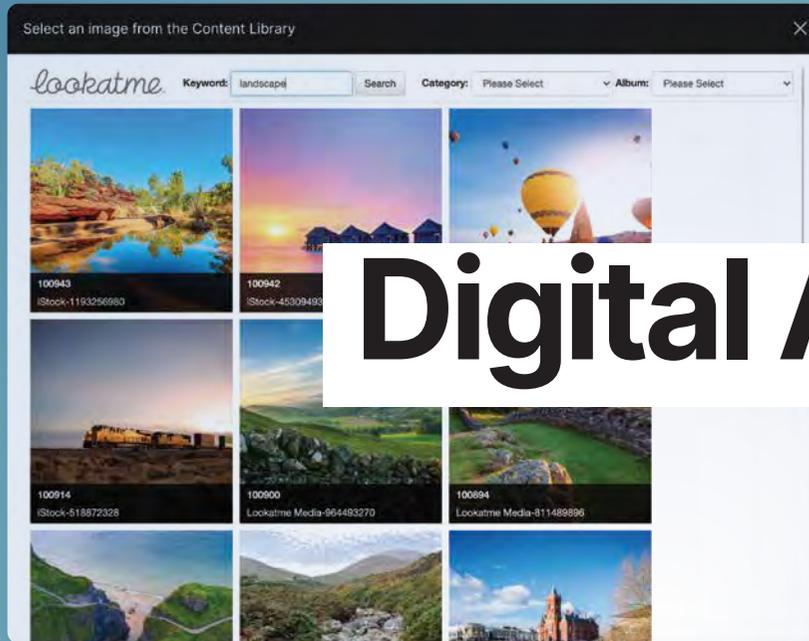## Journalist and Media inspiration, illustration & research in **5 steps**

1 Visit Media centre

2 Self-guided discovery and research journey

3 Click to share or download stories and documents

4 Register/log in to download optimised images, videos, and Media Packages

OR

Self-guided journey though library of pre-approved images and video

5 Use downloaded content to create and illustrate stories, following attribution and usage guidelines
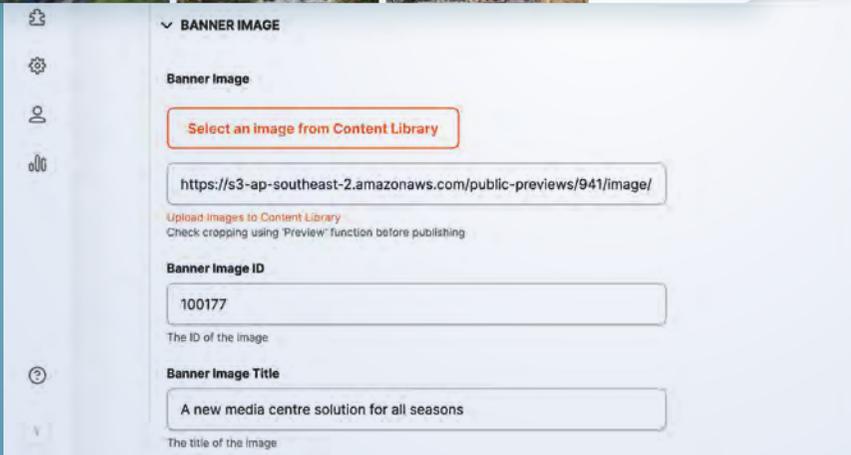
Simple media-friendly content creation

Lookatmedia™ makes it simple to create, publish and promote illustrated news, events, backstories, and evergreen content for use by the media. Using smart content creation workflows, your PR team can create stories, illustrate them with images and videos from your pre-approved media collections and control discoverability and accessibility.
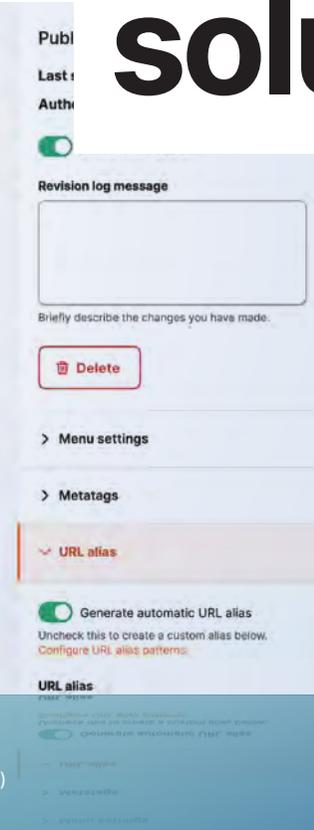
#PR #PRTips #PublicRelat

Enterprise-level Digital Asset Management solution (DAM)

At the core of Lookatmedia™ is a world-leading cloud-hosted Enterprise-level Digital Asset Management solution (DAM) with features that meet an entire organisation's image, video, and brand asset management needs. Create a single source of truth for all your digital assets, then control access by collection and role. Build a pre-approved collection specifically for use in the media and make it simple for your PR team to illustrate more media-friendly content.

Instantly add content to your Media Centre with the
easy-to-use cloud-hosted Content Management Sysyem (CMS)

#digitalasset #pictures #v

Media Releases

Media Releases are an essential tool in PR and Media Relations. Lookatmedia™ allows your team to create, publish and promote Media Releases with a range of download functions that can include Media Packages.

#PressRelease #Breaking

News

Create and publish your News articles on Lookatmedia™. Illustrate these stories with compelling images and videos to increase media engagement. Track downloads to see which journalists have used your content. Control and update content from anywhere at any time.
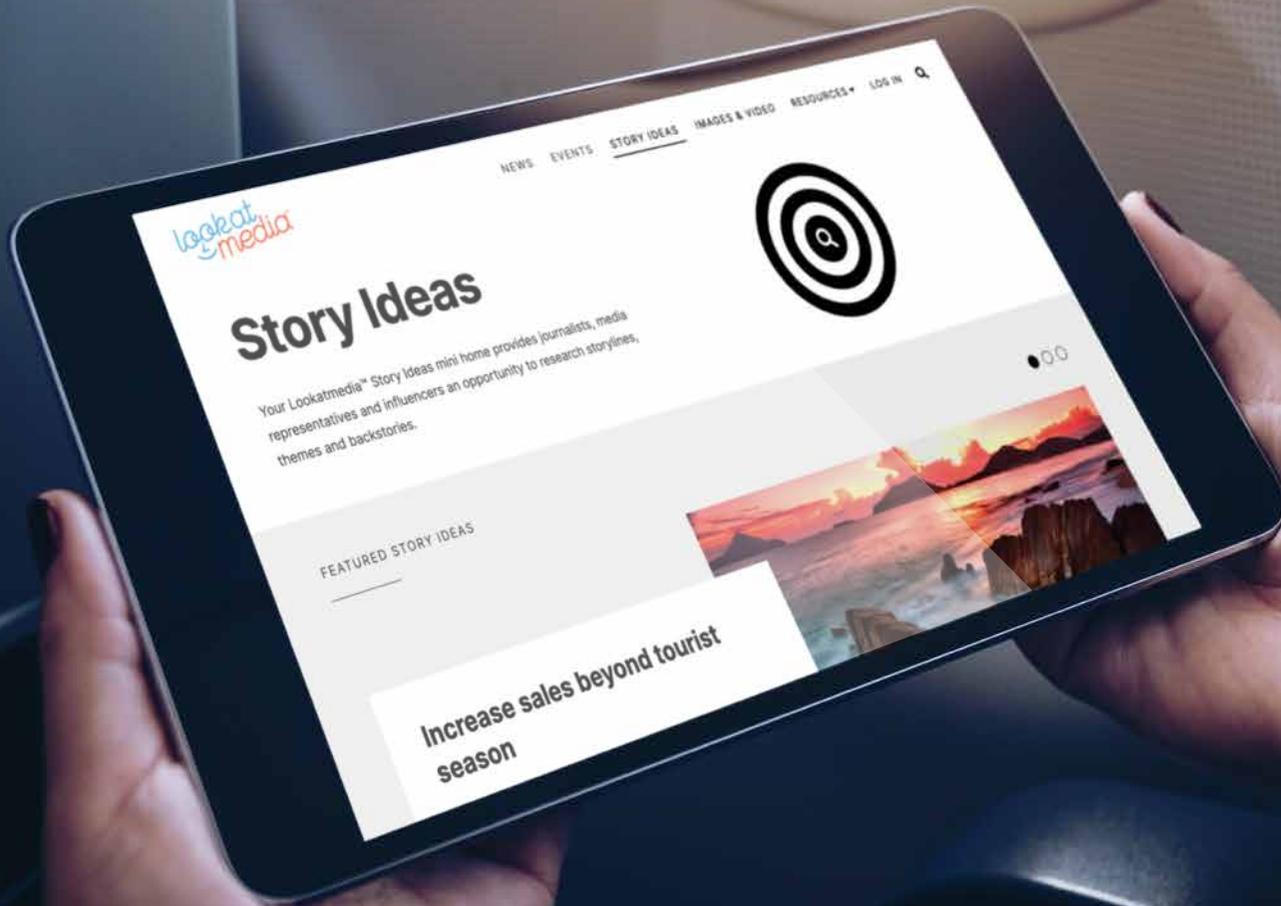
Events

Promote events through the media with content created and published by your team. Provide journalists, media representatives and influencers with date range discovery tools. Illustrate content and create Media Packages with low friction access.

#event #Tickets #musicfe

Storylines

Journalists are always seeking new storylines for articles. Create, publish, and promote theme-based story ideas in Lookatmedia™ that allow your team to tell compelling back and evergreen stories that add depth to the discovery process of journalists researching stories.

#story #news #media #Pu

NEWS+EVENTS+ STORY IDEAS+ MEDIA RELEASES+ FACTS & STATS+ PRE-APPROVED IMAGE & VIDEO COLLECTIONS= LOOKATMEDIA™

Resources

Lookatmedia™ includes a Resources section where journalists and media representatives can access resources such as Media Releases, downloadable Facts and Stats, and FAQs.

Content Discovery
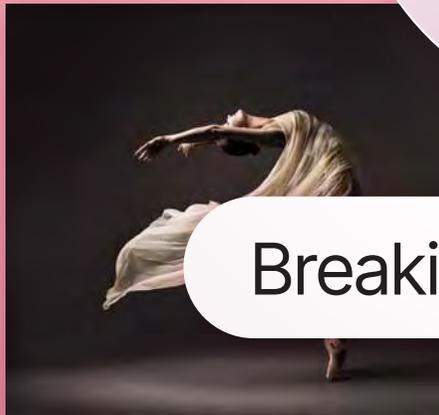
Breaking News

Your Lookatmedia™ centre contains discovery tools that incentivise journalists to create their discovery journeys. Along the way, they can collect story ideas, images, videos, and other resources that improve their articles' accuracy and credibility.

#story #photography #vid

Contact management

To download images and videos, journalists and media representatives will register on your Lookatmedia™ centre. This registration and login process allows them frictionless 24/7/365 days a year access to a collection of media-friendly images and videos. It also allows you to build your media databases and track usage by individual journalists and media representatives.

#journalist #reporter #med

PWA and push notifications

Journalists and media representatives can view your Lookatmedia™ centre as an app. Once enabled, this feature allows you to push messages and notifications directly to journalists' devices.

Anywhere anytime access

———

Lookatmedia™ provides anywhere anytime access for both your PR team and the media. Smart workflows, approval processes and discovery make Lookatmedia™ the perfect working environment for those who want to be in the news and those who make the news.

Support

Your Lookatmedia™ subscription includes an onboarding and training package to get your team ready to publish media-friendly content faster. We also have a comprehensive help centre and ticketed access to our qualified support team.

#PRTips #update #PublicR

Lookatmedia™ **Media Centre** Features

Landing page

Dynamically populated featured content landing page ●

Dynamically populated featured stories news ticker ●

Dynamic populated latest stories ●

Integrated Alert strip ●

News

Chronologically featured newsworthy content ●

Editable published date and time fields ●

TXT. PDF and Media Packages download features ●

Share content by email or on social media ●

Track downloads of News by user ●

Events

Search by date range ●

'Save the date' feature allows journalists to automatically add events to their calendar ●

Events featured by the date of the event ●

TXT. PDF and Media Packages download features ●

Share content by email or on social media ●

Track downloads of Events by user ●

Story ideas

Create your own suggested storylines, back stories, and evergreen content ●

TXT. PDF and Media Packages download features ●

Share content by email or on social media ●

Track downloads of Story Ideas by user ●

Media Release

Publish Media releases with TXT. PDF and Media Packages download features ●

Edit and Track Media releases in real time ●

Track downloads of Media releases by user ●

Facts and stats

Publish PDFs of Facts and Stats and other research and support documentation ●

Track downloads of Facts and Stats by user ●

FAQs

Publish and manage FAQs ●

FAQ only search function ●

Story creation and illustration usability features

Single, smart workflow for content creation and publishing ●

On-page image-picker ●

Content preview ●

Best practice SEO management features ●

Multi-level content tagging ●

Automatic and editable digital asset title, description, and attribution within CMS ●

Fully integrated smart workflows for pre-approved digital asset collections ●

Automatic image alt tagging of images ●

Automated article URL creation ●

Risk mitigation features

Content revision log and messaging ●

Attribution and asset usage management ●

Global image and video update ●

Media Package creation and management ●

Auditable digital assets download trail ●

Auditable story creation, revision and comments logs ●

Multi save content restore function ●

Database

GDPR-compliant contact list development and management features ●

Design

Simple, compelling UX designed to highlight headlines and visual content ●

Responsive design works across browsers and devices ●

Custom design ○

Journalists and media experience

Low friction 24/7 self-guided media experience ●

Theme-based tagging and predictive search ●

Search by content type ●

Universal search and discovery ●

Share content ●

'Save the date' automated calendar event creation ●

Download TXT. or PDF. of News, Events, and Story Ideas text. ●

Suggestive hashtags features ●

Low friction, registration and login for media users, with 60-day 'Remember me' option. ●

Responsive design for anywhere anytime access ●

Suggested content journeys ●

Tracking and reporting

User content download tracking and reporting ●

Reporting on most popular on stories, images, and videos ●

Individual journalist journey download tracking ●

Amplification technologies

Progressive Web App technology with push notifications ●

SEO management features ●

Onboarding and Support

Simple and fast onboarding process* ●

Admin and user training ●

Online help centre ●

Ticketed based and phone support ●

Lookatme™ Digital Asset Management Features

● Included   ○ Optional extra

Registered users	**2000**
Administrators	**2**
Guest users	**Unlimited**
Storage	**300 GB**
Storage expansion options	**Unlimited**
Derivatives	**Standard**
Screen text	**Standard**
Registered User Groups	**5 Standard**
Assets - Images	●
Assets - Logos	●
Assets - Video incl. Apple ProRes 422	●
Assets - Audio	○
Support Portal for administrators	●
Support Portal for end-users	●
Issue logging and tracking	●
Online searchable manuals	●
Email and phone support	●
Control access by user or group	●
Responsive design	●
Configurable banner logo	●
Configurable email notifications	●
Administration dashboard	●
Reporting suite – access, usage etc	●
User self-registration	●
Advanced search, includes, not includes	●
Refine and filter search results	●
Sort items in Categories and Albums	●

Bulk edit metadata	●
SSL security	●
Teambox collaboration tool	●
Watermark on/off	●
Windows, Mac OSX, iOS	●
Firefox, Chrome, Safari, MS Edge	●
Scalable volume options	●
Service Level Agreement	●
Metadata extract/embed – IPTC/XMP	●
LRAP-approved infrastructure	●
Data Store at AWS Sydney	●
Webinar training session	●
Controlled vocabulary keywords	●
Faceted search	●
Notify users on manual archive	○
White label footer	○
Use your web domain URL	○
Custom metadata fields	○
SSO with MS Azure or Okta	○
Auto-archive expired assets	○
API access	○
Caption in photo footer	○
PayPal e-commerce	○
Custom e-commerce	○
Multilingual capability	○
Stage and Production site	○

Lookatmedia™ is an out- of-the-box solution that can be customised to meet the media engagement, digital asset management and specific brand requirements of individual organisations.

lookat media™

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