



# CONTENT CURATION

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customer success

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# Curation solutions for Targeted News Service

## Overview

US based Targeted News Service processes thousands of news links everyday to deliver its best-in-class news products and services to editors and news websites. The company was looking for a solution that could help them process press releases and patent news every 24 hours.

## Process and Delivery

Collaborated with Targeted News Service to write programs for mining web links. Developed a custom curation solution for processing, filtering, and formatting 700-800 links every day:

- Guidelines defined at the onset of the project. Consists of instructions on what not to include, search criteria, and formatting.
- Our programs mine through 5000 links on a daily basis and mark the ones updated in the past 24 hours.
- The links are segregated into client defined beats and assigned to a dedicated Athena analyst. Additionally, each beat is owned by a Athena editor.
- The analyst formats all news pieces as per guidelines and sends them over for review to the Editor.
- The editor does the final quality check, removes all irrelevant links and uploads the news pieces into the client's CMS.

## Snapshot

Client: Targeted News Services

Industry: News and Information


Location: US

Client since: 2009

Solution: Custom mining + Human curation

## Benefits

- Custom programs written to mine links ensure that Targeted News Service never misses a single relevant press or patent release.
- Review and curation by our analysts and editors ensures that clients of Targeted News Service only get the highest quality news.
- Targeted News Service continues to deliver stellar services to clients without having to put in extra hours and invest in additional resources.



Athena provides content curation services to intelligence and media monitoring businesses that have to process an overwhelming amount of information.

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