

# Media and content convergence

Interested in participating as a partner in the [ICT-19-2017](#) call with the following offering:



Established in Luxembourg  
since 2011

VitalBriefing is a unique digital information company that fuses **search technology** with **skilled human oversight** to create personalised intelligence, bringing subscribers exactly what they need to know to make critical decisions.

## **VitalBriefing can help address the following impact criteria:**

### **To develop new services as a consequence of the convergence of broadband, broadcast and social media**

VitalBriefing offers a **unique solution combining proprietary technology and human expertise**. With a groundbreaking, scalable melding of search, curation, content creation and distribution in multiple formats, with human oversight by a global corps of industry-expert journalists, VB meets subscribers' pressing need for filtered, reliable news and information.

VitalBriefing "filters the flow," extracting the specific developments most relevant for its clients, then creating the content in a way that answers subscribers' demand for accuracy and speed, saving them time and money.

### **To move closer to a fully personalised service**

The need for curated, trustworthy information – reliable, professionally prepared, easy to read, and in-depth – swells along with the tsunami from all forms of media. In the digital sphere, passive personalisation is neither well-refined nor reliable. VitalBriefing uses smart technology and skilled journalists to create a fully personalised service based on clients' changing requirements.

Since launch, the company has built a strong global list of marquee private and public sector clients in various sectors, benefiting from a business and production model that "template" to any vertical currently including banking, insurance, funds, tire & rubber, health, circular economy and digital media. The service is currently delivered via personalised email newsletters, dynamic web feeds, and social media.

### **To increase the use of ICT technologies in the Media industry:**

The **VitalBriefing Publishing Platform** automatically takes in relevant data and information from any search engine, digital source and database. Its **Topic-management platform** enables editors to build a limitless number of "Topic Engines" and sub-topics. While every client receives content customised for its particular needs, every sector has its own set of specific subjects, thus powering scale of content sharing. The **VitalBriefing Curation Dashboard** integrates multiple production and operations systems, and manages the process flow. The relevance of the content is maintained and managed by the journalist-curators who develop Topic filters for the search phase, aggregate the best results, then synthesize the information to write concise, pinpoint summaries that live in the Topics Database.



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