

NEWSHUB

AI-Powered TV News Production

From story to broadcast –
in one intelligent workflow.

Developed by **STUDIO 47** | HyperMedia



THE CHALLENGE

News production is becoming more demanding.

Today's broadcasters need to:

- Produce more content
- Publish faster
- Serve multiple platforms
- Work with limited resources



How can newsrooms increase output without increasing complexity?



THE SOLUTION

One platform. One workflow.



NewsHub streamlines the entire TV news production process in a single **AI-powered platform**.



NewsHub



SCRIPT



VOICE



VIDEO



AVATAR



BROADCAST

Automate routine tasks. Empower journalists.



KEY FEATURES



AI WRITING

Generate scripts, news stories and presenter texts.



VOICE GENERATION

Create natural-sounding voice-overs in multiple languages.



VIDEO PRODUCTION

Select footage, integrate sound bites and edit news packages.



AVATAR PRESENTATION

Produce presenter segments in virtual studios using AI avatars.



BROADCAST ASSEMBLY

Combine all elements into a complete, broadcast-ready programme.



HOW NEWSHUB WORKS

From editorial input
to **broadcast-ready**
content.



EDITORIAL INPUT

Topics, scripts, footage and source material



AI PRODUCTION

Writing • Voice • Video Editing • Avatar Creation



EDITORIAL REVIEW

Review, edit and approve every element



PUBLISHING

TV • Online • Social Media

Al accelerates production. Editorial decisions remain human.

ONE PLATFORM. MULTIPLE OUTPUTS.

Create content for every channel
from a single production workflow.

- TV News Programmes
- News Stories
- News Updates
- Magazine Formats
- Avatar Presentations
- Online & On-Demand Video
- Social Media
- Multi-language Content

..... Create once. Publish everywhere.



WHY NEWSHUB?

More efficiency. More journalism.



BENEFITS

- ✓ Faster production
- ✓ More efficient workflows
- ✓ Higher editorial output
- ✓ More time for research and storytelling



15-MINUTE
NEWS PROGRAMME

≈ **2–3 HOURS**

PRODUCTION TIME*

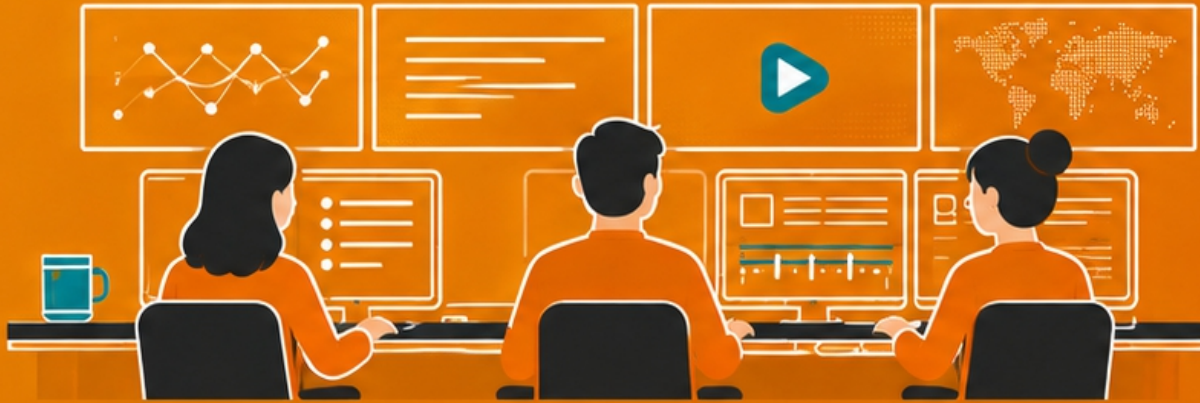
**Based on daily production at STUDIO 47.*

DEVELOPED IN A REAL NEWSROOM

Built by journalists. Proven in daily production.

NewsHub is not a prototype.

It has been developed, tested and continuously improved in the newsroom of STUDIO 47, one of Germany's leading regional television broadcasters.



Daily editorial use since May 2024



Real newsroom workflows



Human editorial control



Secure and scalable architecture

AI supports journalists. Journalists make the decisions.

EXPERIENCE NEWSHUB LIVE



Discover how AI can transform your newsroom.

1



Live Online Demo

2

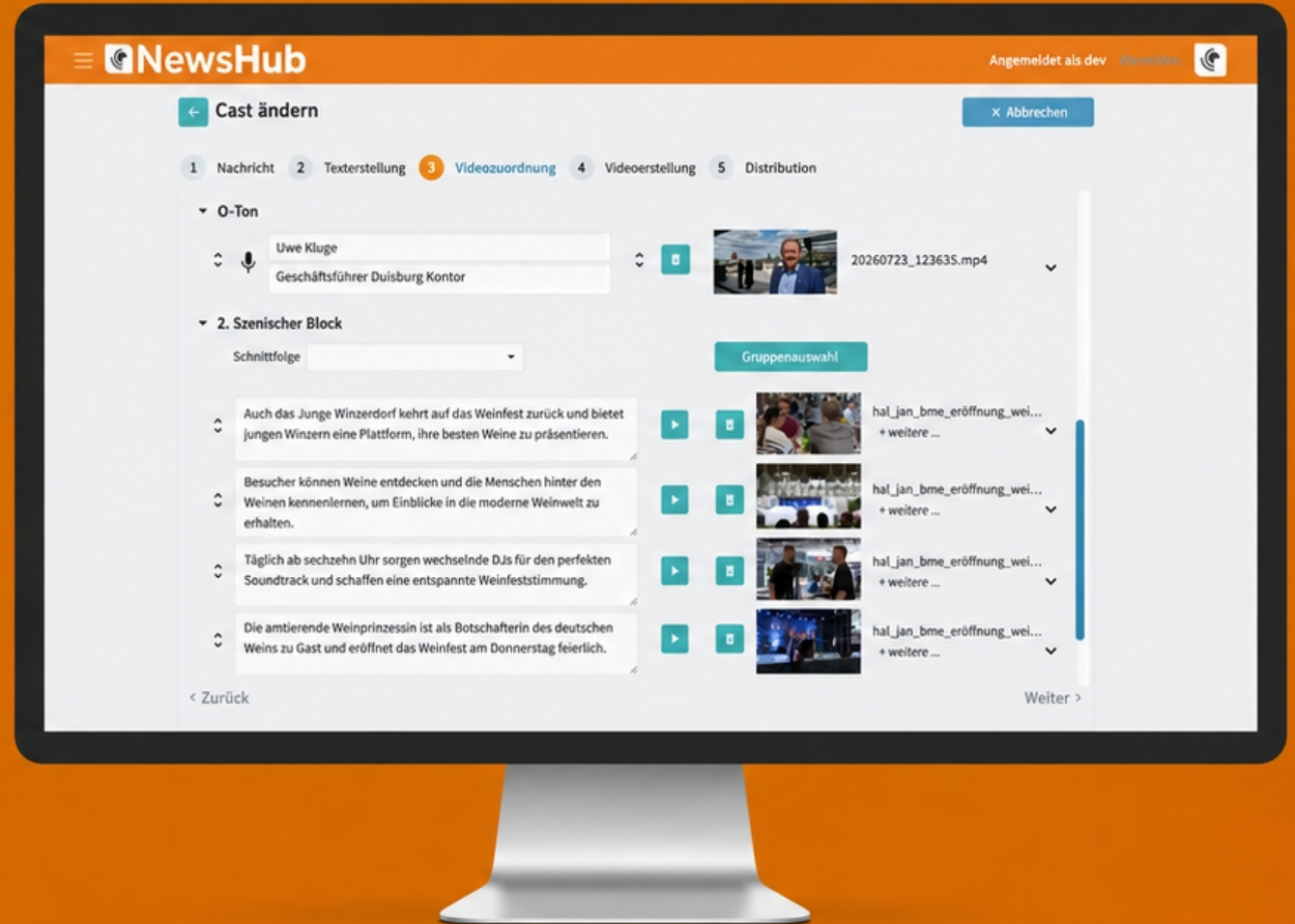


Paid Pilot Project

3



Full Integration & Licensing





**LET'S SHAPE THE FUTURE
OF TV NEWS TOGETHER.**

