

Case Study

Creating a Subscription-based Digital News Delivery Platform with In-built and Fully Automated Content Aggregator

Creating a Subscription-based Digital News Delivery Platform with In-built and Fully Automated Content Aggregator

The way people consume news has undergone a sea change and so has the speed, forms, and volume in which they come, thanks to the advancement in digital technologies. The different sources from where the news is gathered and collected today makes it important that digital news delivery platforms have an in-built aggregator that can allow user-friendly and convenient aggregation and classification of that much content. It also requires a very powerful and robust search engine to allow users to find and consume the current, archived, and streaming news content.

Client Profile

A leading public service broadcaster wanted to aggregate all news and bring them to a single platform with a robust subscription model for end-users to get the latest happenings around the world and a robust search engine that enables subscribers to find relevant news with ease and convenience.

Requirement

The client wanted to offer a single platform to the public where they can search for news on any topic for a region and time period and can get all news updates upon subscription. It wanted this portal to be able to host news articles from over 3000 sources.

Impelsys' Solution

Impelsys formed a dedicated team of technical, functional, and industry experts to collect, understand, and analyze the needs and requirements of the client and finalize the requirement specifications.

Impelsys leveraged its experience in the digital delivery of content to develop a branded portal for the client using iPC Scholar where they could host their historical news articles and reports as well as new news materials as they come. It created a fully automated system that could aggregate the huge variety and volume of historical and recent news in different languages coming from disparate sources and varied forms like reports, articles, opinion pieces, videos, and streaming contents. The architecture was designed to enable handling, hosting, and delivering all news content and also support archival of those. Its iPC Scholar also incorporated a robust and powerful search engine that would allow subscribers to find relevant information from live, recent, historical, and archived news content.

Benefits

The client now has a single platform for news in different languages coming from disparate sources, and geographies with fully automated aggregation and classification of news content under relevant categories

The portal enabled the client to handle, host, and deliver a variety of content coming in high volume and high speed and also support archival of those in equally high volume and speed, all on the same platform

It allowed the subscribers to search and find relevant news from the vast ocean of both historical and recent reports, articles, videos, and streaming content based on topics, regions, and date ranges



For details, email us: marketing@impelsys.com or visit: www.impelsys.com