



Ring Publishing

SaaS platform for publishers and media to create and deliver the right content to the right audiences





Ring Publishing Platform

SaaS platform for publishers and media to create and deliver the right content to the right audiences

14

○ countries

40mln

○ active real-users
monthly

1200

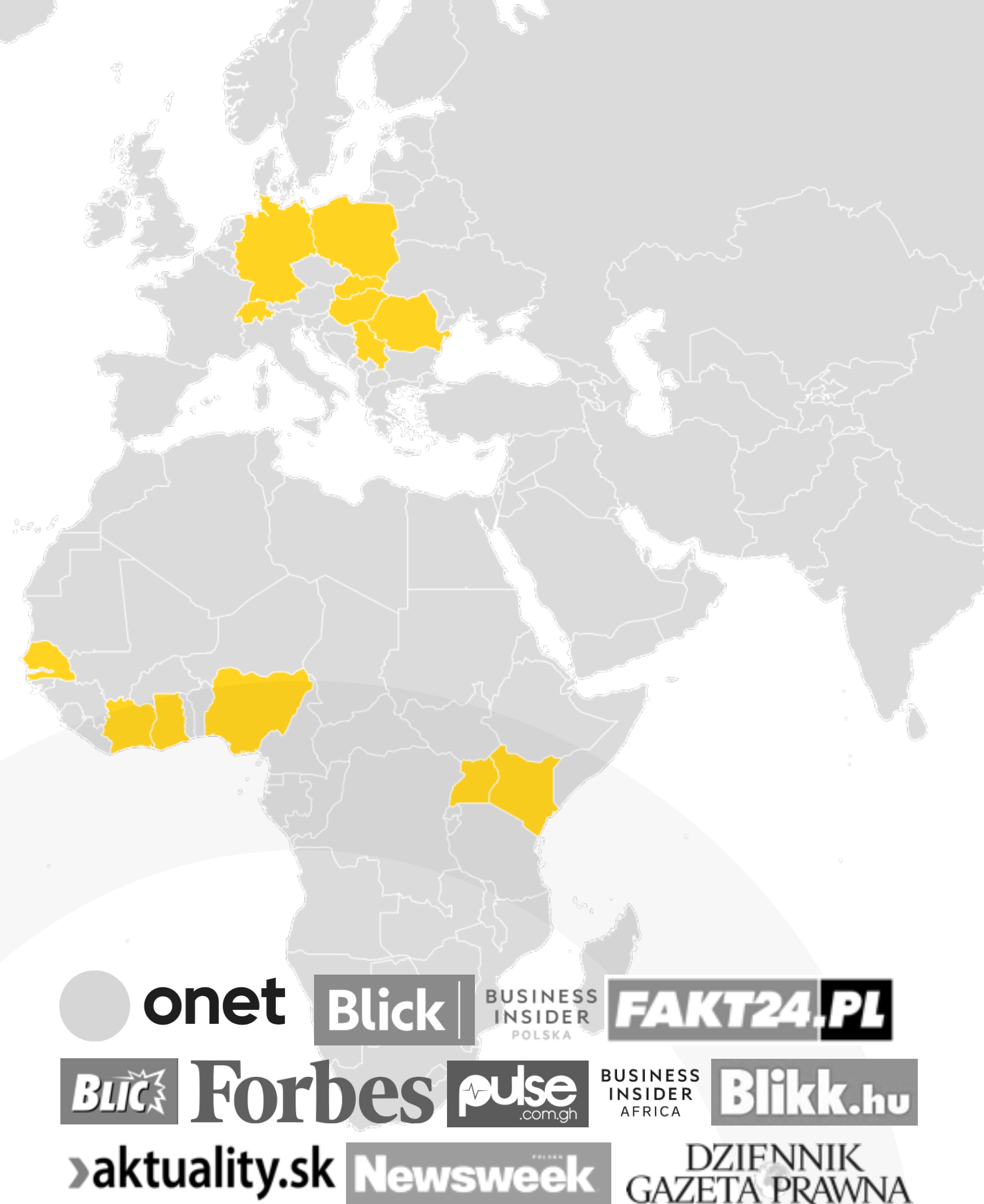
○ editors daily

60+

○ media sites

4bln

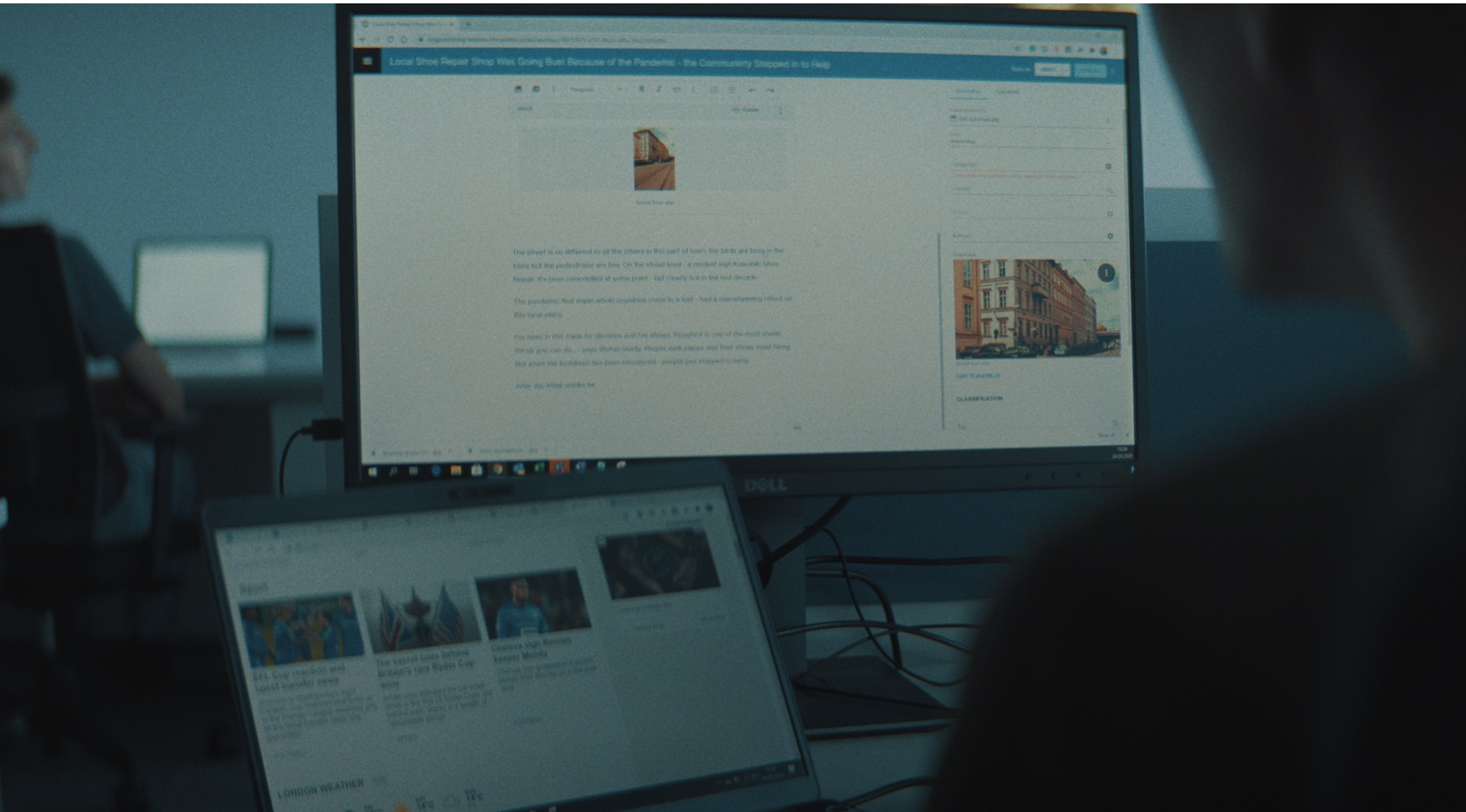
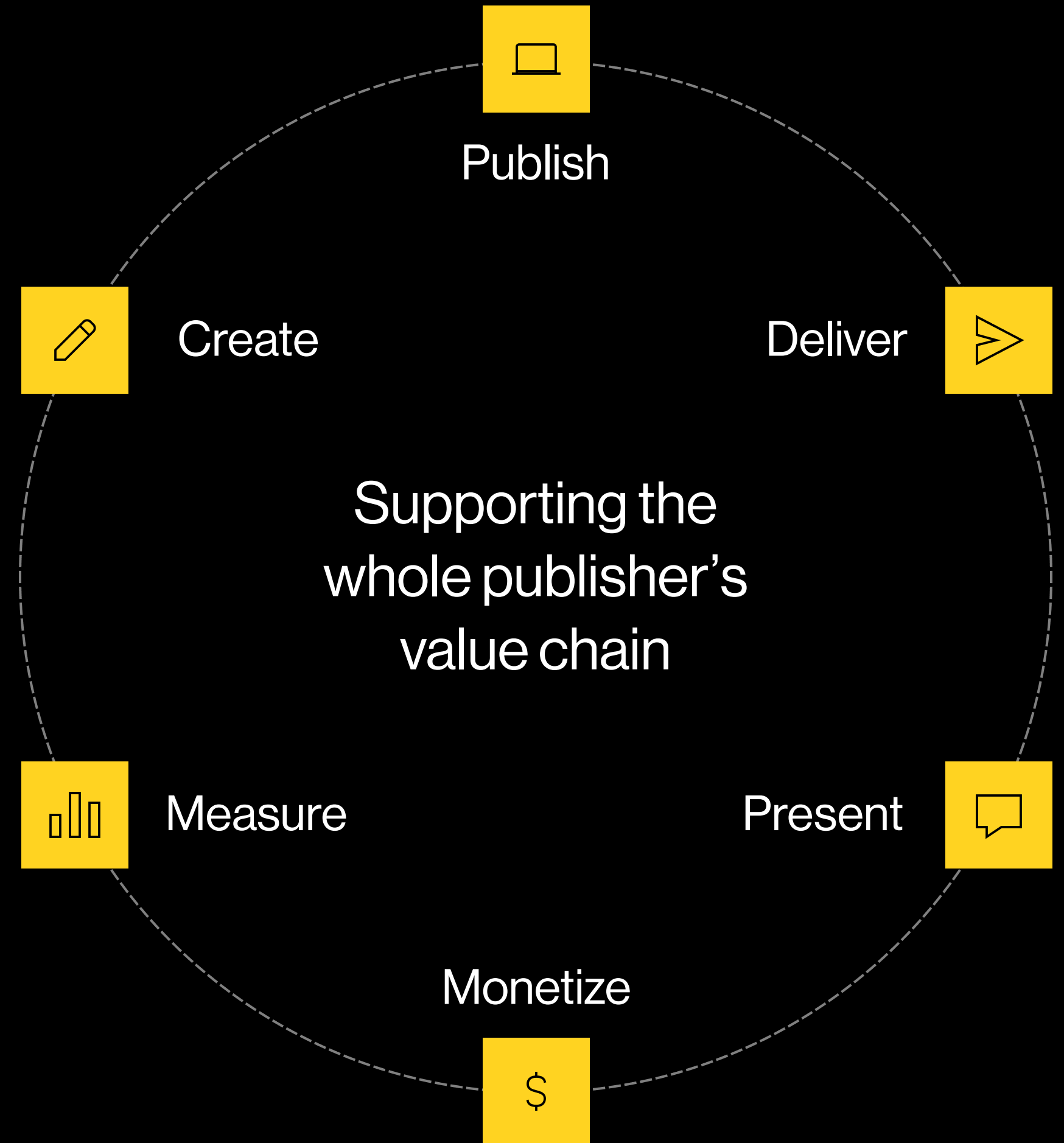
○ page views
monthly





All-in-One digital publishing solution

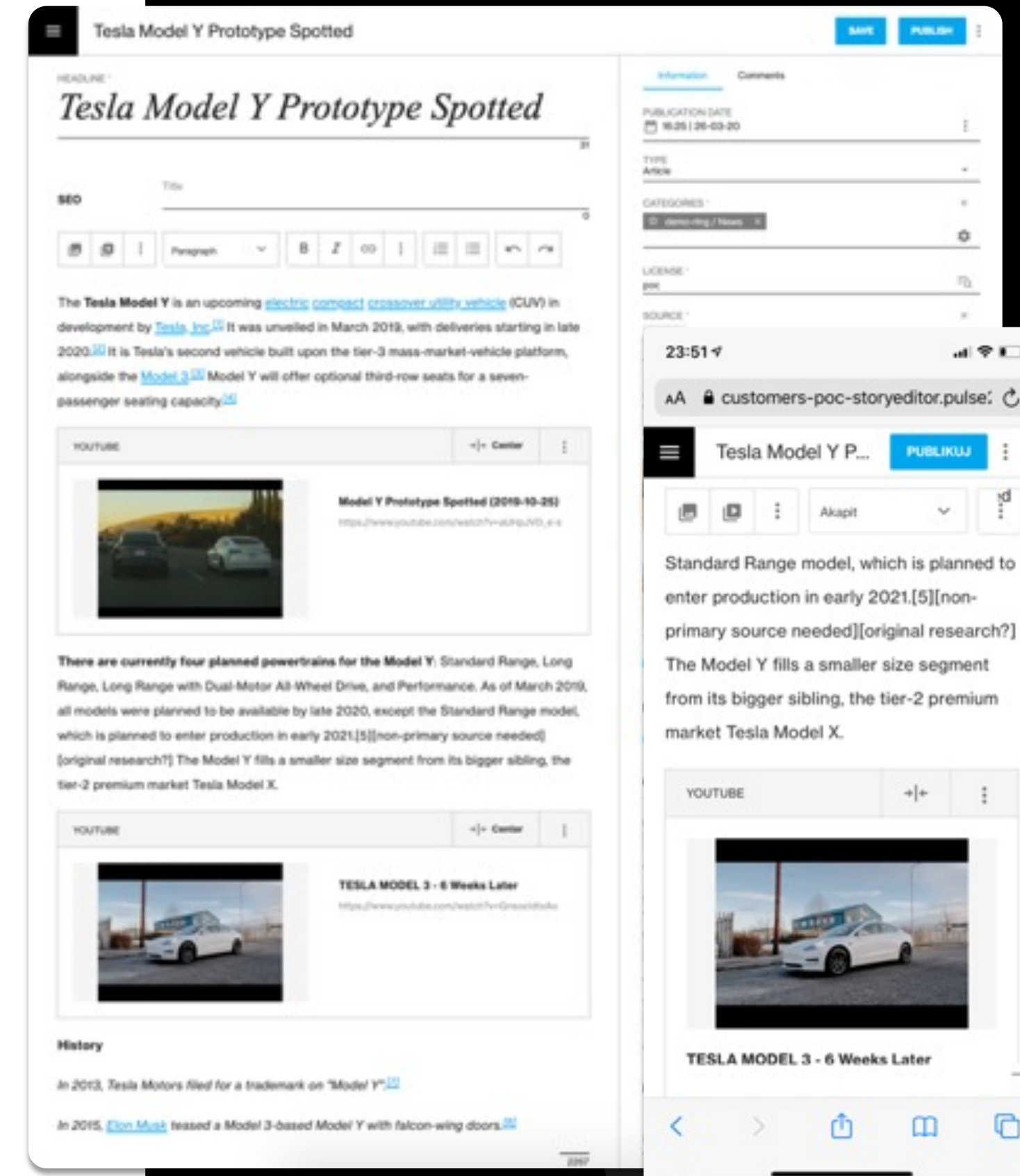
Helping media brands succeed in the digital era.



Story Editor

Web-based storytelling tool

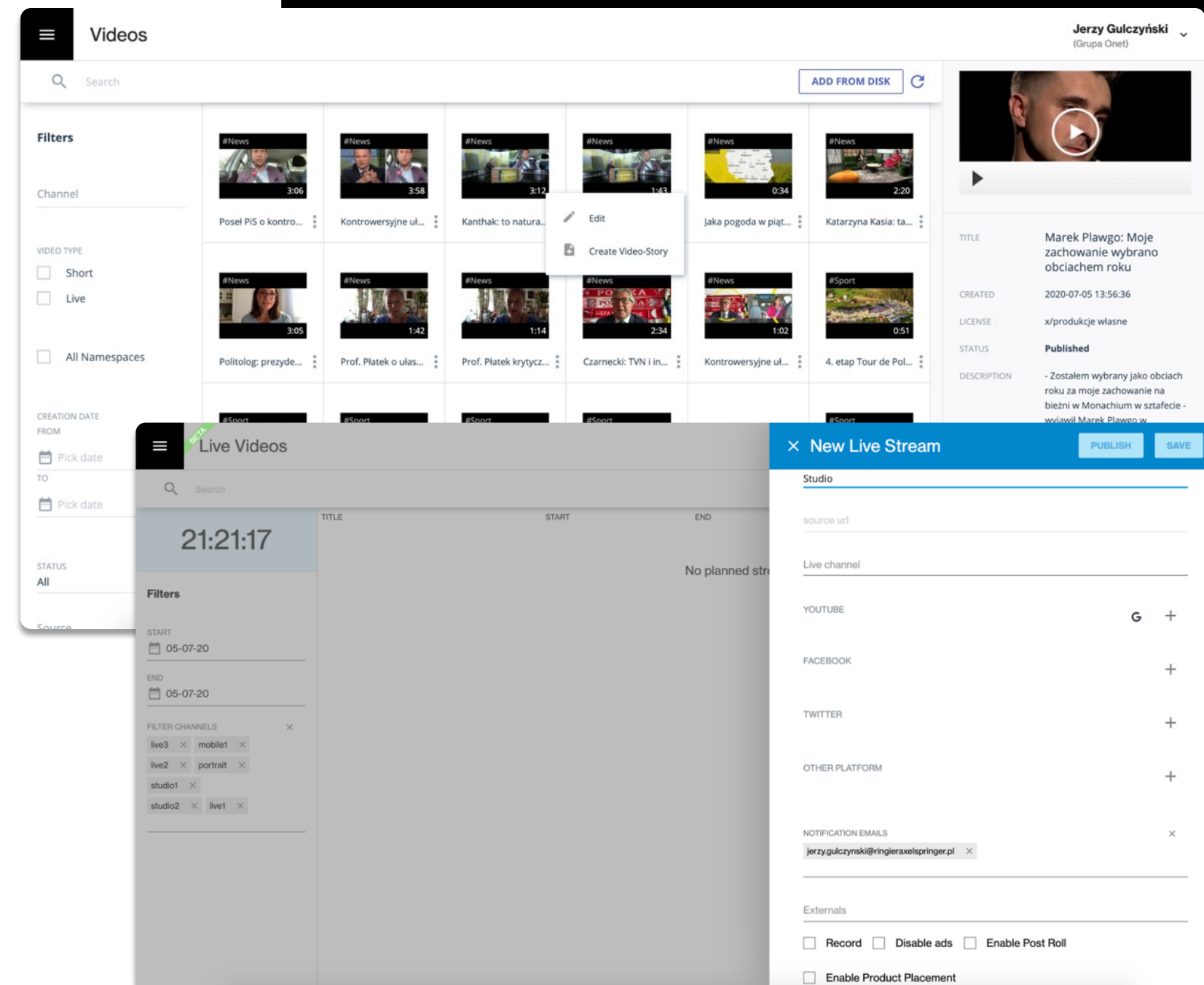
- easy-to-use **mobile first** user interface
- allows to **shape and enhance your stories** exactly how you want
- provides **wealth of content types**: images, videos, podcasts, live blogs, quizzes, pools, social embeds
- full flexibility in **metadata management**: authors, taxonomies, licenses
- publishes to **multiple-channels** simultaneously
- **extendable** and **customizable with** built-in editorial workflow and cooperation capabilities
- access to content **via API (Headless)**
- integration with external solution for **push notifications**
- **SEO Scoring + Smart** article linking



Videos and Audio

Comprehensive solution for video and audio content management and delivery

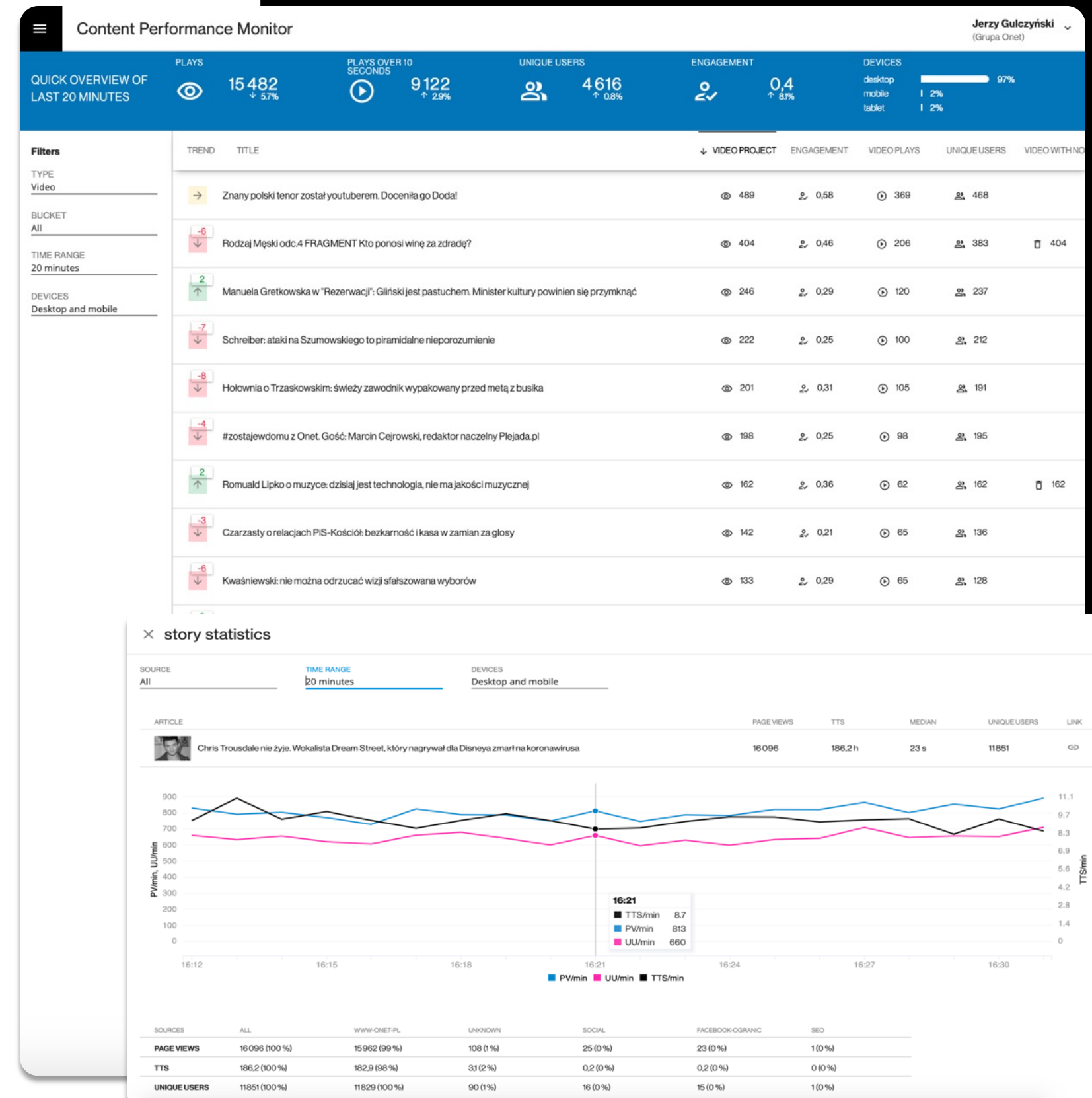
- supports of **the whole process**: ingestion, processing, management, delivery, measurement
- simple **input** via WebGUI or API
- fast **multiplatform** video player (FlowPlayer)
- **advanced** functionalities: license management, quality check, archive, DRM
- **live streaming** events management with automatic delivery to external platforms (YT, FB, TW)
- **integrated CDN** with ability of using external systems
- **real time monitoring** of video content performance
- automation of **text to speed** process to create audio/podcast content



Content Performance Monitor

Online traffic analysis in real time

- **instant feedback** about your content
- **real-time monitoring** of content performance in a different time ranges
- shows what is **trending now**
- online and up to 24h historical detailed **data for every story**
- **advanced filtering**, including direct traffic, home page, social, SEO, and different devices
- **multiple metrics** including Pageviews, Total Time Spent, Videos Viewed, Unique Users, and Visits
- **easily configured** to report on the most relevant metrics



Content Publishing Automation & Personalisation

Solutions for improving the editorial office efficiency and to boost the users engagement

- **saved time** for editors in the content creation process, through **automation**
- **increasing user engagement** with content **personalization**
- **more content published** via various distribution channels
- **different KPI's** for product management (CTR, Time Spent, Visits, Users)
- simple method for **testing different** photos and stories titles
- **hybrid** publishing model support (manual and automated)

Aureus Performance Monitor Ehrenfeld Wojciech (Grupa Onet)

AUREUS EXPERIMENT
www.onet.pl Agregator mobile

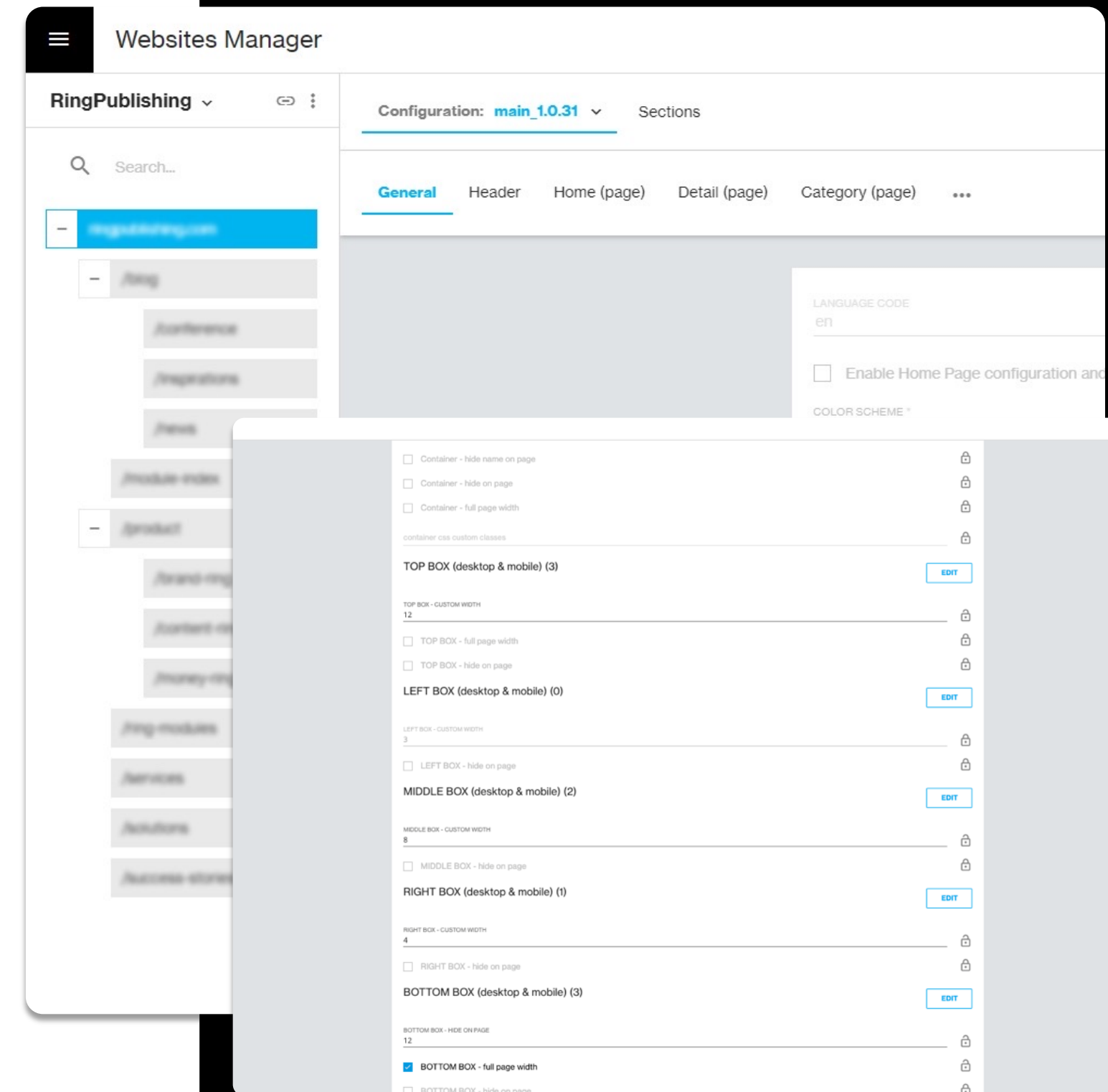
TIME WINDOW
last 15 minutes
Last data update: a few seconds ago

ARTICLE	SCORE ↓	ADDED TO EXPERIMENT	PUBLISHED
You may use parts of title or URL as filters here			
 Monika Miller wyznała, że jest panseksualna. Co to oznacza? https://plejada.pl/newsy/monika-miller-wyznala-swoja-orientacje-seksualna-dziewczyna-jest-panseksualna/kdyc0re	6361.7%	Not applicable	17 hours ago
 10 przepisów ruchu drogowego, których się nie zna i nie respektuje https://www.auto-swiat.pl/porady/prawo-jazdy/10-przepisow-ruchu-drogowego-ktorych-sie-nie-zna-i-nie-respektuje/8jdfer	5550.1%	an hour ago	2 hours ago
 PINNED AT 1 "W czasie imprezy swingersów na 300 osób zachowywałem się z godnością" https://kultura.onet.pl/wywiady-i-artykuly/remigiusz-rydzinski-wywiad-z-autorem-ksiazki-moje-zycie-jest-moje-opowiesc-o-wolnosci/grtgfer	4300.3%	Not applicable	5 hours ago
 Ten samolot daje USA powietrzną dominację. To najlepszy myśliwiec świata https://www.komputerswiat.pl/aktualnosci/nauka-i-technika/lockheed-martin-f-22-raptor-najlepszy-mysliwiec-swiate-i-cud-technologie-w-jednym/eggs3fp	2442.6%	Not applicable	2 hours ago
 Quiz ze znajomości słówek. Wszyscy mylą się przy siódmym pytaniu https://www.ofeminin.pl/lifestyle/testy-i-quizy/quiz-czy-znasz-prawdziwe-znaczenie-tych-slow-test-dla-bystrzakow/6z9btv6	2304.1%	Not applicable	a day ago
 Jak to się dzieje, że Japonki są szczupłe i wyglądają młodo? https://www.onet.pl/styl/zycia/kobietaxi/jak-to-sie-dzieje-ze-japonki-sa-szczuple-i-wygladaja-młodo/k3vhffu30bc1058	1971.6%	Not applicable	2 days ago
 Zakonnica była przez 20 lat więziona w klasztorze. Tą sprawą z Krakowa zył cały świat https://kobieta.onet.pl/zakonnica-była-przez-20-lat-wieziona-w-klasztorze-ta-sprawa-z-krakowa-zyl-caly-swiat/8ljejs	1779.6%	Not applicable	an hour ago
 A jeśli wygra Trzaskowski? Będzie się dziać [NEWSLETTER] https://wiadomosci.onet.pl/tylko-w-onecie/newsletter-onetu-andrzej-stankiewicz-a-jesli-wygra-trzaskowski-będzie-sie-dziać/39f8vg	1585.4%	Not applicable	4 hours ago
 Anna Dereszowska o chorobie córki. Życie z tym schorzeniem nie jest łatwe https://plejada.pl/newsy/anna-dereszowska-o-chorobie-corki-lena-ma-hashimoto-problemy-z-tarczycą/qk53nve	1558.4%	Not applicable	2 hours ago

Website Framework

Easy development of digital product for every channel

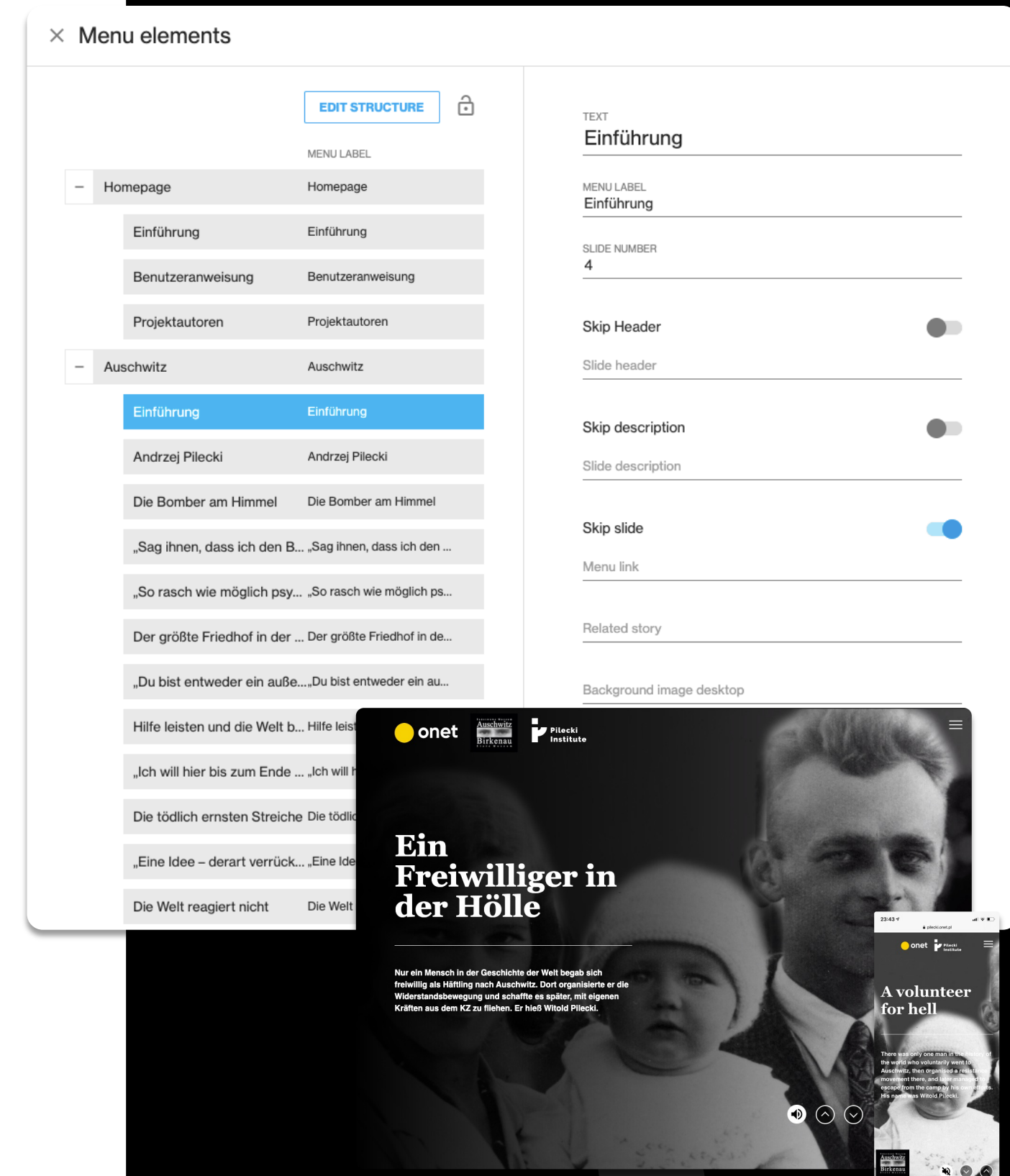
- **fast development** for all channels/platforms (desktop / mobile / PWA / AMP)
- majority of development tasks can be done as **configuration** via Web GUI or API
- website customizations **can be done by editors or product stuff** without support of developers
- configuration can provide changes on the website in the **real time**
- website structure based on well-known **grid system**
- flexible configuration of **variants**



Multimedia reportage for storytellers

Rich multimedia stories created by Journalists and Editors for Storytellers

- **pure SaaS** experience – story creation and delivery to internet users managed by content creators via web browser interface
- **no code** approach – the whole work on the content side without additional developers efforts
- **shape and enhance your stories** exactly how you want
- use **wealth of content types**: images, videos, podcasts, live blogs, quizzes, pools, social embeds
- amaze your readers by great user-experience of the story with **mobile-first** design
- monitor the performance of your story



Mobile Content App

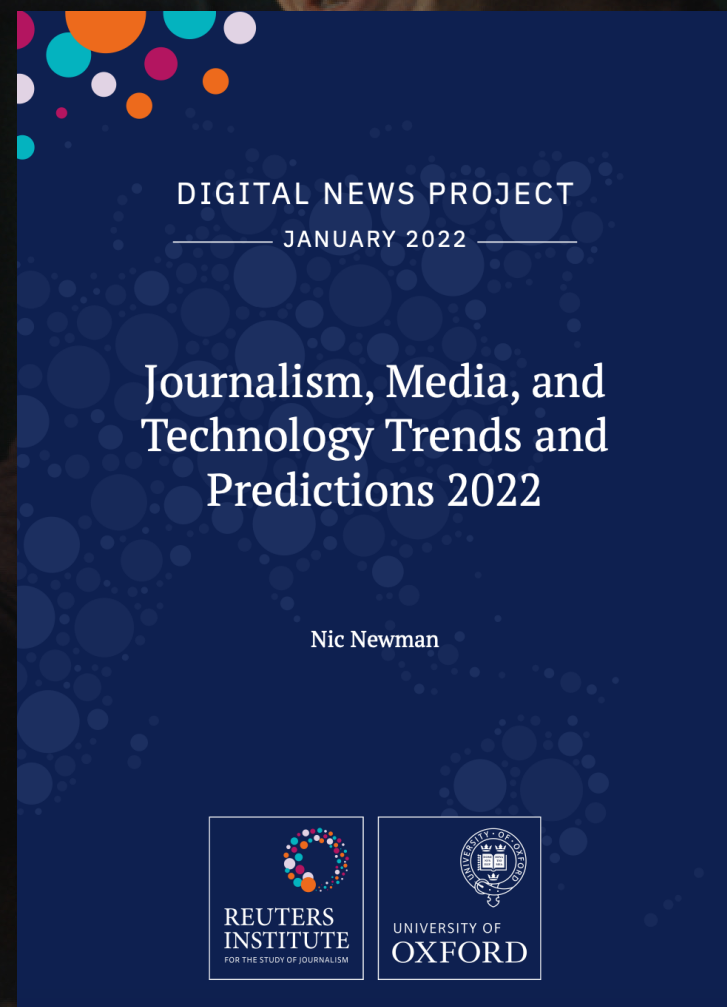
Native mobile apps for iOS and Android

- **rich built-in feature set** and plenty of content types including native video player
- **very short time to market** and very **low effort** to release the app for **iOS and Android simultaneously**
- **great user experience** with friendly interface, light and dark themes and push notifications
- rich monetization capabilities based on **advertising** and **subscription** models
- **GDPR compliant** cookie consent board
- **easily customizable** to reflect your brand identity and content configuration

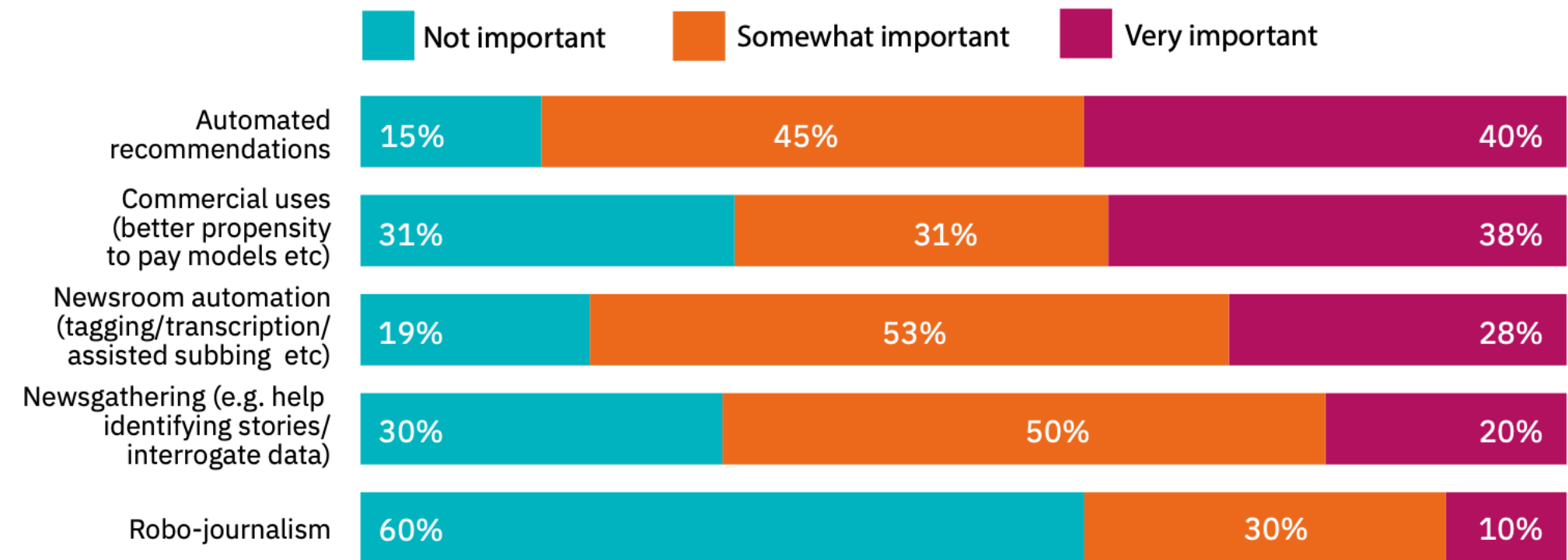


How can AI-driven technology help engage user audience, increase traffic and build gender equality?

Journalism, Media & Technology Trends 2020 & 2022

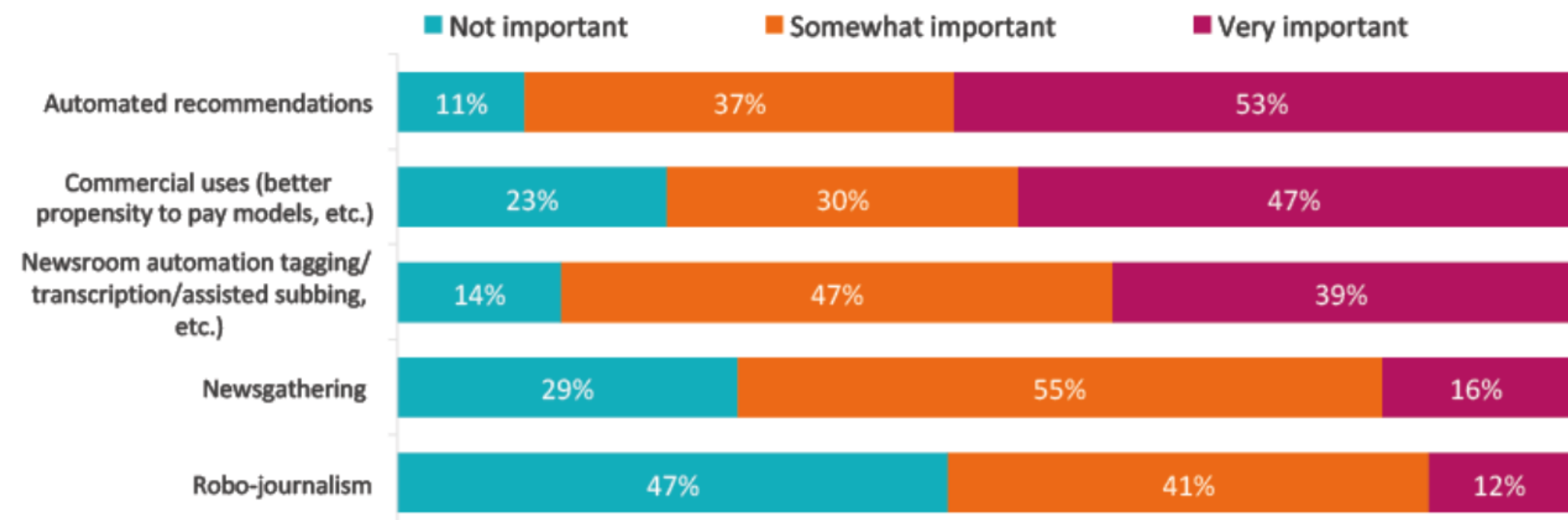


Which newsroom uses of AI will be most important in 2022?



Q11. To what extent will the following uses of artificial intelligence (AI) be important to your company in 2022? N=226.

Which newsroom uses of AI will be most important in 2020?



<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2022-01/Newman%20-%20Trends%20and%20Predictions%202022%20FINAL.pdf>

<http://www.digitalnewsreport.org/publications/2020/journalism-media-and-technology-trends-and-predictions-2020/>

Why news portals decides to use AI technologies on daily basis tasks

- Quality of journalism and brand integrity is top priority
- To free up time and to allow journalists to focus on stories and their mission to inform
- People are different, so it is essential to deliver the right content to the right audience
- By serving more personalized content, brands aim to engage their users and encourage them to stay longer and come back more often.
- Ever hyper-personalized homepages of news portals need boost of the traffic from search services
- Algorithms applied in journalism can work in the service of humans, not replace them.



How the Personalization Engine works?



User
activities

- User activities compilation (read an article, liked topics, viewed videos).



Content
analysis

- Text analysis (semantic analysis of every piece of content).



User
profiles

- User activities consolidation and content analysis to build user profiles.



Segments
generation

- Automatic segments generation based on user profiles, that share the same interests.

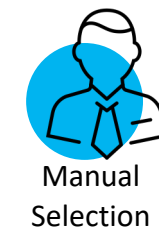


Content
publishing

- Automatic publishing of different content to different segments.

How Personalization works?

- The Newsroom **decides** which section is either **manual or automated**
- Newsroom chooses **KPI used by the automation** e.g. CRT, Time-spent etc. in a given section
- **Editors' choice** is possible in each section on any section position
- Content published by the automation algorithms can be either **post or pre-moderated**
- Editors can propose **multiple alternative article teasers** optimized by the automation



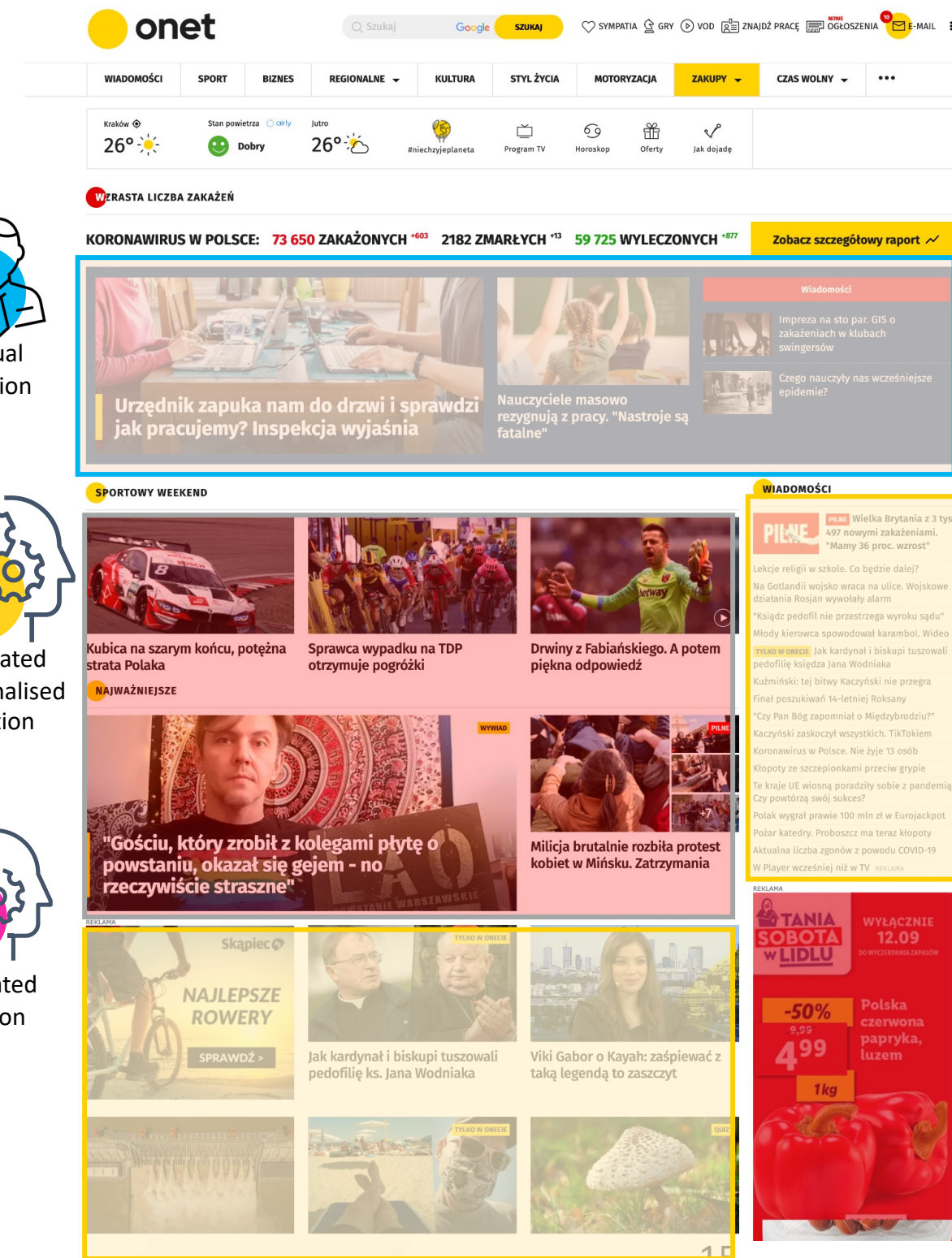
Manual Selection



Automated & personalised selection



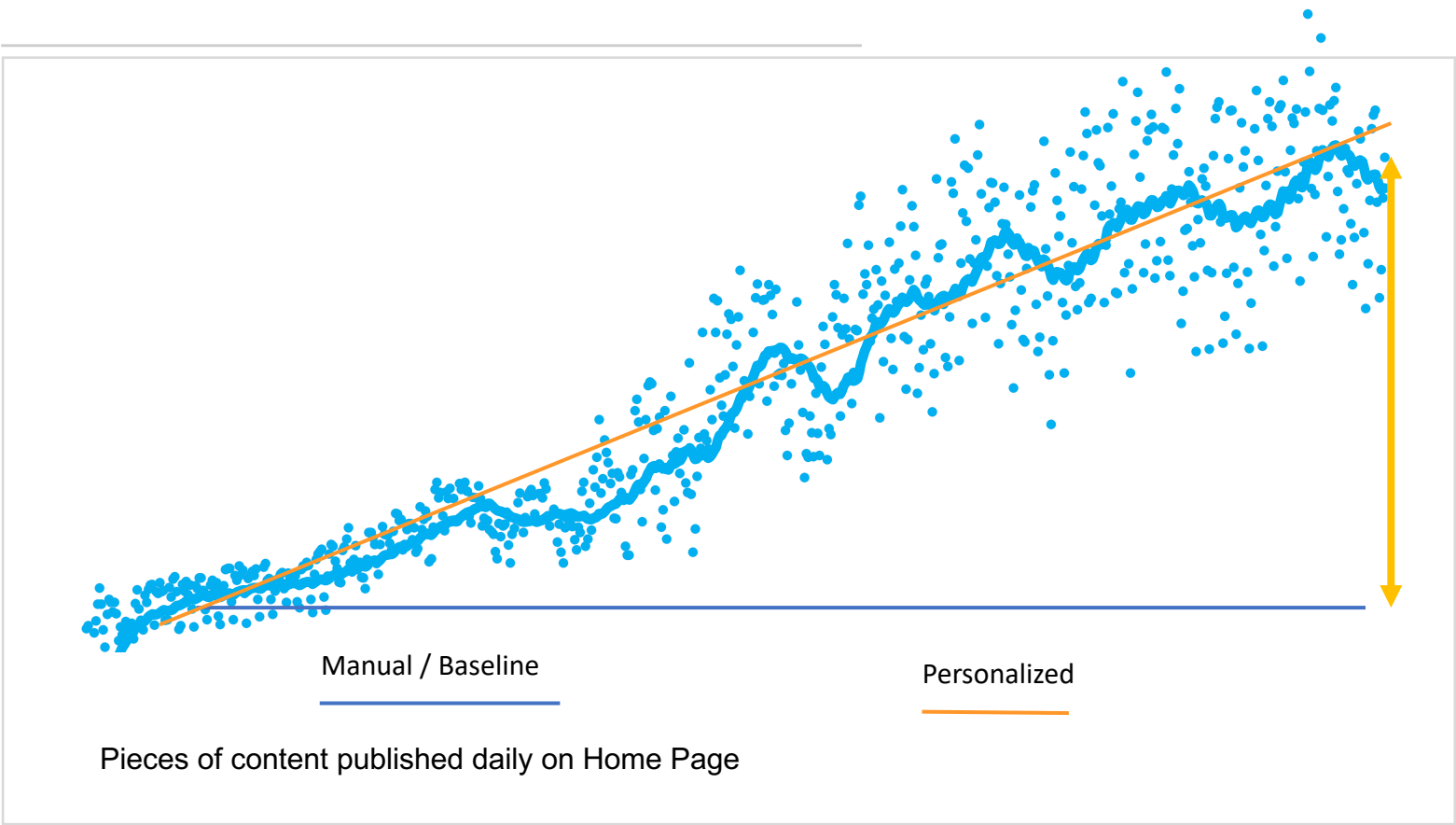
Automated selection



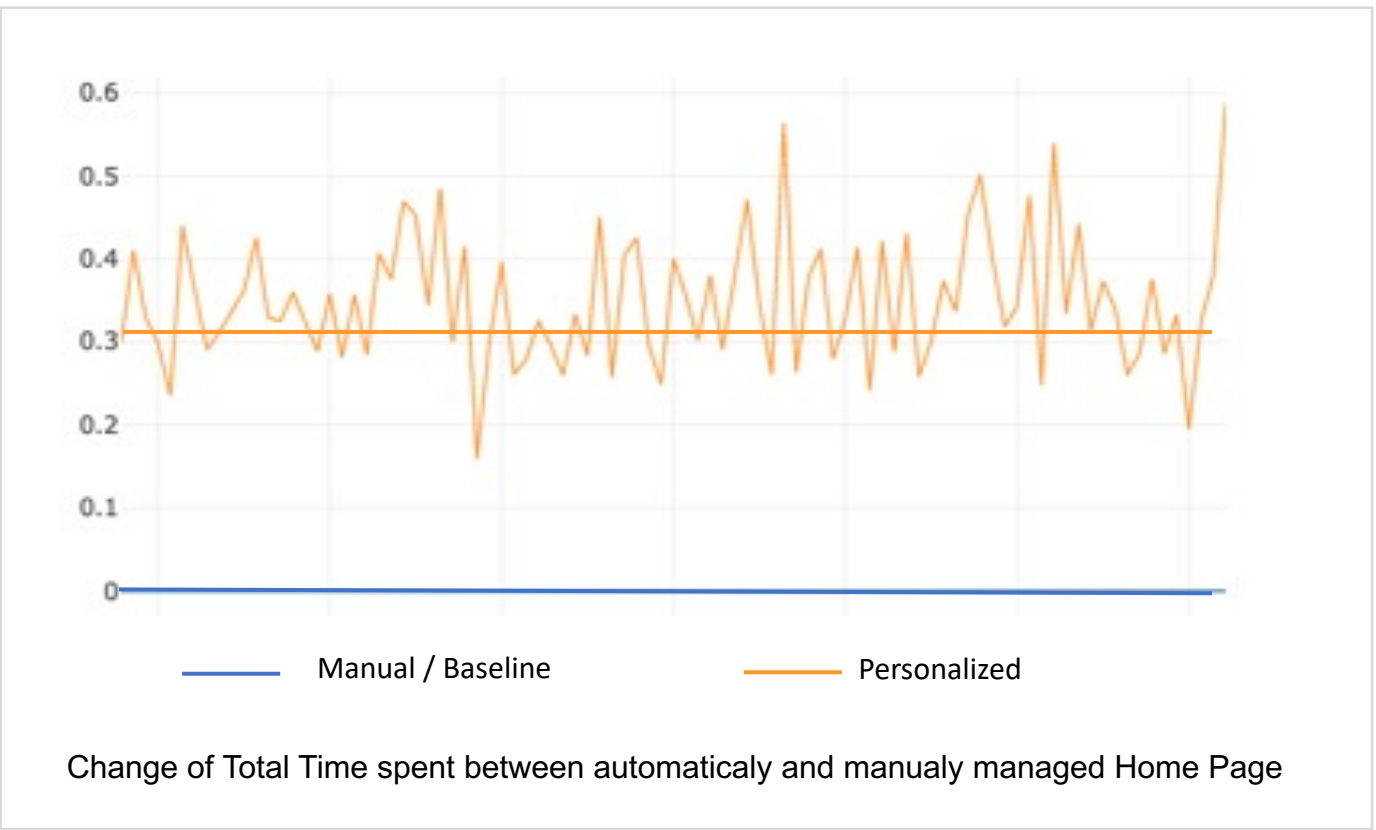
Personalization results



Increase of Content Diversity – 400%



Uplift of Total Time Spent – 30%



How Semantic Engine works ?



Input

- Unstructured content data (natural language) in form of text, image, video.



Semantic analysis

- Natural Language Processing (NLP)
Convert text data into mathematical sequence in order to make the machine understand content and context



Output

- Structured data file (JSON) to the target system, to be used in variety of business cases.

SEO

Editorial Workflow

Contextual Advertisement

Many more

Story Score

Smart assistant for editors to create the best content for SEO

- gives **real-time assistance** in content creation to achieve best **SEO traffic** performance and the compliance with **defined editorial rules**
- provides **specific advices for improvements** regarding the structure and the content of the story
- provides recommendation **for defined SEO keywords**
- **allows to request articles** for defined SEO keywords
- **calculates final score** with graphical indicators with scores (red, yellow, green)
- enables monitoring of “**evergreen**” content production

HEADLINE *
Majówka w tym roku znacznie droższa. O ile urosły koszty weekendu majowego?

SEO
TITLE
Majówka w tym roku znacznie droższa. O ile urosły koszty weekendu majowego? 75

SuperAureus
TITLE
Majówka w tym roku znacznie droższa. O ile wzrosły koszty? 58

Krótki tytuł do bločka na SG - info i sport
TITLE
Majówka w tym roku znacznie droższa 35

Paragraph

Majówka 2022 zbliża się wielkimi krokami – i będzie znacznie droższa niż poprzednie. Chętnych na wyjazd nie brakuje mimo tego, że ceny hoteli wzrosły względem okresu przed pandemią. O ile dokładnie urosły koszty weekendu majowego?

Gdzie się wybrać, by nie przepłacić? To pytanie, które zadaje sobie wiele osób planujących weekend majowy. Majówka jest w tym roku znacznie droższa przez wiele

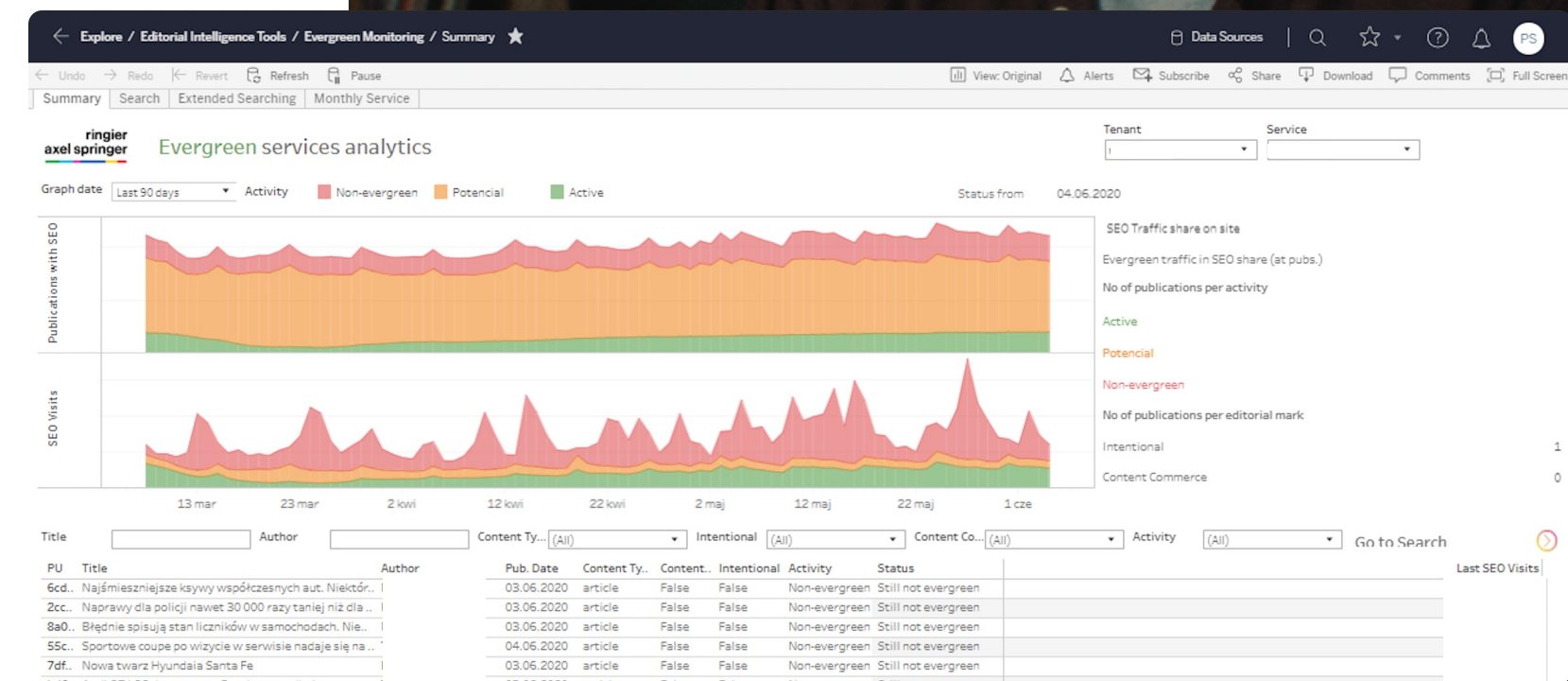
Editorial score | SEO score 2208

Information Comments Extensions

STORY SCORE

EDITORIAL SCORE 88%

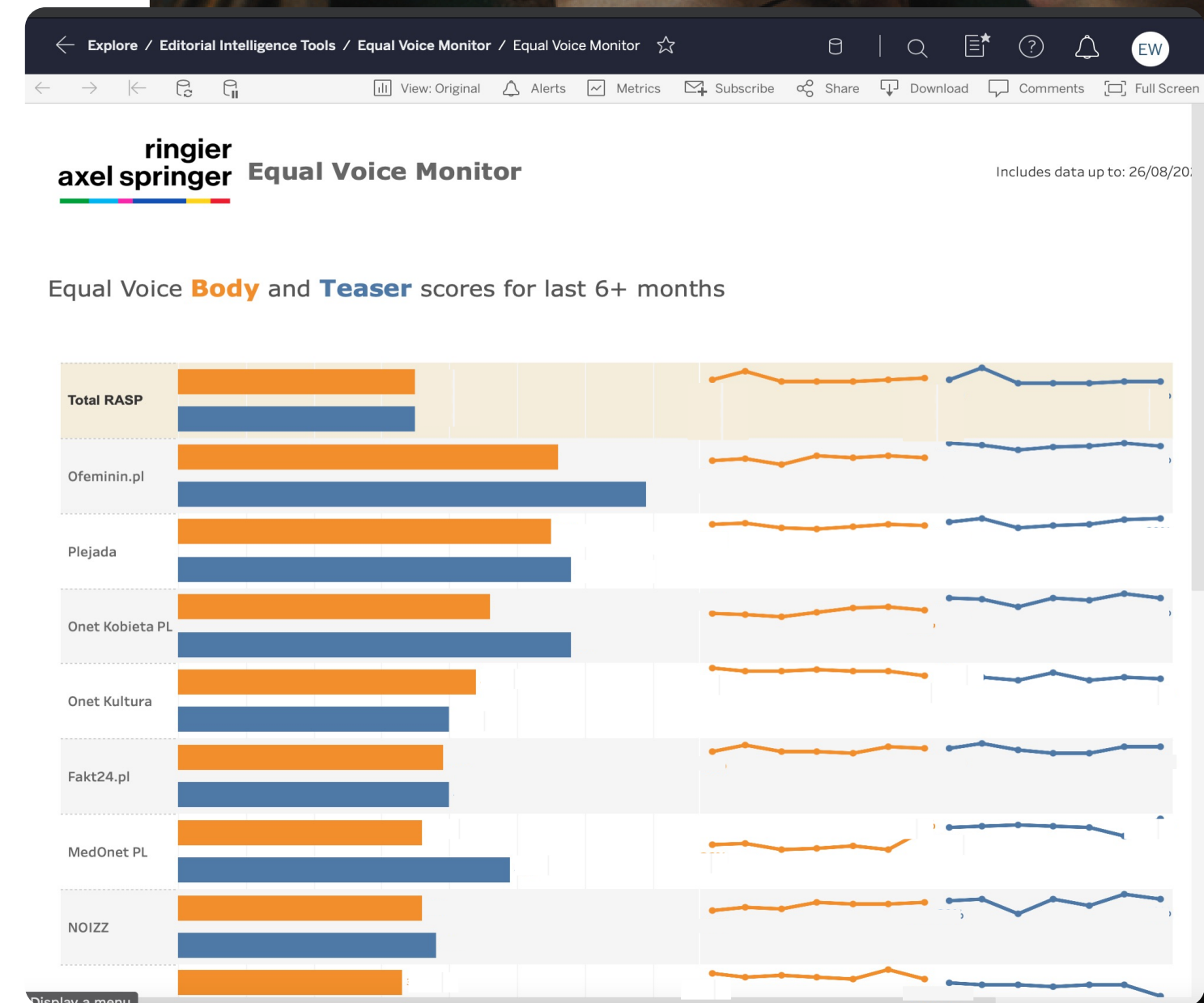
- ✗ No author assigned
- ✗ Lead is too short by at least 70 characters
- ✓ Content is a minimum of 1000 characters
- ✓ The paragraphs separating the headings consist of many sentences
- ✓ Content contains a minimum of 1 heading
- ✓ Content includes a heading
- ✓ All images in the content have a caption
- ✓ The content includes an image or an embed
- ✓ The content contains the recommended number of images in the content
- ✓ Lead contains the recommended number of sentences
- ✓ The content contains minimum 3 paragraphs
- ✓ The main image has a caption
- ✓ The main image is set
- ✓ Minimum 2 additional taxonomies are set
- ✓ The SEO title is between 65 and 75 characters
- ✓ The title is set for Super Aureus or the SEO title is less than 65 characters



Equal Voice

Every piece of content processed by the system is assessed to determine to what extent it's biased towards any particular gender. Based on this information, there is a set of dashboards which help newsrooms track gender biases in their publishing.

- **EqualVoice Factor**, measures how often women and men are represented in the company's media coverage, and based on that, generates an EqualVoice Score.
- Semantic Engine **analyses the citation of women and men** in articles, and an automatic image recognition tool helps in analysing pictures for the same.
- Two measures: **Teaser Score** and a **Body Score**.
Teaser Score evaluates the representation in images, headlines and leads. **Body Score** analyses it in the main text of the report.
- **Ringer AG** initiative, implemented in **RASMAG**
See more: <https://www.equalvoice.ch/en/>





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| Contact

SaaS platform for publishers and media to create and deliver the right content to the right audiences

Explanation video

Watch [video](#)

Offering page

Visit [our](#) page

User documentation

Read [documentation](#)

Developer documentation

Read [documentation](#)