

Superdesk Press Kit

Date: 05/04/2016

www.superdesk.org

Prague

Sourcefabric z.ú. Salvátorská 10, 110 00 Praha 1

phone: +420 222 362 540

superdesk@sourcefabric.org

Table of contents

| | |
|--------------------------|----|
| Press release | 3 |
| and news articles | 3 |
| Product | 4 |
| overview | 4 |
| Company | 5 |
| profile | 5 |
| Management profile | 6 |
| Platform information | 7 |
| The Superdesk difference | 8 |
| “Quotes” | 9 |
| FAQs | 10 |
| Contact information | 12 |

Press release and news articles

Press releases

AAP press release

[Sourcefabric copy](#)

[AAP copy](#)

NTB press release

[Sourcefabric copy](#)

In the news

[journalism.co.uk](#)

[thenewspaperworks.com.au](#)

[gxpess.net](#)

[linux-magazin.de](#) (German)

[opensource.com](#)

Product overview

Superdesk is an end-to-end news creation, production, curation, distribution and publishing platform maintained by a nonprofit organisation with the sole purpose of making the best possible software for journalism. It is scalable to suit news organizations of any size with a modular approach that makes it easily extensible.



Company profile

Superdesk is the flagship product of Sourcefabric. Founded in 2010, Sourcefabric is a nonprofit organisation that creates technology and solutions for independent media worldwide. We have cultivated a diverse portfolio of quality tools including Newscoop, Airtime, Booktype, Live Blog and Citizen Desk. The Sourcefabric team employs more than 50 full-time developers who are experts in applying the latest code in newsrooms.

Our business model: If you love technology, set it free. Due to the nonprofit nature of Sourcefabric, we primarily solicit grants and funding on a project-by-project basis. To help keep the lights on, we provide SAAS, web design and bespoke development.

Superdesk was conceived many years ago but really was shaped into the platform it is today through our partnership with the Australian Associated Press (AAP). In 2014, we began working with AAP to take a number of concepts from design to reality and to adapt them to meet enterprise-level newsroom needs.

www.sourcefabric.org

www.superdesk.org

Management profile

Superdesk's parent organisation, Sourcefabric, was founded by Sava Tatić, Micz Flor, and Douglas Arellanes. Our founders have diverse, hands-on experience in media development in the United States, Germany and the former Yugoslavia. Managing director and Superdesk product owner, Sava Tatić, oversees all Superdesk development.



Sava Tatić | Managing Director and Superdesk Product Owner

Platform information

Desks, tasks and teams

As the basic organisational units of Superdesk, desks allow the complexity of workflows and team structures are neatly stacked away beneath the desktop, so to speak, and can be customised in the desk settings.

UX/UI

The sleek, modern and simple interface of Superdesk provides an unparalleled user experience. Developed with the input of journalists, each step of the workflow is intuitive and simple. From a customisable dashboard to simple monitoring tools, every aspect is designed with the needs of the user in mind.

Powerful content search

Powerful search technology and an intuitive user interface make it easy to find and package related multimedia content (text, image, video, graphics) The content searching component is built on top of the powerful capabilities of Elasticsearch while the ingest component includes support for NewsML-G2, NewsML 1.2, NITF, IPTC, RSS, ANPA, Teletype and other formats.

Content packages

Better define the different facets of the coverage of a news story or aggregate content for news products by creating content packages. Packages are versioned, have their own metadata and reference individual pieces of content.

API-first

Superdesk's architecture is based on simple and well-defined APIs to encourage and promote innovation and cooperation. System extensibility, content portability and integration with third-party applications are at the forefront of system requirements. An API-first approach allows for complete modularity and malleability within Superdesk.

System-wide communication/collaboration

Boost the agility of your newsroom by staying connected no matter where you are with comments, user mentions, notifications and activity streams.

The Superdesk difference

Built for journalists, by journalists

Everything from the editorial workflow to the authoring environment have been designed step by step with the input of journalists. Beginning in October 2014, Sourcefabric staff have been embedded in the newsroom of Australian Associated Press (AAP), working with their development team and learning the agency's strict requirements for accurate news delivery at speed. This means that we have built Superdesk against real-life use cases and scenarios. We believe that being side by side with the journalists as they work is the best way to build tools that enable users.

The open source alternative

Superdesk contains technology that is meant to be built upon, improved, added to and extended, all in view of a development community committed to flexibility and freedom; the freedom to customise, fork and, paradoxically, to "own" a tool in ways that paying a license fee cannot match or even come close to rivaling. We are not only here to give this tool to our community, but also to facilitate the continuing development of this new open source code base. Superdesk enables anyone to tell their story no matter what corner of the globe they are from or the depth of their pockets.

Sourcing expertise from across the globe

By using Superdesk, users have access to a platform that contains ideas and code that is contributed to by an expansive network of experts in the field. We bring together minds from all corners of the globe to curate and manage a new code base for journalism. Through Superdesk's unique capability of facilitation, the caliber and variety of code and concept contributions is unparalleled.

“Quotes”

“Sourcefabric spoke the same language when it came to newsroom needs. With the digital arm of news media continually creating new challenges, managing a platform that allows you to enhance, add and remove functionality without a fuss is essential. You simply have to answer user and business needs if you want to keep moving forward – if you can’t answer them, you’re in trouble.”

Brook Thomas | Chief Technology Officer, Australian Associated Press

“Truthful to our motto “made by journalists, for journalists”, we regularly place our team in our clients’ newsrooms. Working side by side, they effectively translate this experience into Superdesk’s product design. The best innovators know their environment by heart before designing features. This is how we like to work, and this is how we shape Superdesk.”

Arne Müller | Sourcefabric Head of Business Development

“We are not just selling a product here. We truly believe that as the industry continues to fragment, on both the consumer side and the providers themselves, the only way to thrive is to adopt an Agile-developed, open-source model like Superdesk.”

Sava Tatić | Superdesk Product Owner and Sourcefabric Managing Director

“ Superdesk is more than a software tool, it is an open-source project and as such, the people around it is what makes Superdesk a great choice. We develop Superdesk by working closely with our users and interacting with our partners. Everybody benefits from someone else’s contributions.”

Holman Romero | Chief Technology Officer, Sourcefabric

“The features are good, no doubt, but the community building around it, the professional development opportunities as more and more journalist organisations sign on, is incredible. Sourcefabric is a vendor, but it’s providing a unique network for professional growth and refinement of the utilities we all need, hopefully accelerating our ability to adapt as an entire industry.”

Helen Vogt | Head of Innovations, NTB

FAQs

Q: Is Superdesk a content management system?

A: Yes and No. Superdesk can be considered a content management system in the sense that it allows a newsroom to create and handle content as other more traditional CMSs do. However, Superdesk goes beyond that. It is an end-to-end news system tailored for journalistic workflows. It is at the same time a platform which can be used to build new journalism tools or entire new products.

Q: Is there anything else out there like Superdesk?

A: No. There are certainly similar products on the market, but none of them match what we do on a larger scale. Due to the unique open source nature of Superdesk, it is not only a software application but a project. It is developed and maintained by Sourcefabric with the goal of offering the best possible news platform to anyone, promoting cooperation and collaboration between news organizations.

Q: Why COPE and APIs?

A: COPE stands for “create once publish everywhere”. In this fast changing digital age it is hard to predict what will come next in terms of technology. Newsrooms are struggling to make the content they produce suitable for new platforms and are consequently failing to reach readers wherever they are. Superdesk allows for news content to be created once, in a simple and presentation-free format that can be then published to a variety of output channels. All of this is possible thanks to the API-first approach.

Q: How can I check in on your progress?

A: Like every good open source project, you can check out our [activity on Github](#). You can also follow our Superdesk development and all other project activity by [subscribing to our monthly newsletter](#).

Q: You're inviting other news organisations to join the Superdesk project. Why?

A: The more people who take an interest, the wider their business perspectives, ideas and requirements will be. These unique needs and insights will inform Superdesk's development and capabilities. Yes, we are open to ideas and we're keen for industry players to follow our progress and suggest features or approaches that we've not thought of ourselves.

Q: I want to get involved as a partner, who do I contact?

A: We are always on the lookout for new organisations to partner with. If you are interested, simply send us an email to superdesk@sourcefabric.org and we will get back to you as soon as possible with a reply.

Contact information

Emma Van Sant

Sourcefabric Communications Manager
emma.vansant@sourcefabric.org