



# Your Digital Newsroom

# Working side by side with journalists is the best way to build tools

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# Your digital newsroom

Create, produce, distribute, archive and curate content with ease.



Superdesk is a powerful headless content management system designed for the modern newsroom, with capacity for end-to-end news creation,

production, curation, distribution and publishing. Built alongside journalists on open source code, Superdesk has a modular, API-centric design that

enables news organisations to add and adapt the functionality most relevant to their business as and when they need.

## Why Superdesk?

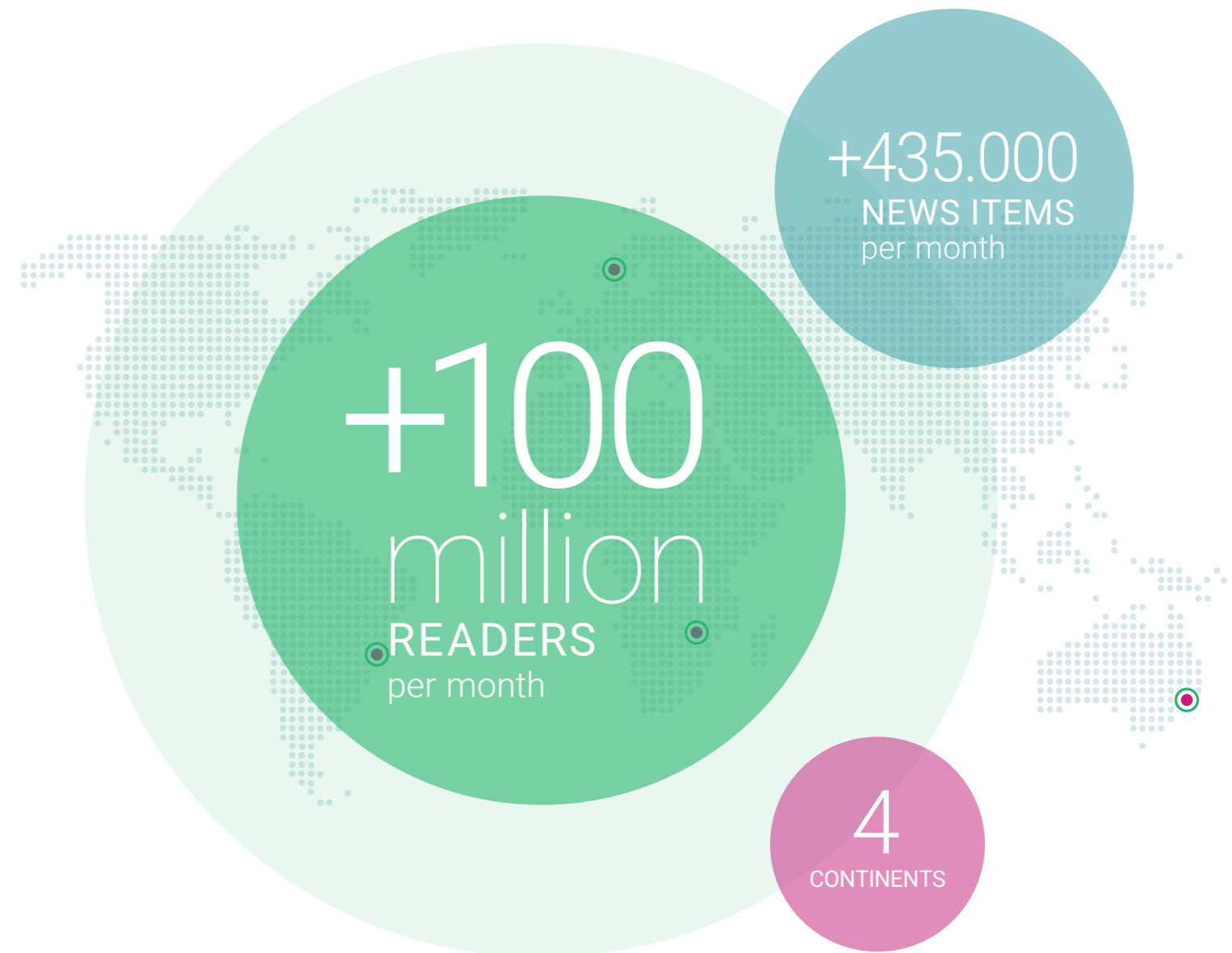
- ✔ Easily integrate existing systems with Superdesk
- ✔ Customisable content templates to fit your newsroom's needs
- ✔ Trusted by news organisations across the globe, from Norway to Australia
- ✔ Improve workflows by automating elements of production
- ✔ Create a content item once and distribute it to multiple platforms, automatically adjusting the delivery format
- ✔ Manage access to your system with fine-grained user roles

Trusted by



# Impact of Superdesk

Our open-source headless CMS is delivering content to news agencies, publishers and their customers around the world.



# Maximum functionality, minimum clutter

## Powerful Content Search

Search queries based on simple filters or multiple parameters can be saved for reuse in the future.

## Planning Module

Organise your event coverage and editorial planning with the Superdesk Planning Component.

## Workflow Freedom

Define your own workflow and assign specific roles and privileges to different users.

## Customisable Content Templates

Adjust content profiles to suit the needs of your newsroom.

## Newsroom Automation

Automate elements of news production to speed up your workflow, including ingesting content from external sources and routing articles for publication.

# Add-on publishing and planning extensions

## Superdesk Publisher



Distribute multimedia content across multiple outputs and manage all your assets from a single point of editorial control with Superdesk Publisher. Publisher is designed to complement Superdesk, which converses in formats as diverse as the legacy ANPA 1312 all the way to media-rich NewsML G2. Publisher can also be extended to handle content created in third-party systems, even in exotic, custom formats. But whether you author and produce content in Superdesk or not, Publisher gives you the real-time multi-tenancy overview you need to ensure that it performs optimally, everywhere.

## WordPress Plugin



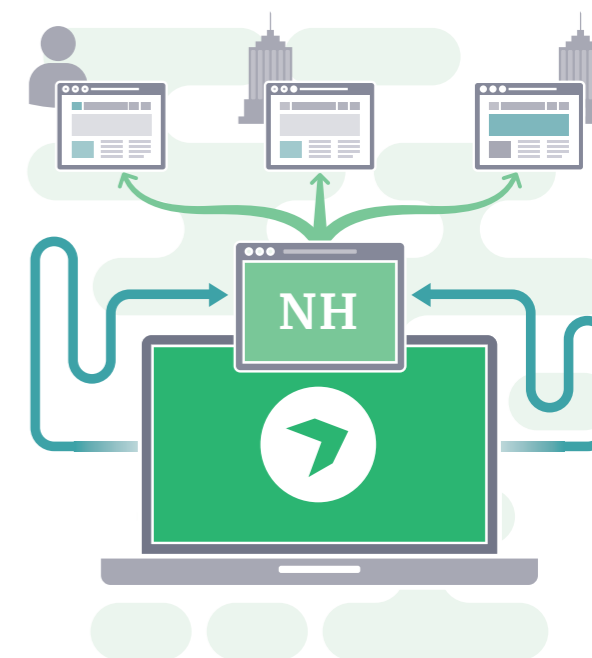
Make publishing to your WordPress site easy with our plugin for Superdesk. This plugin will allow content to be sent from your instance of Superdesk to the WordPress instance it's installed on. Users can publish to multiple WordPress channels from Superdesk and will find a settings menu which allows customisation for how WordPress handles content from Superdesk.

## Superdesk Planning Component



Integrate editorial planning with your content management for more efficient events coverage. The Superdesk Planning Component allows newsrooms to incorporate editorial calendars, resource allocation, assignment preparation and task creation into content workflows. Setting tasks for journalists in the calendar will trigger the creation of actual content items in Superdesk, saving valuable time later down the line.

## Superdesk Newshub



Distribute content to your subscribers on Superdesk Newshub, with powerful search capabilities for creating custom packages and a homepage for teasing new content. This plugin for Superdesk allows your customers to download articles in NewsML G2, NITF or plain text, as well as giving them the option to flag up items of interest to their colleagues. They'll also be able to set up notifications to trigger alerts for stories they are covering, so they'll never miss a beat.

# Gaining a competitive edge in the news business



“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

## The Challenge

AAP, the national news agency of Australia, needed to upgrade its newsroom software. The main production platform and offshoot editorial systems were out of date and difficult to use. These technology bottlenecks were not just frustrating for journalists in the newsroom – they also stood in the way of AAP's prospects for growth and modernisation as a news business.

Operating in an environment of increasing cost pressure and growing demands for products and services related to digital journalism, AAP required a forward-looking solution to support its future evolution. This digital newsroom software would also have to be cost-effective and scalable to cope with greater volumes of data, faster delivery and new media formats.

## The Solution

Enter Superdesk.

Robustly combining editorial workflows with content management, Superdesk is a newsroom management system designed to meet the needs of progressive media organisations. Its modular design allows features to be continuously added in response to changing business conditions or editorial requirements.

AAP identified two additional advantages in Superdesk's open source code base. First, no licensing costs and commercial headaches that are typically associated with proprietary software. Second, it offered the freedom to modify the code to integrate with existing systems, without the need for middleware.

With developers from AAP and Sourcefabric sitting alongside journalists in the newsroom, the Superdesk project was a chance for reporters and editors to dictate how their publishing software worked, rather than the other way around.

## Results

In less than two years, Sourcefabric and AAP co-developed an implementation of Superdesk built for AAP. With the complexity of its legacy systems consolidated on a single platform (at least partially, at the point of release), AAP's managers and journalists were able to plan, produce and distribute higher volumes of content more efficiently, thanks to blazing search speeds and improved visibility across content in progress or in archive. Superdesk also positioned AAP as a news business innovator. Today the news agency is poised to thrive in the media landscape of the future, delivering more relevant products and services through a platform that moves with the times.



## Development timeline



AAP went into full production mode with Superdesk in October 2016, covering all of its bureaus in Australia

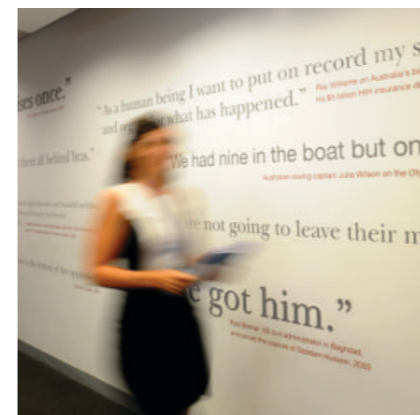
and around the world. With Superdesk, AAP produces more than 4,000 unique stories each week, edits another

15,000 articles, distributes 22,000 photographs and reaches over 11 million readers.

## About AAP

Australian Associated Press (AAP) is the national news agency of Australia. Founded in 1935, it employs more than 600 people and provides a

comprehensive domestic and international news service to the Australian media, business sectors and beyond - 24 hours a day, 365 days a year.



# Joining a community of news industry innovators



“It wasn't just Superdesk's functionality that won us over, but also the benefits that come from being a part of a community of news agencies participating in an open source project. We can all share in ideas and new features that will help us become more competitive.”



**Helen Vogt**  
Head of Innovations,  
NTB

## The Challenge

It's a dilemma faced by many corporate newsrooms: buy prepackaged newsroom software or develop a CMS in-house? Neither was a good option for NTB, the national news agency of Norway. As a small news agency, NTB did not have the leverage to dictate terms to a commercial software provider. At the same time, it also did not want to sink time and money into commissioning an in-house system that might be obsolete by the time it was delivered. NTB was looking for a third way. The goal was to find purpose-built newsroom software that would multiply the effect of existing resources and effort rather than consume them.

## The Solution

Superdesk had many of the features NTB was looking for, including workflow management and tools for collaboration. But Sourcefabric's agile development process and the open source code base also represented a chance for NTB to become a development partner, and join the Superdesk community of news innovators.

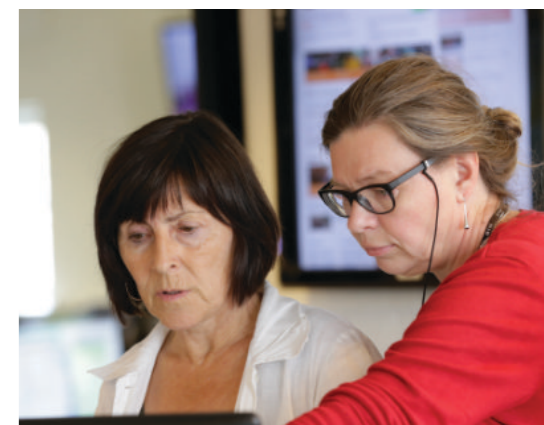
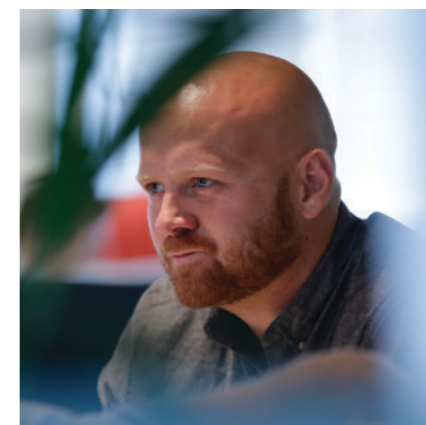
The process began with a technical team from Sourcefabric spending several days at NTB's Oslo newsroom, having formal conversations as well as observing journalists in the newsroom. Once they identified the main features of NTB's Superdesk implementation, they started creating them.

At every stage of the project, input from NTB was key. Concepts developed into functions were modified or refined in response to editors' feedback. In some cases, features were removed or a working item was revised completely over the course of the project. The roadmap was always oriented toward NTB's needs.

After 11 months of these two-week agile development sprints, NTB began rolling out Superdesk. The first desks went live in December 2016. The rest of the editorial production system was migrated to Superdesk by early 2017.

## Results

Even as the efficiency and productivity gains enabled by Superdesk were still emerging, NTB had already benefited from joining a community of open source collaboration. The discussions about user experience, editorial workflows, and even future products that took place between NTB and Sourcefabric throughout the development process resulted in numerous new features and improvements. These not only work for NTB but also benefit the rest of the Superdesk user community. "We look forward to continuing this relationship of collaboration – with Sourcefabric and with the other newsrooms who are using Superdesk," said Helen Vogt, NTB's head of innovations.





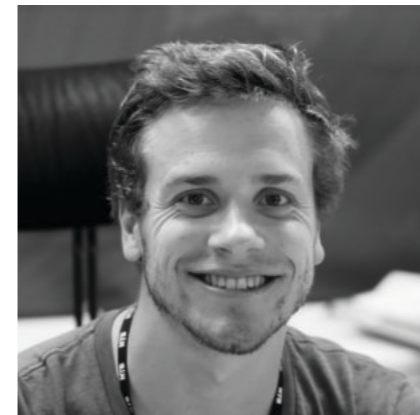
## Development timeline



## About NTB

NTB (Norsk Telegrambyrå), the Norwegian News Agency, is the country's leading news and picture agency, serving the Norwegian media

industry since 1867. NTB delivers a wide variety of content services – in text, data, pictures, graphics, video and live streaming.



With a staff of 80 journalists, NTB produces 200-300 stories per day while continuously adding to an image

database of 80 million-plus photos and videos via its NTB scanpix division.



# Untangling legacy systems with an eye toward growth



“Superdesk solves quite a lot of the bottlenecks that we had. It will allow us to eliminate some current modules and just bring it back to one single system that will further evolve, in part because many other news agencies are already using it.”



**Tom Wuytack**  
Chief Information Officer,  
Belga

Belga's instance, including a new MasterDesk, which gives newsroom managers an overview of all content in production; a video editing tool; and keycloak integration, an open-source single sign-on identity and access management solution that enhances security and access to the Superdesk suite of software.

Finally, Superdesk helped Belga enhance its newsroom workflows. By centralising the production, management, and distribution of news content into a single system, Belga eliminated duplicate modules and delivered custom content quickly and seamlessly – efficiency gains that were elusive with its former CMS.



## The Challenge

To grow revenue, do more with less, and meet the needs of its client base, Belga, Belgium's leading news agency, faced a dilemma familiar to many in the news business: wade warily ahead with an outdated content management system, or invest in building a new one nimble enough to power the newsroom of the future. But neither option appealed. The former meant relying on inefficient tech, while the latter would mean spending scarce time, money, and resources to build something in-house. Belga sought a better approach: open-source software.

growing network of media organisations powering their operations with the award-winning headless CMS solution. Doing so gave them access to insights and lessons-learned, which made the technological overhaul more manageable.

A key factor in selecting Superdesk was the ability to consolidate workflow modules into a single operating system – allowing the news agency to set assignments, monitor coverage, produce content, and manage distribution from one interface accessible to the entire agency. This centralisation has enabled faster collaboration between IT support staff, journalists, and editors both inside and outside the newsroom, a requirement that the Covid-19 pandemic made essential. Put simply, Superdesk has helped Belga produce and deliver improved content with fewer resources – doing more with less.

## The Solution

That's when Belga found Superdesk. After conversations with current users, and scoping exercises to determine their own requirements, Belga opted to join a

## Results

Even before the new digital newsroom system was functioning, Belga was reaping tangible benefits from transitioning to Superdesk. For example, because Belga's leadership did not need to invest significant time and resources into implementing a proprietary CMS or rebuilding their own, IT staff were able to focus on building revenue-generating projects. One such project created during Superdesk's implementation was Belga.press, a brand new media monitoring service that delivers Belgian and international news to clients in real time.

The benefits were also visible during the delayed implementation due to the coronavirus pandemic. Because Superdesk is co-developed by every newsroom that uses it, Sourcefabric and Belga took advantage of the extra time to bring additional features to



# Supporting the independence and sustainability of nonprofit news



“Without Superdesk and the other open-source solutions from Sourcefabric, a news organisation like ours would not be able to fulfill its mission and still remain independent.”



**Ottmar Miles-Paul**  
Kobinet-Nachrichten,  
news editor and member of the board

with an interface to Superdesk that was coded in-house.

They are also distributing more content via other platforms, through Facebook and Twitter in particular as well as through a weekly email newsletter.

With their technical requirements covered by Superdesk, the other main need for Kobinet-Nachrichten as a volunteer organisation is to have more contributors. Because they are always seeking to do more around issues that affect the disabled community,

expanding their coverage and making it broader more comprehensive, they are looking for young German-speaking journalists with a passion for inclusivity and diversity.

Kobinet-Nachrichten was founded in 2002 as a digital German-language news service to raise awareness about life with disabilities. The majority of the volunteer organisation consists of journalists or contributing editors, while three other members take care of administrative and technical matters.

headless CMS they liked best. “It was flexible and had all the features we were looking for,” said Thomasius.

## The Solution

Not many small news organisations have strong IT skills in house. However, Kobinet-Nachrichten found the right combination of talent and interest among some of its key members and had Superdesk up and running in just two months.

Currently, the organisation aims to publish at least one new article daily, but averages more, about seven new articles a day, along with a monthly column. Their setup is relatively simple. With a single desk encompassing their full editorial operations, each staff editor also has publishing privileges. Articles by external contributors have to be reviewed before being published.

Rules regarding content are also kept to a minimum: articles must be original news stories accompanied by a photo. (As a result, Kobinet now has over 10,000 images in their archive.) And every piece of content should support Kobinet-Nachrichten’s mission of shining a light on news concerning the disabled community in all of its complexity: sharing the hopes, the frustrations, and everything in between.

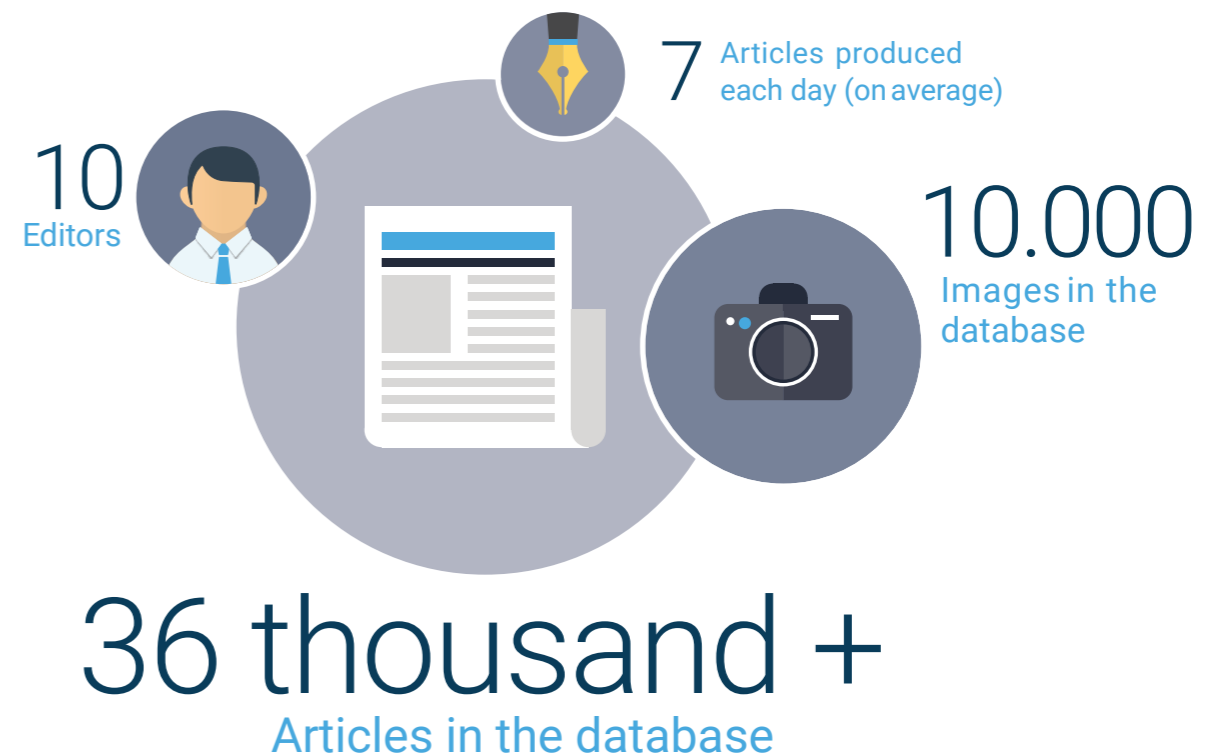
## The Results

Today Kobinet-Nachrichten produces the same amount of content as it did on Newscoop, but with fewer editors than before. That means the team is able to work more efficiently with Superdesk, especially when it comes to managing images.

On the front end, they are publishing to their website through WordPress,

## The Challenge

Kobinet-Nachrichten successfully ran their publishing operations from 2013 to 2019 on Newscoop, Sourcefabric’s first open-source content management system (CMS). But with the sunset of Newscoop, Kobinet-Nachrichten found itself in need of a new digital newsroom solution. According to IT director Hubertus Thomasius, they considered a variety of solutions on the market, but they came back to Sourcefabric in the end, with Superdesk as the open-source



# At the Canadian Press, new CMS means new ways of telling and distributing stories



## The Challenge

When The Canadian Press (CP) began looking for new digital newsroom software to replace its tangled web of legacy production tools, two requirements were clear from the start: the new engine of newsroom production needed to be highly efficient while also accommodating the national news agency's two-language workflow.

CP's old content management system (CMS), called JIMI, didn't work well outside of the physical newsroom, and journalists operating remotely needed a VPN to access the system – an extra hurdle that made tasks slow and frustrating, especially during Covid-19 lockdowns. JIMI also operated on Windows 7, which was difficult to support, while in-house knowledge of the systems had grown scant as staff retired or moved on. As Gideon Lehmann, the Superdesk project manager, recalls, "It

was the perfect timing to start with a cloud-based and future-proof system. Everyone involved was eager to get a new system in place."

Then, the pandemic hit, and JIMI's number was up.

## The Solution

The Canadian Press was drawn to Superdesk for its robust workflows, scalability, ease of integration with other systems, and its open-source ethos. As Lehmann notes, the move to Superdesk has set CP up for a complete consolidation of legacy tools. As part of the migration, Superdesk was made completely multilingual for English and French, the two official languages of Canada. Additionally, the Planning Component, used by Superdesk newsrooms to plan their editorial coverage, was updated with

new automation features specific to CP's workflow.

Most impressive, the migration from JIMI to Superdesk was done entirely remotely, as the implementation coincided with the early weeks of the pandemic.

While the first phase of the project was about replacing JIMI with Superdesk for planning and editorial tasks, CP plans to replace its other systems – like one for publishing and another for distributing news content to clients – in favour of Superdesk, which can handle these and more.

But the biggest factor for selecting the Superdesk suite of software was its track record – both in Canada and beyond. "We'd seen Superdesk in action at some of our peers, including the Australian Associated Press, and we knew that it was rock solid," said CP Vice President of

“Superdesk helped us bring all of our valuable content assets together, creating a richer experience for our clients and unlocking a new world of packaging potential.”



**Andrea Baillie**  
Editor-in-Chief,  
The Canadian Press

Digital Andrew Lundy. "Superdesk was also already powering our Local Journalism Initiative, where the reviews have been stellar. Given these two factors, migrating the entire CP operation to Superdesk made perfect sense."

operational efficiency. Andrea Baillie, CP Editor-in-Chief, says the migration helped the news agency "bring all of our valuable content assets together, creating a richer experience for our clients and unlocking a new world of packaging potential."

products, is using Superdesk to grow revenue and create bespoke content. CP's management is also using the Superdesk Analytics Component, an out-of-the-box feature that provides granular detail on key production metrics – such as corrections and time spent on a story.

## The Results

After years of operating with six separate newsroom systems, today, CP has moved a step closer to maximum

Superdesk has also given CP the ability to expand its digital product offerings. For instance, CP's Digital Data Desk, which uses algorithms to create stories, graphics, and SaaS-based



# Company bio

Europe's largest developer of open source tools for news media

## Our diverse portfolio of clients and partners benefit each other.

Sourcefabric's head office is in Prague, Czech Republic, and was founded in 2010 with the purpose of developing state-of-the-art tools for journalism. Since then, we've worked with media organisations worldwide, empowering journalism through software development and services.

Our team consists of around 50 people, with offices in Prague, Toronto and Belgrade. Sourcefabric clients include international news organisations, radio stations, self-publishing and print-on-demand service providers as well as NGOs and news agencies. We deploy advanced news technologies in newsrooms across the globe and have

run media development projects in challenging political and economic environments.

Our formula is simple. We want the best, not only for individual clients, but for the industry as a whole, from Basel to Bamako, Sydney to São Paulo.





## Prague

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Sourcefabric z.ú.  
Salvátorská 10  
110 00 Praha 1  
Czech Republic

Phone:  
+420 222 362 540

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[contact@sourcefabric.org](mailto:contact@sourcefabric.org)

[www.sourcefabric.org](http://www.sourcefabric.org) | [www.superdesk.org](http://www.superdesk.org)



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