

Leading News Agency Leverages the Progress Semaphore Solution to Increase Content Discoverability, Enhancing the Customer Experience

AT A GLANCE

A national news agency in Canada providing real-time, bilingual, multi-media content across print, broadcast and digital platforms leveraged the Progress Semaphore platform to create rich metadata and an automated content tagging solution across structured and unstructured data. This enhanced content discoverability, creating a more comprehensive, richer experience for the agency's customers.

COMPANY
Canadian News Agency

INDUSTRY
Media & Entertainment, Publishing

PRODUCT
Progress® Semaphore™ solution

COUNTRY
Canada

Challenge

The multilingual national news agency distributes news content in French and English in many formats, including text, photos, videos, graphics and more. Its mostly manual system of tagging, where authors tag their own content, resulted in inconsistencies, providing a less-than-optimal search experience for its customers.



Solution



Leverage the Semaphore Knowledge Management platform for richer metadata to replace existing siloed technologies and simplify their architecture



Deploy an auto-tagging solution to replace a mostly manual process to increase consistency and expand tagging categories



Integrate the Semaphore platform with its CMS and DAM solutions for new levels of efficiency and better content delivery

Results



The agency's auto-tagging solution has transformed the search experience, tying tags through relationships to other content and relevant topics and delivering superior results



Richer metadata has resulted in a better news product with easier, richer search experiences for its customers



The news agency is enjoying the benefits of a fully hosted, secure solution that is efficient and easy to use and deploy



Improve the customer experience with enhanced content discoverability with the Semaphore semantic AI platform. **Learn more.**