NANO NMS PLEX

nms.nanokernel.com

Overview:

- The internet has totally changed the one-way communication that came with analogue journalism. Every day, people are exposed to new technological devices that improve on speed, frequency, quality and quantity of information that they receive.

- Through the internet, journalists can now compress large chunks of information into small folders in an attempt to transfer them miles away. Deuze (2007) affirms that today's audience is no longer passive but a key player in news processing and dissemination.

Overview:

- People who do not have time to watch the television during news hours can also access what was covered in their absence via the internet. The new media platform heavily relies on users and gratification theory.

Some Statistics:

- In 2021 survey online news subscribers grew to 467 million - 56% of internet users. Time spent on news per day is 8 mins.

- Indian Newspaper Revenue in 2021 - 220 billion INR (22000 Crores) (Source: www.statista.com)

- Registered Indian Newspapers in 2021 - 1,44,520 (Source: statista.com)

- Registered publications in 2018 - 1,18,000 (Source: rni.nic.in)
  - Newspaper Category - 17,573
  - Periodicals Category - 1,00,666

What we offer:

- Option to upload news from anywhere using individual logins to News Portal with Workflow from Reporter to Editor.

- We offer a minimal setup charges and a yearly service charge YOY to all start-up publications.

Target Audience:

B2B – Publishers who want to have their publication online with live news updates

B2C – Publishers can have their News Portal for end users

Revenue Model for Publications:

1. Selling Subscription of News Paper Editions Subscription models - Monthly, Yearly, Single Use
2. Google Ads serving in regional Ads
3. Sponsorships
4. Live Events
5. Local Ads

Enterprise NMS features

Nano NMS Plex includes best-in-class News management tools, configurable workflow, enterprise translation and localisation capability, powerful search, and more

Scalable, extensible and secure

Nano NMS Plex can be scaled up to handle traffic from millions of visitors every month as well as be extended to include data tools and rich data visualizations.

Ready to integrate with third-party tools

Nano NMS Plex is well suited to integrate with your CRM and marketing automation platform, your ticketing and event management system and payment fulfillment system.

Customisable workflows

Control who can moderate, review, and publish content

The fine permissions in Nano NMS Plex make it easy to control who can moderate, review, and publish content.

Site history

Full transparency into who has made changes

You can log and audit user actions with the site history report directly in the Nano NMS Plex administrative panel or through a backend management command.

Revision rollbacks

Rollback to the version that you want to share with the world

Nano NMS Plex includes a built-in revision comparison tool that can help you rollback to the version that you want to share with the world.

Scheduling

Take full control over your editorial calendar

You can schedule posts to go live whenever you choose and you can set an expiration date on content so that your time-limited posts are automatically unpublished.

Intuitive content organization

A tree structure that makes content easy to find and organize.

Whether you have a handful of page types or dozens, the content sidebar offers editors a quick, intuitive way to navigate to the content they need.

Snippets

Reusable components that editors can use over and over again.

Snippets offer editors a quick way to add reusable components to the intuitive Nano NMS Plex administrative panel so editors can use them over and over again.

TextRich

Control how content is displayed and how data is organized.

Nano NMS Plex gives editors precise control over how content is displayed and how data is organized.

Thank you