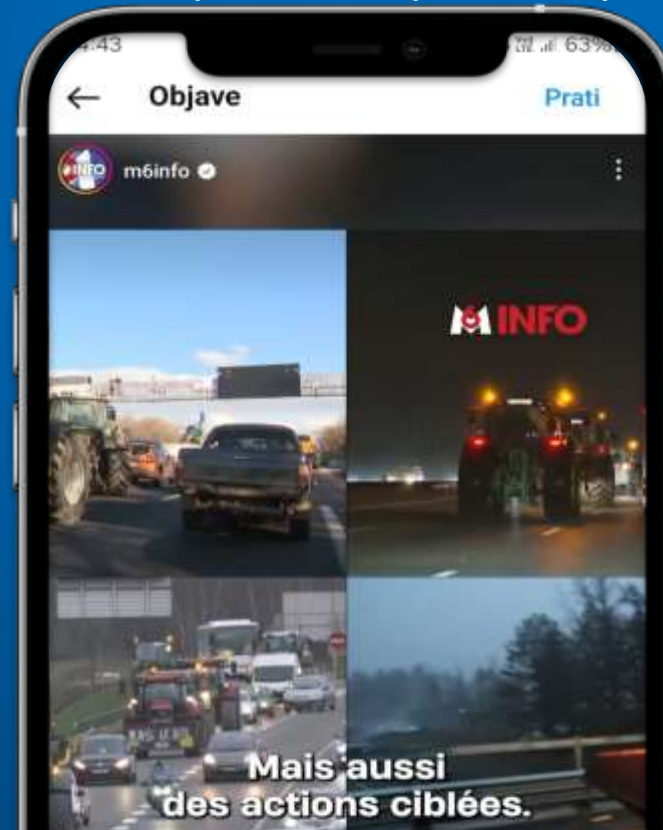


Create and Exchange

A European news partnership



Project focus areas

Technical

Upgrading News Exchange Platform with AI tools (NEP)

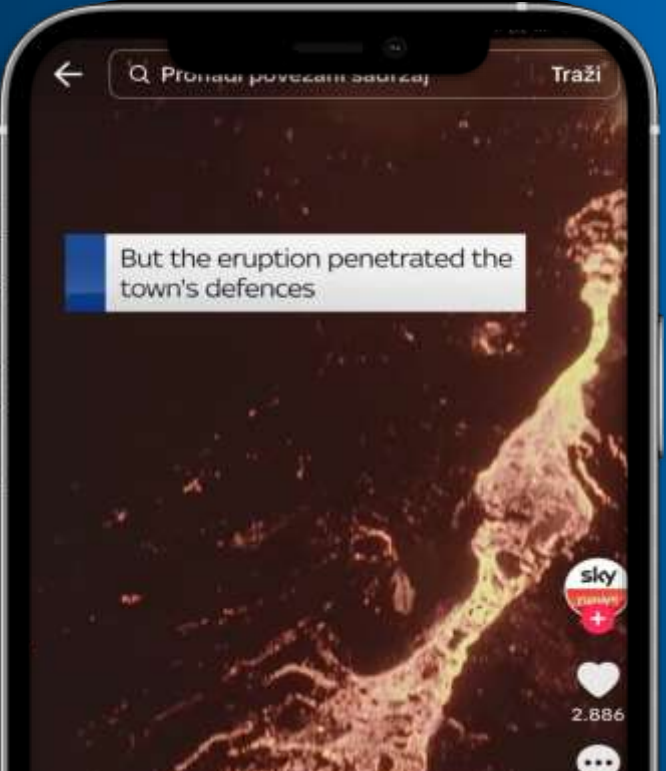
Editorial

Exploring new formats, increasing news exchange quality/quantity

Expansion

Attracting new European-based partners

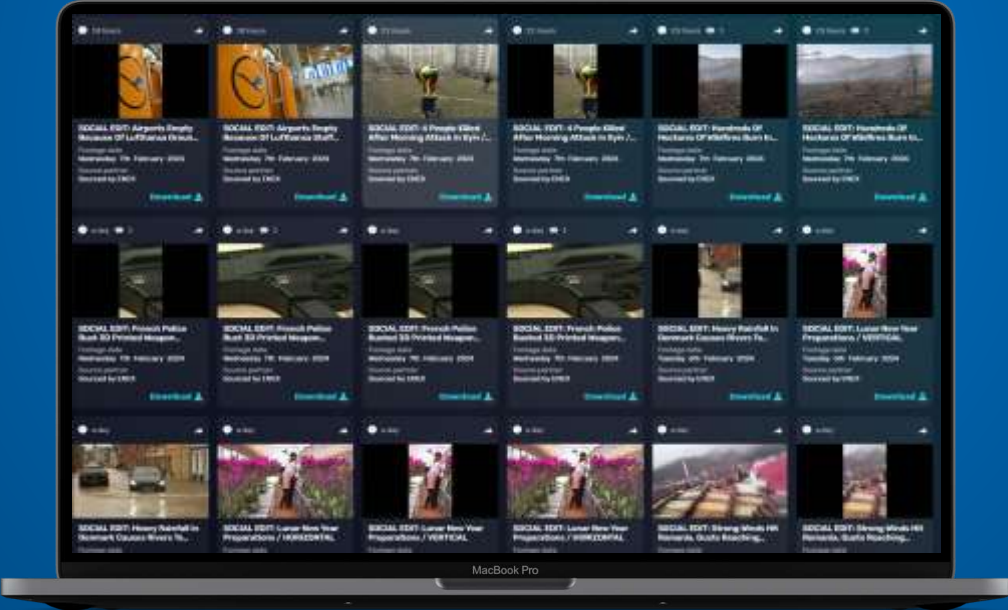
Social Edits

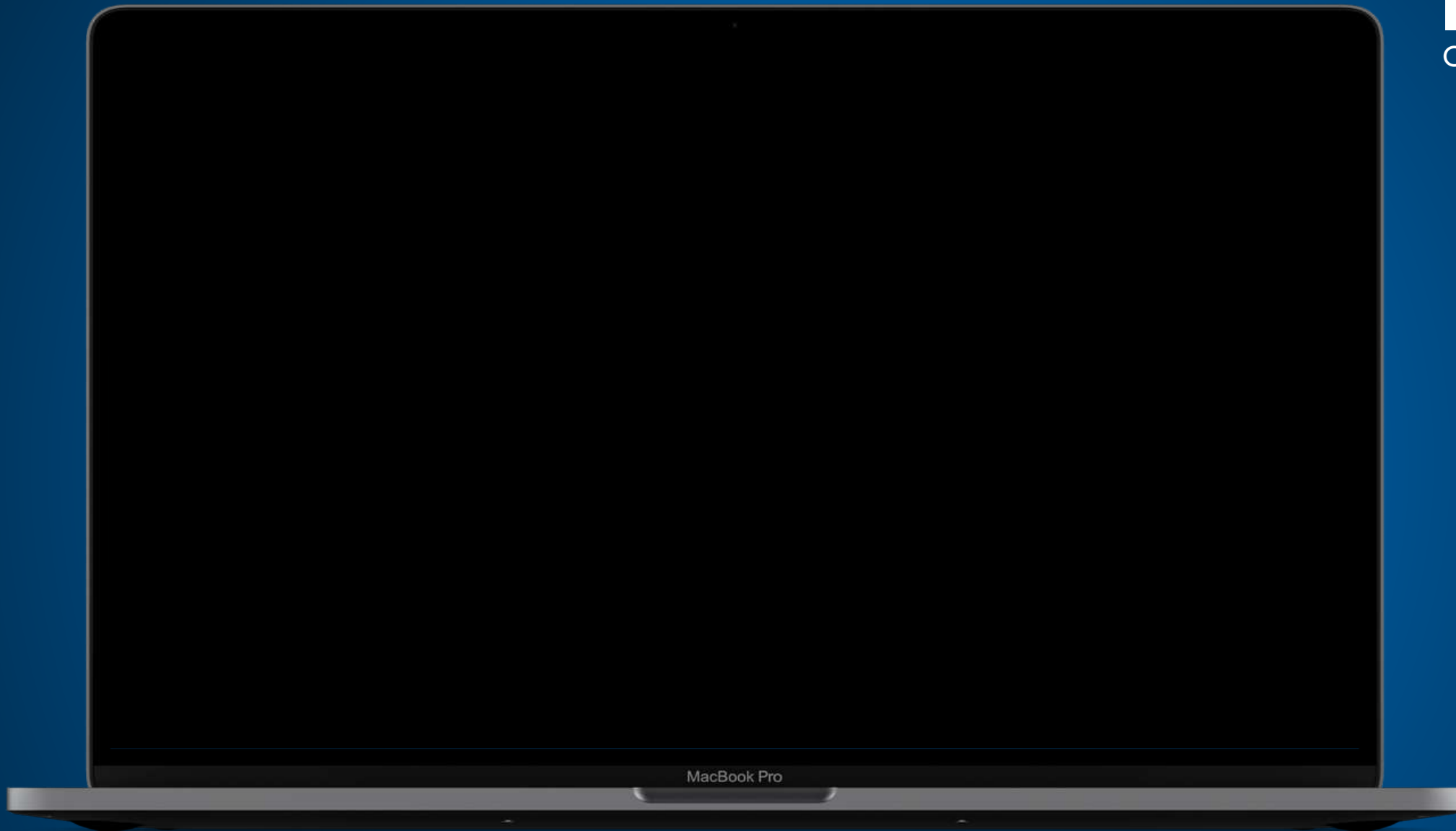


Social Edits

- Ready-to-publish videos
- Up to 1 minute long
- Clips made of partners' material, Sourced by ENEX including UGC
- At least 5 edits per day in 2 formats available on ENEX platform
- Stories of interest to European audience

Social Edits

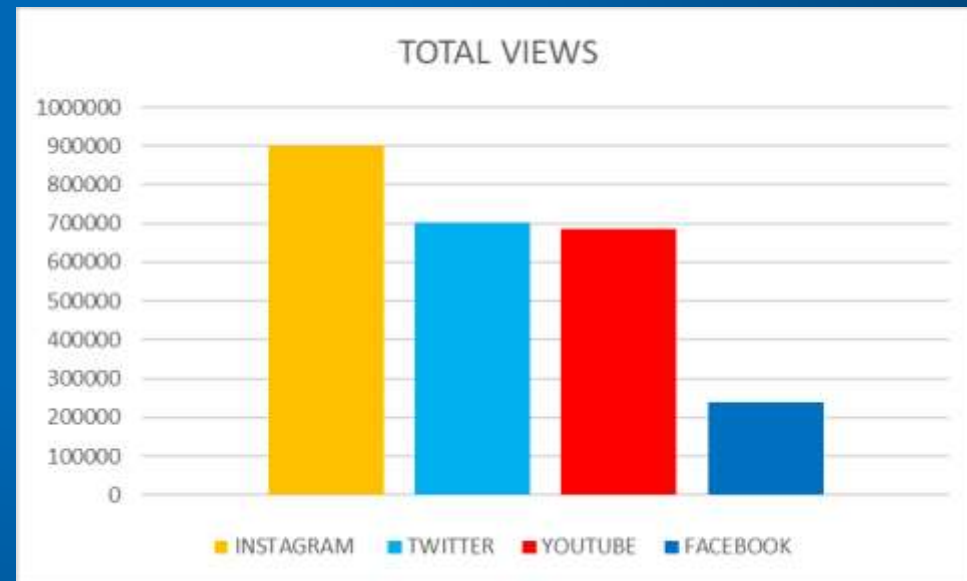




ENEX
Create and Exchange

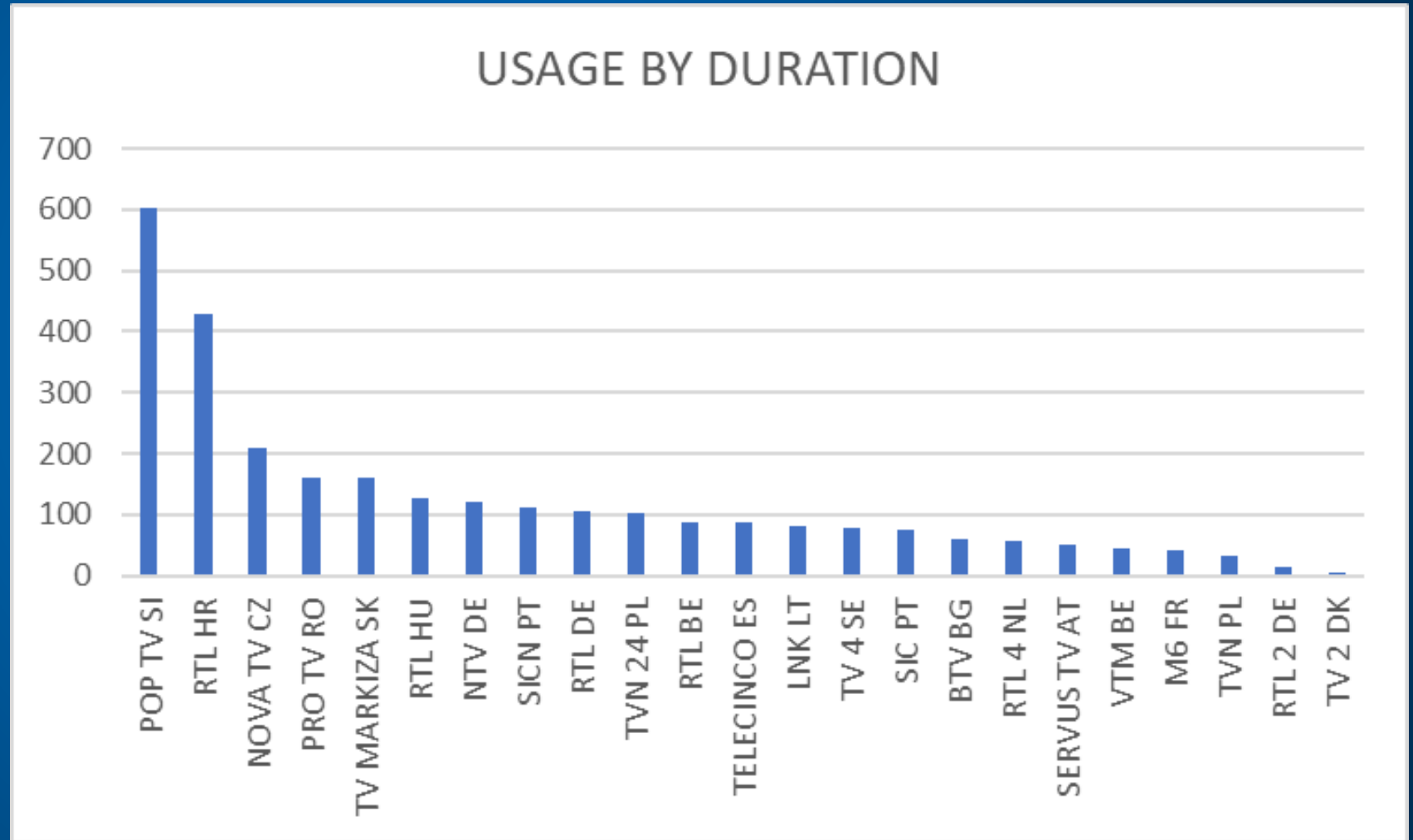
Social Edits Usage

- 573 stories published
(September 2023-January 2024)
- 1539 edits published
(September 2023-January 2024)
- 253 used on different platforms
(EU countries)
- Over 2 500 000 views



TV Usage

- 190 items
- 23 channels (EU)
- 46:25 minutes



Ongoing Experiment

- Getting feedback from our partners, adapt to their needs
- Square format removed
- Daily newsletter
- Weekly reviews on Fridays
- Different versions of same edits (long, short, with or without soundbites)
- Human approach to stories

Reaching new markets

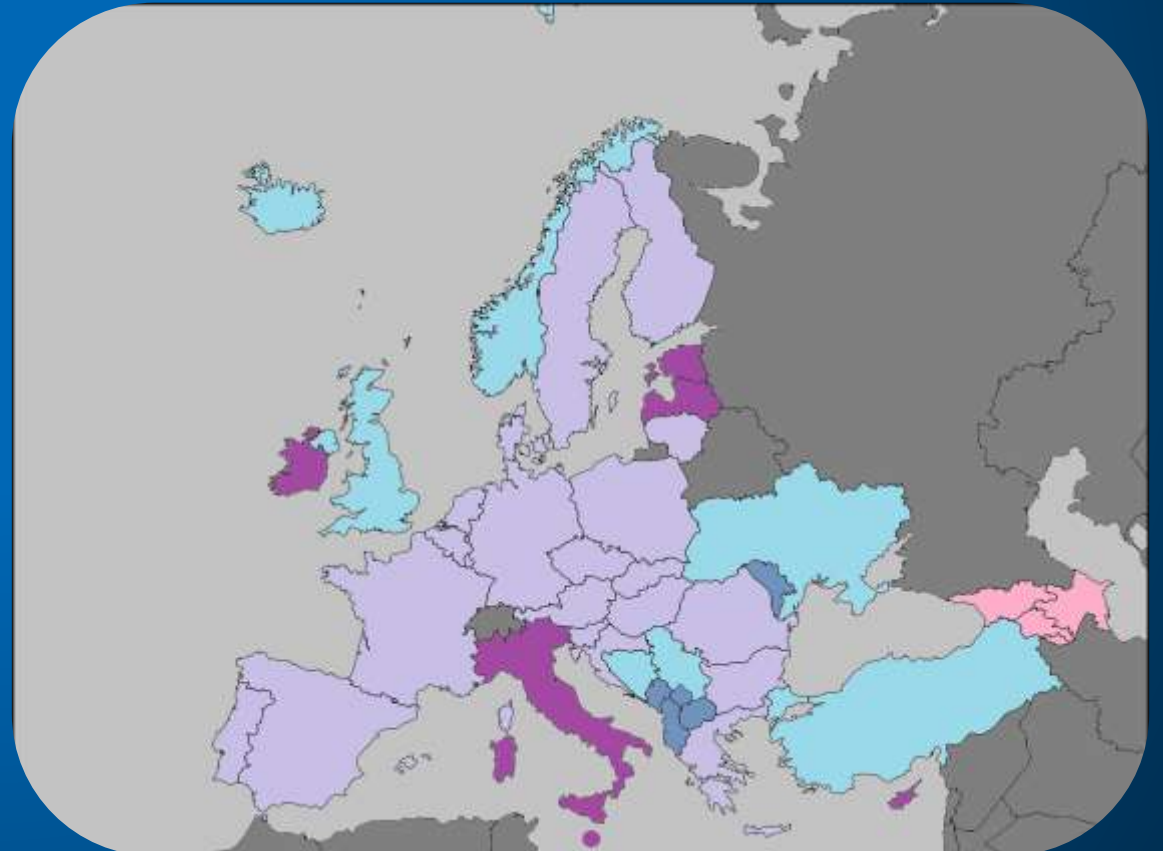
Before CAE launch:

ENEX had partners in 21 EU countries and 7 other European countries

CAE expansion target countries:

EU: Cyprus, Estonia, Ireland, Latvia, Malta

Non EU: Albania, Kosovo, Montenegro, North Macedonia



Recent successes



The Journal (Ireland) joined in June 2023



Telma TV (North Macedonia) joined in September 2023



PROTV Chişinău (Moldova) closer and direct relationship



Antenna 1 (Cyprus) joined in January 2024



TV Vijesti (Montenegro) joined in February 2024

Thank you

Contact us to learn more

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