1. AUGMENTED CONTENT FORMATS

Formats still available: Text & Image

Brand new formats:
- Generating audio: MP3 audio stories
- Generating video: MP4 squared & portrait stories

Volumes: + 1000 content pieces per month

Languages:
- AFP-ETX content: French & English (many accents)
- Clients’ own content: +10 languages (more coming soon)

Accessibility:
FTP, XML, RSS feeds (& API coming soon) for text & image formats.
ETX Daily Up Platform for all formats.

2. AN AUGMENTED EDITORIAL LINE

ETX Daily Up decrypts the changes in lifestyles and uses all around the world in culture, environment, work, housing, well-being, responsible consumption, new forms of mobility...

#BetterDifferentlyLess

Today’s challenges raise the need for closer information, one that allows people to act, to improve their lives, to do better, differently and more frugally.

DECRYPTING – TRENDS - EMPOWERMENT JOURNALISM
AN “ALL-IN-ONE” USE PLATFORM

ETX & AFP CONTENT
- Classic stories
- Augmented Audio News
- Animated Audio News
- Flash briefing

CLIENT’S CONTENT
- Augmented Audio News
- Animated Audio News
- Flash briefing
- Newsletters
AN EASY WAY TO DISCOVER

THE LATEST CONTENT

- 13 categories: you can pinpoint one, select several or all 13 at once
- 7 transversal entries that you can explore from the side bar
AN EASY WAY TO SEARCH FOR CONTENT
& DISCOVER TRENDS

Open the search menu to see trend suggestions & the latest news related to your searched keywords.
Choose to read or hear the news and reuse it easily.

- Play the news
- Copy the content
- Download the image
- Add the news to the Studio to convert it to audio or video format
Select one or several news to convert them into audio/video.

Click to select the news you intend to convert into audio or video, and add them to the editor.

Tip: if you click « more » you’ll be able to add them to the playlist and listen to them.
You can add audio, text, or news from the platform, by clicking on the « + »

You can edit the title displayed on the video

You can edit the text that will be voiced

In addition to the headline you can add the entire news

- Name your creation
- Pick a voice
- Select the formats
- You can edit the image
Use your own content (insert your audio / text)

You can always use a mix of both
FIND YOUR CREATIONS AT ALL TIMES

PLAY / DOWNLOAD / CHANGE

Your videos may take some time to generate. No problem, you’ll find them in the «Creations» menu at anytime.

Click on the arrow to display all the formats you created. Play them, download them.

Click on the 3 dots to edit your creation, to clone it or to delete it.
If you have any questions, feedbacks, ideas, share your thoughts & contact us at contact@etxstudio.com