

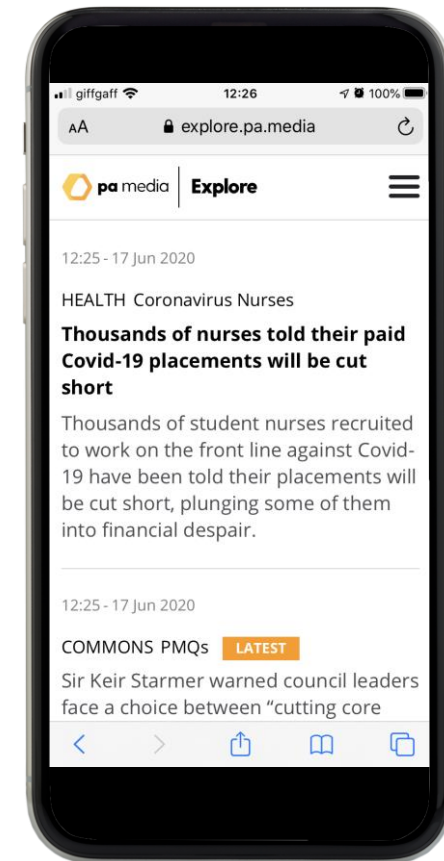
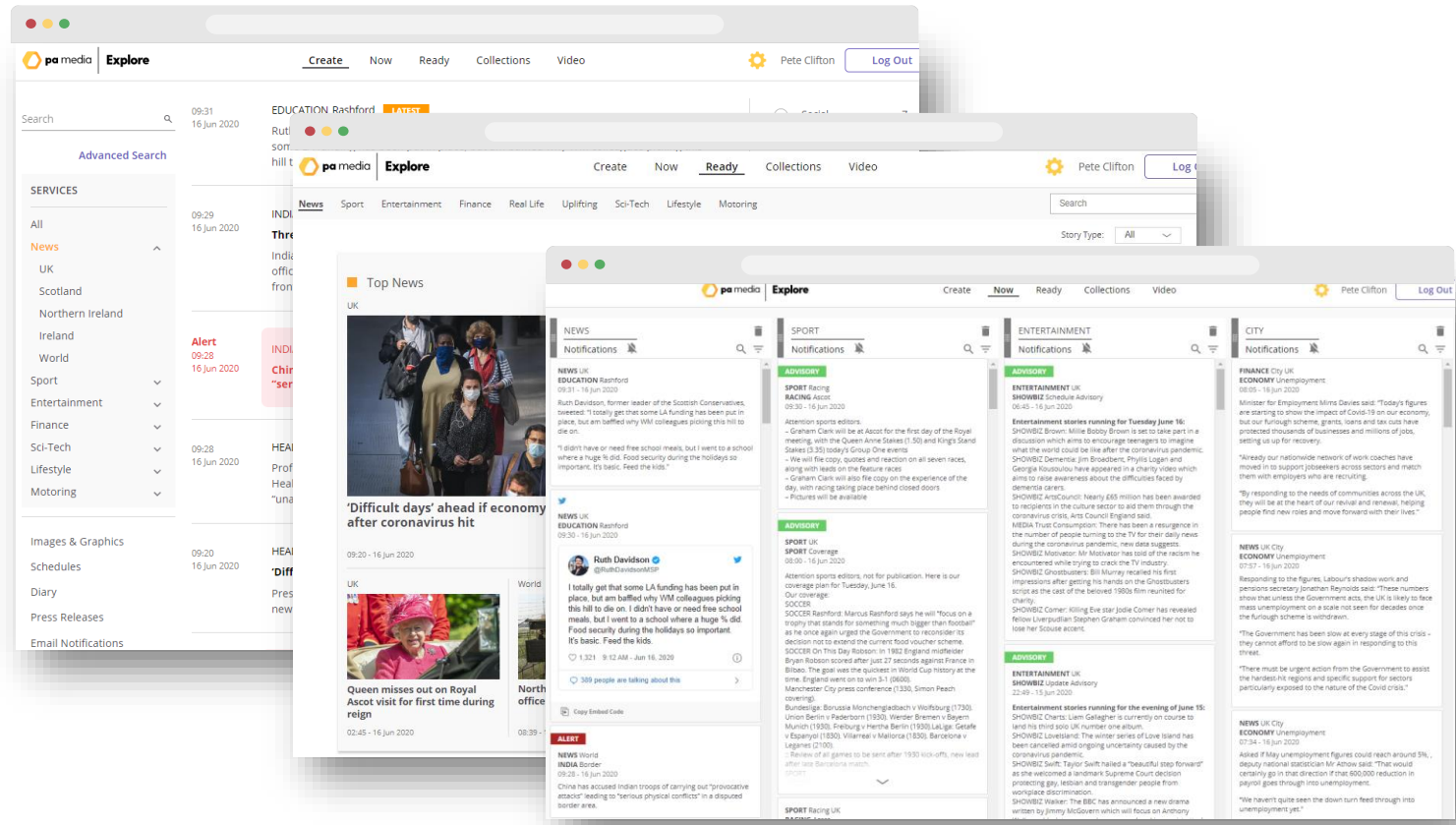
PA Explore website

**PA Media entry for the EANA Award
for Excellence in News Agency
Quality 2020**



pa media

Explore: Transforming customer engagement



The challenge

With so much content produced every week, how can PA be sure that its hundreds of customers know exactly what is available at the touch of a button?



1 million words



3,000 pictures



400 videos



75 graphics

The answer

- Words, pictures, video, graphics in one place
- Instant access and fully downloadable
- Individual logins provide tailored experience
- Perfect for home working
- Optimised for mobile and tablet too
- More than 5,000 journalists onboarded in three months up to June 2020!

Create

Our state-of-the-art newswire offers access to all PA Media's assets across seven core categories, including News, Sport, Finance and Entertainment.

Now

Live multimedia updates direct to your newsroom. Now provides all the news as it breaks – in words, pictures, video, graphics and social media.

Video

Fast, high-quality video, gathered by our journalists across the UK and Ireland, available as edited packages or newsroom ready cuts.

Ready

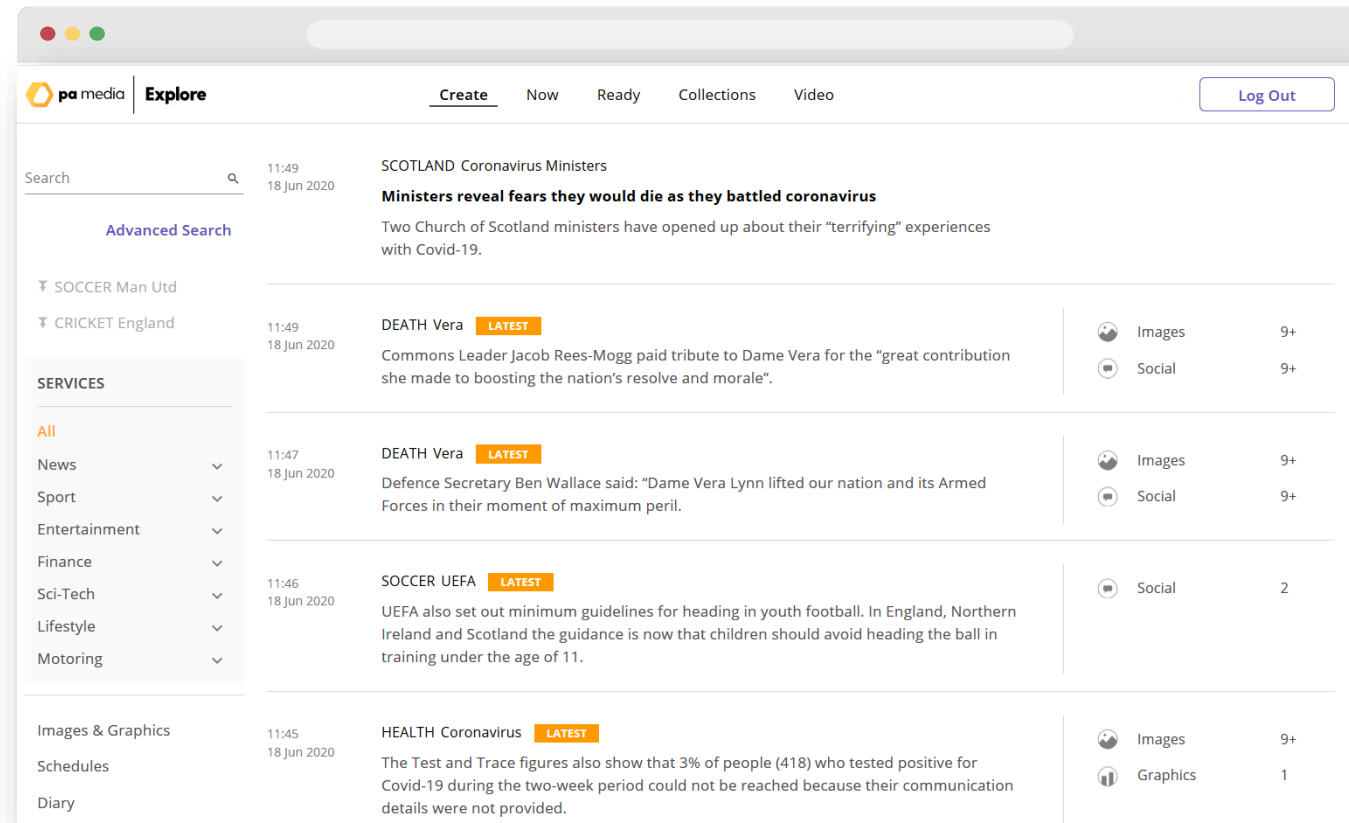
A constant stream of high quality, ready-to-publish multimedia content across our nine channels, from News and Sport to Entertainment and Real Life.

Collections

Curated collections of tailored content, combining the best of PA Media's work, to enrich your coverage of the year's most significant events and themes.

The key sections of Explore

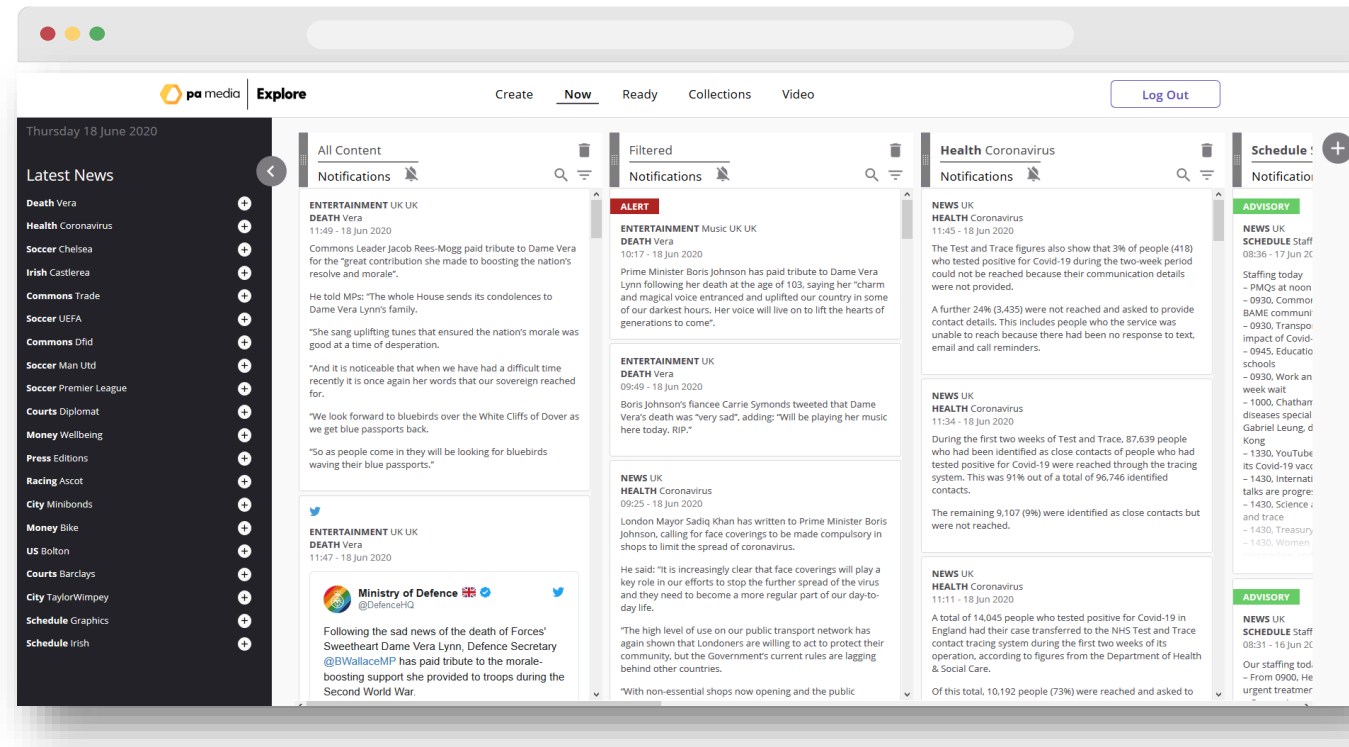
Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place



The key sections of Explore

Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place

Now – a new breaking news service for the digital age

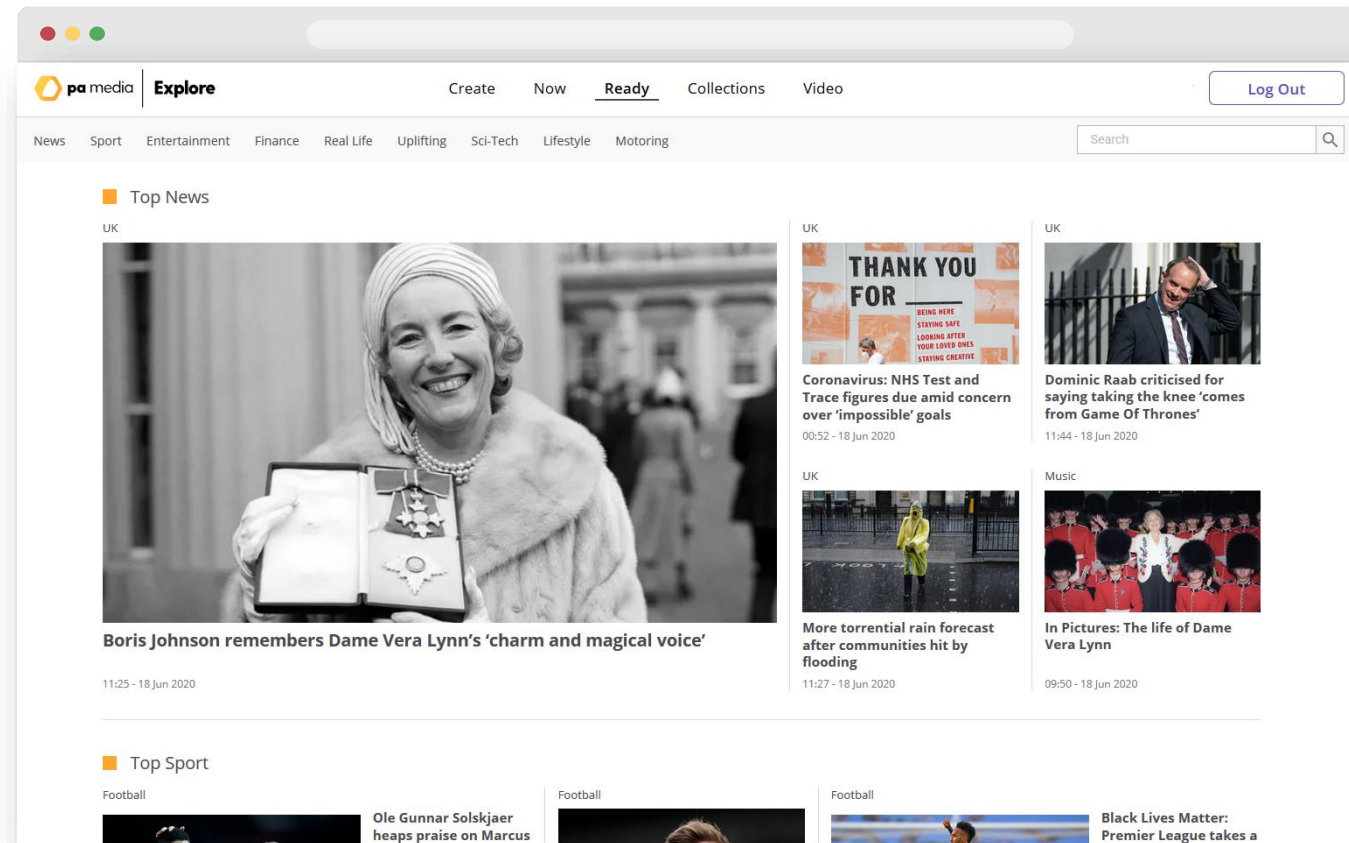


The key sections of Explore

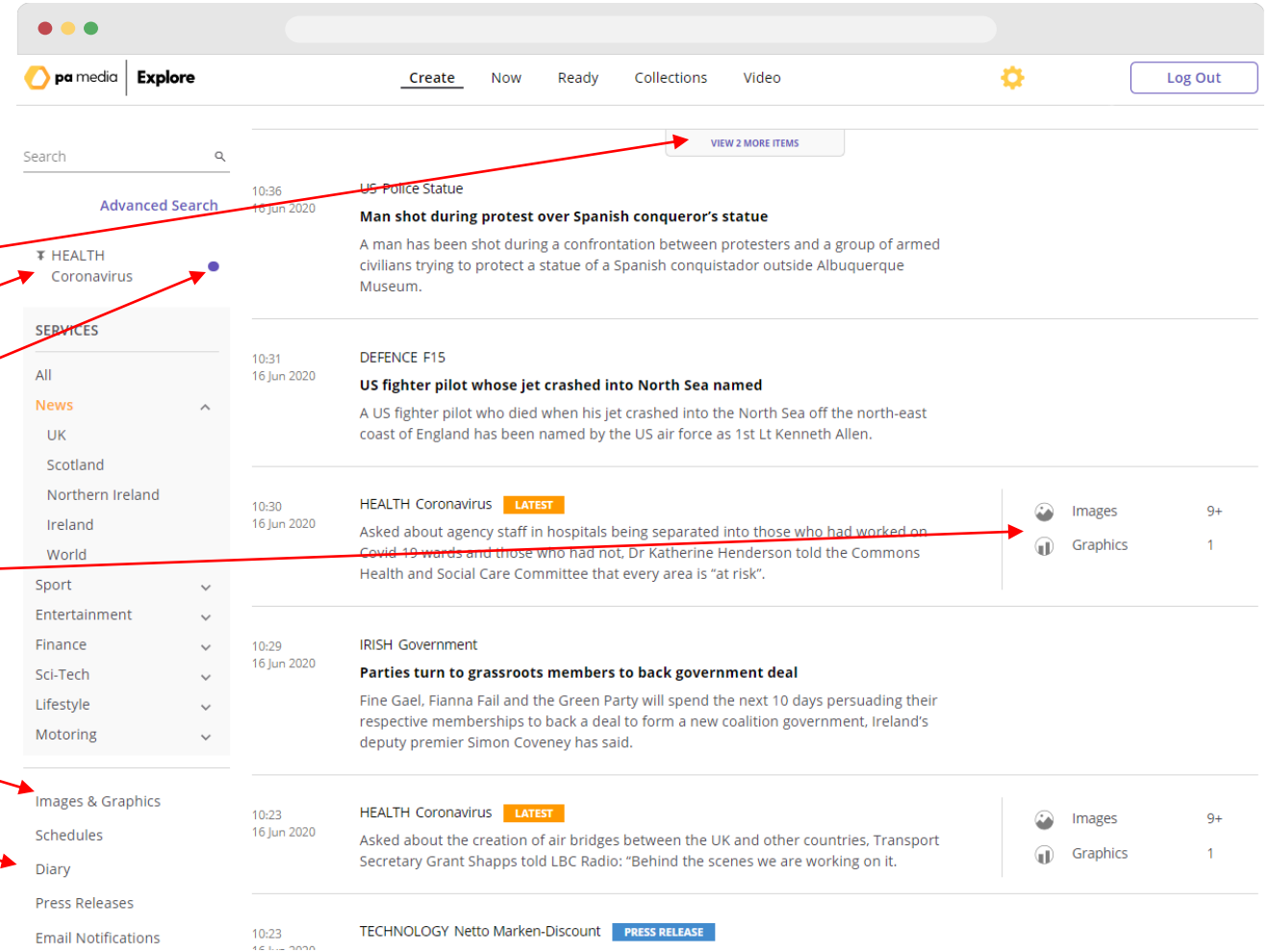
Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place

Now – a new breaking news service for the digital age

Ready – fully enriched multi-media articles for immediate publication on customer websites



Create



Dynamic flagging of just published content

Favourite stories can be pinned to side

Indicator when a pinned topic updates

Other assets also highlighted with a story

All images and graphics also listed separately

Diaries across the day, weeks and months

Create

Summary page for any story shows all the available content assets

Customer can read main story and view assets

All assets downloadable from the page

The screenshot displays the PA Media 'Explore' interface. At the top, there's a navigation bar with 'pa media | Explore', a 'Create' button, and links for 'Now', 'Ready', 'Collections', 'Video', a settings gear, and a 'Log Out' button. Below this is a search bar with a 'Remove pin' button. The main content area is divided into sections: 'HEALTH Coronavirus', 'Published 10:46 16 Jun 2020', and a headline '‘Difficult days’ ahead if economy does not pick up after coronavirus hit'. The article text discusses the impact of lockdown restrictions on the economy and employment. To the left of the article is a 'SERVICES' sidebar with a list of categories: All, News, Sport, Entertainment, Finance, Sci-Tech, Lifestyle, and Motoring. Below the article is an 'Images' section showing three photos of social distancing signs at the Ascot Racecourse. To the right of the article is a 'Sidebars' section with a '1 more' link, containing a timestamp '10:51 16 Jun 2020' and a headline 'Air bridges will be announced by end of June, Shapps indicates'. Below this is another sidebar with a timestamp '10:49 16 Jun 2020' and a headline 'Covid deaths in England and Wales at lowest level since start of lockdown - ONS'. At the bottom of the page, there are links for 'Images & Graphics', 'Schedules', 'Diary', 'Press Releases', 'Email Notifications', and 'Contact Us'.

pa media | Explore Create Now Ready Collections Video Log Out

Search Remove pin

Advanced Search Summary Leads Sidebars Latest Images Graphics Social

HEALTH Coronavirus

Published 10:46 16 Jun 2020

‘Difficult days’ ahead if economy does not pick up after coronavirus hit

(Updates bullet points with latest death figures)

By David Hughes, PA Political Editor

Pressure on Prime Minister Boris Johnson to ease lockdown restrictions intensified as new figures laid bare the damage being caused to the labour market.

Official statistics showed a sharp drop in the number of paid employees – down by 2.1% or 612,000 in May compared with March – and a huge increase in benefit claims.

Read more

Images 47 more

10:46 - 16 Jun 2020

Social distancing signs at the Ascot Racecourse in Ascot as the

10:46 - 16 Jun 2020

Social distancing signs at the Ascot Racecourse in Ascot as the

10:45 - 16 Jun 2020

Outside the Ascot Racecourse in Ascot as the Royal Ascot meeting

Sidebars 1 more

10:51 16 Jun 2020

HEALTH Coronavirus Quarantine

Air bridges will be announced by end of June, Shapps indicates

Air bridges enabling holidaymakers to travel overseas without entering self-isolation when they return will be announced by the end of June, Transport Secretary Grant Shapps has indicated.

10:49 16 Jun 2020

HEALTH Coronavirus ONS

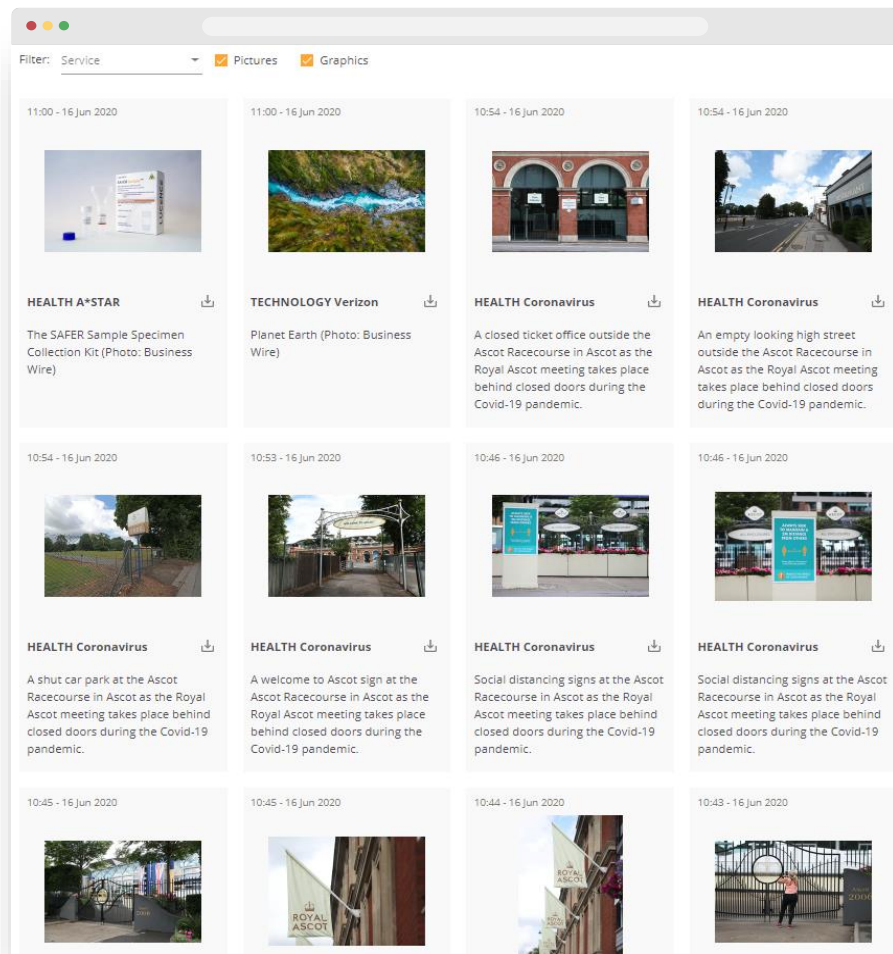
Covid deaths in England and Wales at lowest level since start of lockdown - ONS

Coronavirus-related deaths in England and Wales have fallen to their lowest number since lockdown was first implemented, the latest weekly data shows.

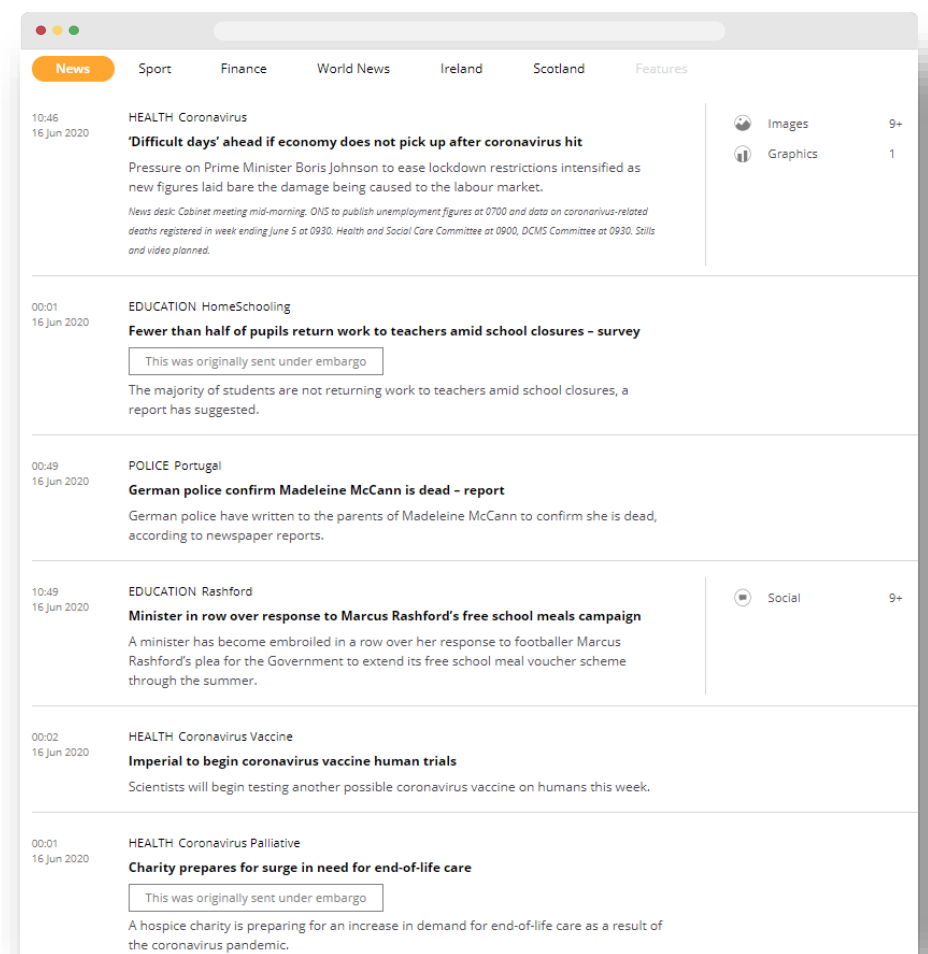
Images & Graphics Schedules Diary Press Releases Email Notifications Contact Us

Create: other features

Full view of images and graphics feed



Schedules guide to top stories of day



Create: email notifications

Individual journalists can have up to 25 email notifications for when content of interest is published by PA

Emails can be scheduled or in real time

User can set precise search terms

The screenshot shows the 'Add New Notification' form in the PA media 'Explore' interface. The form is divided into several sections:

- Search:** Includes a search bar and an 'Advanced Search' link.
- SERVICES:** A list of categories with expandable dropdowns: All, News, Sport, Entertainment, Finance, Sci-Tech, Lifestyle, and Motoring.
- Images & Graphics:** A section for selecting visual content.
- Schedules:** A section for setting notification times.
- Diary:** A section for managing the user's schedule.
- Press Releases:** A section for selecting specific press releases.
- Email Notifications:** The active section, which includes:
 - Real-time / Scheduled:** Radio buttons to choose the notification type. 'Real-time' is selected.
 - Show stories that include ALL of the following search terms:** A text input field with 'Manchester United' entered.
 - Exclude stories that include ANY of the following search terms:** A text input field.
 - Include topic(s):** A text input field with 'Soccer' entered.
 - Exclude topic(s):** A text input field.
 - Select a territory:** A dropdown menu.
 - Email Subject Line:** Radio buttons for 'Headline' (selected) and 'Custom'.
 - Receive Press Releases:** A toggle switch that is turned on.
 - Receive Latest Posts:** A toggle switch that is turned on.
 - Buttons:** 'Reset' and 'Add' buttons at the bottom right.
- Your Notifications:** A section at the bottom showing the user's current notifications.

Red arrows from the text blocks point to the following elements:

- From 'Individual journalists can have up to 25 email notifications for when content of interest is published by PA' to the 'SERVICES' list.
- From 'Emails can be scheduled or in real time' to the 'Real-time / Scheduled' radio buttons.
- From 'User can set precise search terms' to the 'Include topic(s)' input field.

Now: news as it breaks

Now – latest words, pictures, graphics, video and social media as it comes in across News, Sport, Entertainment and City

News alerts

Latest images

Short text updates

Advisories on what we are doing

Relevant social media

All instantly downloadable

The screenshot displays the PA Media 'Now' page, which is organized into four main vertical sections: NEWS, SPORT, ENTERTAINMENT, and CITY. Each section has a 'Notifications' header and a 'VIEW 1 NEW ITEM' button. The NEWS section includes an 'ALERT' for a Chancellor's statement and a 'NEWS UK' item about school meal vouchers. The SPORT section features a 'RACING' item with a photo of a horse. The ENTERTAINMENT section shows a 'SHOWBIZ' item about the Oscars. The CITY section includes 'ADVISORY' items about pension savings and cash access. Red arrows point from the text labels on the left to specific elements on the page: 'News alerts' points to the 'ALERT' in the NEWS section; 'Latest images' points to the horse racing photo in the SPORT section; 'Short text updates' points to a text update in the NEWS section; 'Advisories on what we are doing' points to an advisory in the CITY section; 'Relevant social media' points to a tweet from The Academy in the ENTERTAINMENT section; and 'All instantly downloadable' points to a 'Download Image' button in the SPORT section.

Now: news as it breaks

Turn on notifications to get a pop-up appear on your screen for any new update

New items flagged up instantly

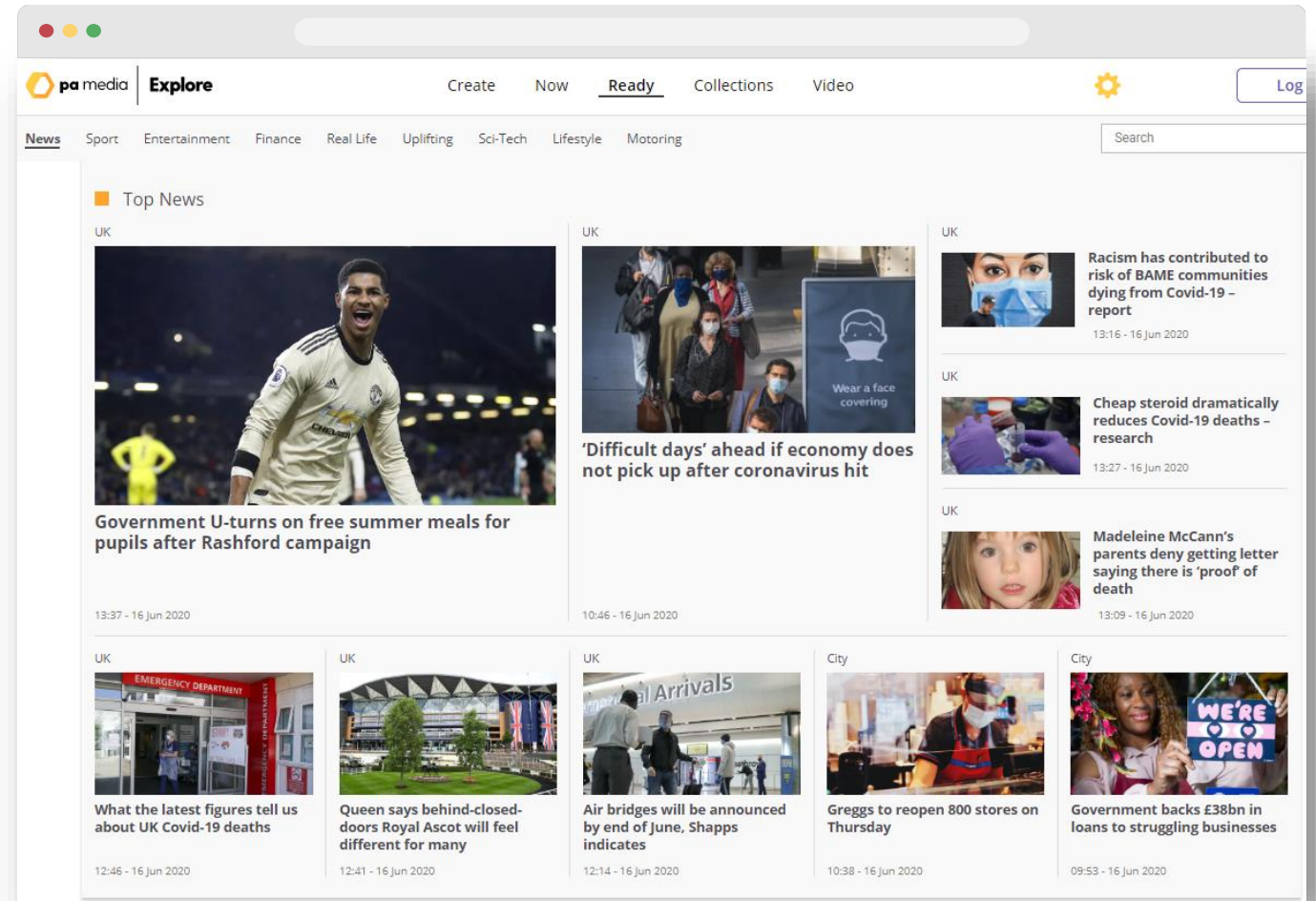
Press Latest News button to get updates on busiest stories

Build your own view of a live story

The screenshot displays the PA Media 'Now' app interface. At the top, the header includes the 'pa media' logo, the 'Explore' tab, and navigation options: 'Create', 'Now' (selected), 'Ready', 'Collections', and 'Video'. A settings gear icon is in the top right corner. The main content area is divided into three vertical sections. The leftmost section is a dark sidebar titled 'Tuesday 16 June 2020' containing a list of news categories: Latest News, Education Rashford, Health Coronavirus, Economy Unemployment, Soccer Coronavirus, Press Editions, World Coronavirus, Korea (North) Tensions, Irish Coronavirus, Defence F15, Politics Immigration, Racing Ascot, Politics Brexit, Money Cash, Environment Fire, Showbiz Bafta, Schedule Irish, Commons Coronavirus, City Loans, India Border, and Schedule Pictures. Each category has a plus icon to its right. The middle section, titled 'NEWS', shows a 'Notifications' banner with a bell icon and a 'VIEW 8 NEW ITEMS' link. Below this, it lists news items with timestamps and headlines, such as 'Tory MPs Robert Halfon and George Freeman, who had both rebelled to back Mr Rashford's campaign, thanked the Government for its U-turn.' and 'Mr Freeman tweeted: "Democracy. It's a beautiful thing. When it works. Well done @MarcusRashford. Delighted."'. The rightmost section, titled 'US AIRFORCE F15', shows a 'Notifications' banner and a video player with a play button and a progress bar. Below the video, there is a 'Copy Embed Code' link. The bottom of the screen shows a Twitter feed with a tweet from @48FighterWing about a pilot who died when his US Air Force F15C fighter aircraft crashed off the north-east coast of England on Monday.

Ready: showcasing PA's digital feeds


- PA Ready offers hundreds of enriched stories every day ready to be published on customer websites
- Stories contain words, pictures, video, graphics and social media
- Some customers select articles, others auto-publish whole sections
- Our Explore platform showcases all Ready content, and all story assets can be downloaded from [here](#)



Ready: showcasing PA's digital feeds

pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



'Difficult days' ahead if economy does not pick up after coronavirus hit

By David Hughes, PA Political Editor
10:46 - 16 Jun 2020

Transport Secretary Grant Shapps said the Government has to 'restart the economy' but without restarting the virus.

Download

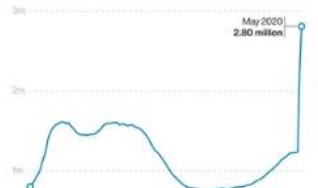
Pressure on Prime Minister Boris Johnson to ease lockdown restrictions intensified as new figures laid bare the damage being caused to the labour market.

Official statistics showed a sharp drop in the number of paid employees - down by 2.1% or 612,000 in May compared with March - and a huge increase in benefit claims.

Although the UK jobless rate remained largely unchanged quarter on quarter at 3.9% in the three months to April, with unemployment at 1.34 million, there are fears that more redundancies could follow as Government support is withdrawn over the coming months.

The Office for National Statistics figures will weigh heavily on ministers as they consider whether to ease the two-metre social distancing rule, one of the main barriers to fully reopening the economy.


UK unemployment benefit claims



Month	Unemployment Benefit Claims (million)
Mar 2020	~1.3
Apr 2020	~1.3
May 2020	2.80

pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



Arteta believes Arsenal can reach 'right agreement' with Aubameyang

By Rory Dulaney, PA
18:24 - 15 Jun 2020


The Gunners' star striker has just over a year left on his current deal.

Download

Arsenal head coach Mikel Arteta is "pretty positive" of signing Pierre-Emerick Aubameyang to a new deal but admits the club must persuade the striker of his importance and their own ambition.

Aubameyang's deal expires next summer and he was quoted this week saying he felt at "a turning point" in his career.

The Gabon international has no shortage of admirers should he decide his future lies elsewhere but Arteta thinks an extended stay at the Emirates can be achieved.




Mikel Arteta hopes to keep Pierre-Emerick Aubameyang (Mark Renshaw/PA)

"We have many discussions with Pierre, with his family and his agent. I'm pretty positive we can find the right agreement for all parties," said Arteta, whose side ran in to Premier League action against his newly employed Manchester City.

pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



'Quite a spectacle' as rainbows and lightning coincide

By Emily Chudley, PA
16:59 - 15 Jun 2020


As the UK saw thunder and lightning storms on Saturday night, some managed to spot rainbows too.

Download

Rainbows and lightning were caught simultaneously in a "powerful" weather phenomenon on Saturday.

Social media users have posted unusual photos of rainbows and lightning occurring at the same time as the UK experienced thundery showers.

Matt Lougher spotted the rainbow and lightning over Coventry, and described the sight as "powerful stuff".



James Mobbs, who spotted the phenomenon over Warwickshire on Saturday night, said it was "quite a spectacle".

Delighting our customers

“This is an excellent website – so easy to use, and just what I need” - **BBC journalist**

“Explore has been so useful – it will be a great help for our whole team” - **Reach Regional Group**

“It’s extremely easy to use, and it’s proving very helpful during coronavirus - **Yorkshire Post**

“Editors are very happy with the new dashboard” - **RTE**

“Congratulations again on the new platform. It’s going to be fast and easy to use” - **Gibraltar Chronicle**

“A great system. And the email alerts are super helpful” – **The New European**

“This service is so useful, and a great help for our whole team” – **Somerset Live**

“Love the new design” – **ITV**



Thank you