



# Podcast Your Newscast Audio, Effortlessly

**POST automatically edits audio, brands, and publishes your news podcasts to every platform that matters. No additional time or staff required!**

Even when your staff is stretched to the limit, POST makes it easy to use your most important on-air content to help reach your digital and social goals faster.

Get more out of the additional hours of news your team is responsible for; Expand your brand, increase viewer loyalty and grow digital revenue.

Increase social reach as well as live tune in while separating your brand from competitors by publishing to multiple social, mobile, and web platforms every day.

Solidify target audience loyalty by giving them a choice to get your most recent newscast on their schedule from the platforms they're already using.

Expand your content beyond TV and video; POST ensures that your brand doesn't miss the podcasting boom and revenue potential with the Futuri Ad Network.

**Consumers rank Local TV higher than network news and social media for facts and clarity.\* POST gives your target the choice of substance over chatter.**

## What POST Does Automatically So You Don't Have To

- Ingests and processes newscast audio for optimum fidelity
- Replaces commercials with programmatic ad markers
- Ads pre-set brand images, titles, and descriptions for individual episodes
- Publishes (blocks or full casts) immediately or at pre-set times to multiple on-demand platforms

## Quick install and setup delivers immediate positive impact

- Multiple daily social posts of your news audio on day one
- Digital inventory grows exponentially
- Flood the most popular on-demand platforms with your brand (Apple, Google, Spotify, Stitcher, etc.)
- Publish to your mobile app and a customizable web widget