



News Direct Launched, Designed to Bring “News and Content Distribution into the Digital Age”

Capitol Communicator April 15, 2020



News Direct, founded by former long-time Business Wire president Gregg Castano, is, states a release, “custom-built from the ground up to bring news and content distribution into the Digital Age.

“With the familiar traditional newswires limited by legacy technology, a highly manual and inefficient workflow, an archaic pricing model and perfunctory analytics, News Direct saw the opportunity to do things differently – and better News Direct enables communication pros to distribute standalone multimedia – no need to embed within news releases, has largely automated the editorial process, making it faster, more efficient, more secure and gives users total document control, enables secure collaboration between stakeholders within the platform, has affordable, transparent, flat rate pricing and provides deeper metrics than what has been customary.

“It’s an entirely new user experience that revitalizes and gives newfound relevance to the newswire concept.”

More [here](#).



Facebook



Twitter



LinkedIn



Pinterest



Email