



News Direct and D S Simon Media Announce Partnership

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FREMONT, CA: News Direct, a news and content distribution platform, has partnered with D S Simon Media, a long-time pioneer in the video solutions business, to provide a selection of video packages that guarantee broadcast results, allowing customers to optimize the effectiveness of their PR campaigns. D S Simon Media assists clients in getting their tales on television by organizing satellite media tours and creating and distributing video content to the media.

By combining D S Simon Media's breadth of video capabilities with the powerful News Direct distribution, clients can now access a global network of journalists and increase their visibility with rich multimedia content. D S Simon Media has established the standard for helping businesses, services, and products gain exposure through broadcast placements, with more than three decades of experience and more than 100 industry accolades to its credit.

"At News Direct, we take great care to only offer our customers the best synergistic PR solutions to help them maximize their success. We're proud to partner with D S Simon Media and we know their best-in-class video solutions combined with our industry-first innovations will set our customers up for even greater success", says Gregg Castano, Founder, and CEO, News Direct.

A Satellite Media Tour with Digital Asset Direct distribution is one of the alternatives offered. Satellite Media Tours are a cost-effective way for customers to be featured in TV interviews from afar in essential areas across the country; Digital Asset Direct distribution is a separate multimedia solution accessible exclusively through News Direct. The Digital Asset Direct capability was explicitly created to fulfill the increased demand among journalists for multimedia content while also providing a streamlined procedure for distributing it as standalone content with just a headline and description—no need for a long press release to embed it.

Clients that purchase the SMT/DAD package can get 25-30 TV and radio interviews, as well as appearances on two nationally syndicated television shows. D S Simon Media will also produce a 30-second audio release for distribution on the Main Street Radio Network. D S Simon Media will also manage all of the project's logistics, from booking updates to use reports that include links to aired parts. A Digital Asset Direct release will be delivered to newspapers, radio and television stations, news agencies, and websites via News Direct's multichannel distribution network, as well as posted to News Direct's News Hub.

The News Direct Video Release is another popular alternative handled by the D S Simon Media team of industry experts from script to final video production. News Direct's platform will deliver a 60-second interview that includes text, footage, and images. A Digital Asset Direct release using D S Simon Media's Your UpdateTV account will also help to spread the word about the release. D S Simon Media will give News Direct clients a "one-stop shop" for standard b-roll production as well as in-person video to support a forthcoming PR event, in addition to these exclusive offers.