



Tansa's text proofing tools help Nettavisen become the ...

Online news leader

OSLO, NORWAY

More than 1 million users expect up-to-date news on all of Nettavisen's websites every week. Ensuring high quality for all articles and no delay in the publishing process is very important to the media company.

First to go online

When Nettavisen started in 1986, it was the first Norwegian online news publisher without the backing of a newspaper company. There were many skeptics, but approximately 1.1 million users every single week prove that Nettavisen's sites have captured the interest and attention of news-hungry Norwegians.

Nettavisen publishes more than one website, each targeted to specific areas of interest. The editorial system from Escenic is the media company's central production solution, and Tansa's software is used by the editors to ensure consistent, high-quality text.

"We have used Tansa Text Proofing for several years and it is an important part of our daily routine," said Øyvind Ludt, managing/associate editor and journalist at Nettavisen. "About 70 editorial employees use the tool, and without a doubt Tansa removes language mistakes that could have harmed the final product."

In addition, Tansa contributes to consistent language usage for all the company's news sites. "With so many editorial employees this would have been impossible without a modern proofing tool," said Ludt. He is responsible for updating the company's Tansa dictionary.

"In a modern news cycle, the time that elapses from event to published news is short, so we depend on an efficient proofing tool which is also easy to use. To our satisfaction Tansa improves our end products without delaying the publishing process," he said.

Double quality assurance

Nettavisen's journalists all have access to Tansa when publishing articles from the Escenic system. The text proofing tool is also used at the editorial desks and provides an additional quality check for the editorial department.



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Nettavisen

Nettavisen went live on Nov. 1, 1996, as the first Norwegian online news site without the backing of a newspaper. The editor in chief is Gunnar Stavrum (2008). In 1999, the company was acquired by the Swedish company Spray, and later Spray was acquired by Lycos Europe. In 2003 Nettavisen was acquired by TV2. The current owners are TV2, A-pressen and Egmont.

The media company Nettavisen has 1.1 million unique visitors. The online services Nettavisen, NA24, iOslo, iBergen, Side2 and Yeye are all produced by Nettavisen.

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Approximately 70 journalists working at Nettavisen use Tansa's proofing tools.

- ▶ The Tansa Proofing Service runs on a dedicated server in Bergen, with a Java-based plug-in for Escenic used on the client side. The text proofing tool is used by editorial staff both in Bergen and Oslo.

A media house in transition

Spring 2008 was a time of change for Nettavisen, with new owners TV2, A-pressen and Egmont.

The company no longer only publishes news on their own websites, but now the operation also includes news for TV2 Text-TV and news tickers for TV2. Tansa is also used to proof the new editorial products.

Ludt believes that ensuring the quality of new products are equally important.

“News tickers are short, concise and read by many, and errors are very embarrassing,” said Ludt. “This is why Tansa is such an important tool for these products”

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Øyvind Ludt, TV2

About Tansa Systems

Since 1995, Tansa Systems AS has delivered enterprise text proofing and hyphenation tools to media companies, large corporations, non-profit organizations and government agencies. Tansa has built its reputation by enabling these groups to reduce the number of typographical and grammatical errors in their printed and electronic documents, and to improve the overall efficiency of their content creation process. Today, Tansa has customers in Asia, Australia, Europe, North America and South America.

Tansa Systems AS

Østensjøveien 36
N-0667 Oslo
NORWAY
Tel.: +47 22 07 16 40
Fax: +47 22 64 91 40
Mail: sales@tansasystems.com

Tansa Systems, LLC

9040 Town Center Parkway
Lakewood Ranch, FL 34202
USA
Tel.: (941) 552-7886
Fax: (941) 827-9828
Mail: ussales@tansasystems.com

www.tansasystems.com • blog.tansasystems.com (English) • blogg.tansasystems.com (Norwegian)

