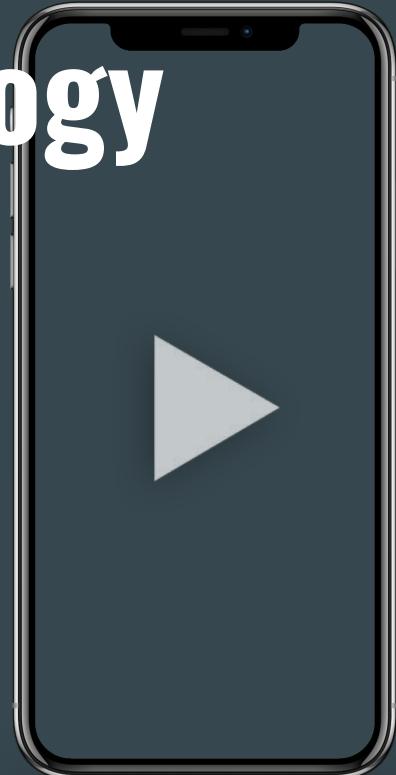# HW1: Media Technology
Beam
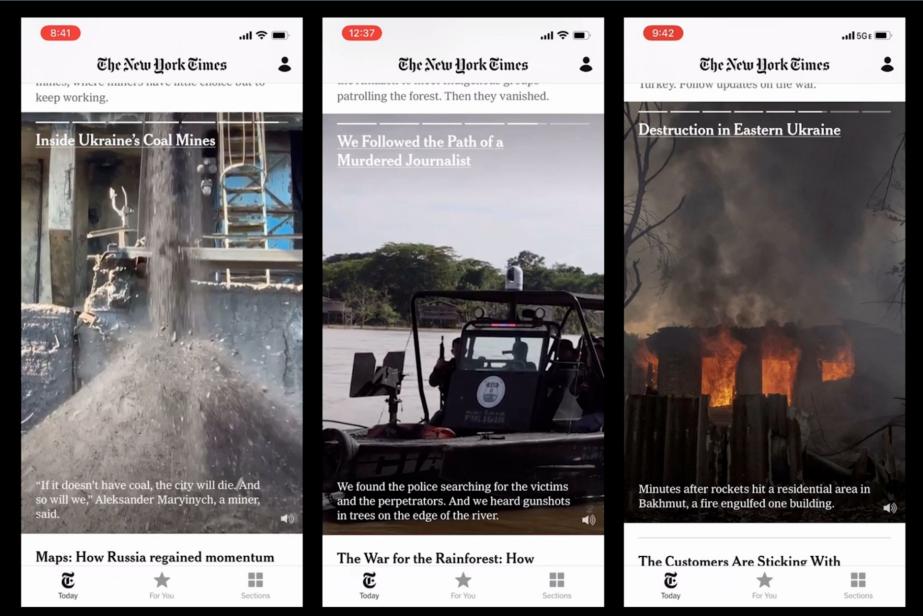● ● ●

Clara McCourt

Media Technology: Beam

Beam – an app for mobile media transmission.

"Beam now allows reporters to file videos, automatically encoding and routing them to the right place in our CMS instead of relying on clunky third party tools."

Workflow: Reporters upload photo or video to the Beam app from anywhere they are, which goes directly to the Times newsroom. This increases efficiency and speed.

Why I'm excited

My two co-ops at the Boston Globe have relied heavily on iPhone reporting — video transmission is one of the biggest pains. Beam alleviates this.

Hopefully this tool creates more opportunities for reporting using smart phones → this increases accessibility and speed.

This tool also allows a greater volume of media to be transported faster, giving journalists (and consumers) more options.

How I can use it

Hopefully this tool is widely distributed beyond the New York Times soon. This could change the fields of digital news, breaking news, and even TV news.

This would allow journalists like me to enter a scene armed only with an iPhone and put out content faster. I would use it to increase the speed of my reporting and to send more accurate information to the newsroom.

I would specifically use this for social media posts in breaking news situations. This gives social media managers accurate, updated photos and videos to formulate posts.

Links

https://rd.nytimes.com/projects/helping-journalists-file-video-in-real-time

https://rd.nytimes.com/projects/powering-live-news-with-mobile-video-transmission