

Bringing Focus to MSN's Photo Workstreams



Client

MSN is one of the top five news and media portals in the world.

Users are drawn to the site not only for its meaningful and entertaining stories, but also for the compelling images that bring those stories to life.



Approach

To solve this challenge, Filter built a 24/7 newsroom team of top-tier photo editors to support national, world, and breaking news. Our expert team worked alternating shifts in New York and Seattle, operating under tight deadlines to license, size, and optimize images for all of MSN's channel partners.

Filter also designed a highly efficient workflow that streamlined the acquisition and processing of images, enabling us to source roughly 12,000 images per month via providers such as AP, Reuters, Getty and USA Today. For images that were automatically uploaded and cropped via MSN's content management system, the Filter team frequently added slide shows and photo collections designed to improve UX.



Challenges

MSN's photo editing team was struggling to source and optimize news-related images at the break-neck pace of the global news cycle – all while meeting a demanding (and evolving) set of requirements for image quality, sizing, licensing, and reader engagement.

MSN needed to augment its photo editing capacity to handle this intense workload, without assembling a full-time team or assigning work to an expensive agency.



Impact

Filter's customized program facilitated a **36% reduction in cost-per-image** and a **25% increase in overall productivity over time**. Our team played an integral role in supporting this world-class news operation, increasing productivity while meeting MSN's rigorous standards for photo quality.

"Over the years, the team has contracted and expanded as our business needs change. I have always been impressed with the people Filter hires – high-caliber professionals, a sense of humor to get through crazy shifts in the newsroom, and limitless creativity. MSN has had a long and positive experience working with an outsourced team managed by Filter."

– Kathy Henwood, Content Project Manager, Microsoft