Online Text to Speech for Media and News Sites

Did you know?

- More people around the world are accessing news and information via their smartphone (39.5% in the US, 32.2% in the EU5*, and 57.6% in Japan).

- 285 million people worldwide are visually impaired.

- 15 to 20% of the world's population has a language-based learning disability.

- 68% of tablet users follow news all the time and 71% prefer reading or listening to the news over watching it.

The Increasing Need for Accessible Content

Today, 20% of the world's population suffers from some form of reading disability (literacy difficulties, dyslexia, mild visual impairments, non-native language, etc.). An even greater number of people simply don't have enough time to read. In the age of smartphones and mobile Internet, these problems can be increased by the use of small screens. By giving your readers the opportunity to listen to your content or, if they wish, to download it and listen to it at a later time, you maximize your chances of reaching and involving the widest target audience possible.

Speech-Enabling for Better Accessibility

ReadSpeaker® online text-to-speech solutions let your message be heard by more people, from anywhere and with any device.

Available in 35 languages and 70 voices, they are used by thousands of websites worldwide, including major media and news sites.

ReadSpeaker Helps You Spread the Word

Using ReadSpeaker solutions to speech-enable your online presence (websites, blogs, mobile sites, mobile apps) gives a voice to your content with no production effort on your part.

- It increases the accessibility of your news for your current readership and attracts new users who appreciate the choice to read or listen to your online content.

- Your content becomes mobile. Giving your mobile users the ability to listen to your news while on the go is a very useful way to deliver content to them.

- ReadSpeaker enables you to provide your advertisers with a new advertising space focused on users who enjoy audio content. This ad space can be audio- and/or banner-based.

- Automatic redistribution of your written content in audio format.

* EU5: UK, Germany, Italy, France, Spain

ReadSpeaker
The Voice of the Web!

Case Study: Corriere della Sera and La Gazzetta dello Sport

RCS Digital, founded in 2004, manages and develops RCS Quotidiani brands and assets in the digital information market. News and online services (Corriere della Sera, La Gazzetta dello Sport, and City.it) and smartphones/tablets (Corriere Mobile and Gazzetta Mobile) are some of the main areas in which RCS brands enjoy a leading position in related markets.

Corriere della Sera and La Gazzetta dello Sport both use ReadSpeaker® Enterprise™ on their websites and ReadSpeaker® audioMobile™ on their iPhone apps.

Listen button and player on Corriere della Sera

With ReadSpeaker , RCS Digital provides an audio channel to its readers using the latest text-to-speech technologies.

Having text read aloud greatly helps users on their computers or when using their smart-phones/tablets. Speech-enabling online content gives those with reading difficulties better access to online information.

For those using the Corriere and Gazzetta iPhone apps, ReadSpeaker enables them to easily listen to the latest news when on the go.

News Sites Around the World Use ReadSpeaker Solutions

- Corriere della Sera
- Gazzetta dello Sport
- De Telegraaf
- MarketWatch
- Financial Times Deutschland
- Dagens Nyheter
- heise online
- UPI
- O'Reilly
- SWR.de
- ZDNet.fr (CBS Interactive)
- UNT
- Gazzetta del Mezzogiorno

About ReadSpeaker

ReadSpeaker® is the worldwide leader in online text to speech. In 1999, ReadSpeaker pioneered the first-ever speech-enabling application for websites. Today, the company provides a portfolio of web-based text-to-speech solutions for websites, mobile sites, mobile apps, RSS feeds, online documents and forms, and online campaigns. More than 5000 corporate, media, government, and nonprofit customers around the world use ReadSpeaker online text-to-speech solutions.

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