

**DM&SC**

DATA MINING AND SOCIAL COMPUTING

*Company Name: Lastcast Media**Project Name: Leading Views**Funding: EI Innovation Voucher*

LastCast Media are specialists in Digital Publishing, Digital Content, and Digital Strategy. They consist of a team of award-winning TV and radio producers, writers, journalists, best-selling authors, and digital innovators. They have been creating, producing and developing ground-breaking and compelling content for national and international audiences on every platform for over ten year.

**PROBLEM TO BE SOLVED**

Leading Views was an idea to aggregate content from various published platforms, newspapers, magazines etc. and this was to be based on the writer and not on the publication – so that you would get your favourite journalists’ content always no matter where it gets published.

**HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY**

The app, as we receive it, was created by another developer – our main task was to give some consideration for some performance issues and some general bug fixes that Lastcast Media Ltd. were keen to make.

**IMPACT FOR THE COMPANY**

The development from TSSG allowed Lastcast Media Ltd. have a working prototype available to demonstrate to potentially interested investors and customers and also as a platform to go ahead with other commercial development houses with more features for the app.