ZENGER

Zenger Technology Platform
Executive Overview

Strictly confidential

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Version	Date	Description
0.1	Oct 29, 2025	First Draft, review by Richard Miniter
0.2	Jan 16, 2026	Update with last changes

1. Mission & Vision

Zenger's mission is to reinvent digital journalism through verifiable, interactive, and trustworthy stories delivered in channels (feeds on a specific topic) to subscribers (major news outlets, influencers, newsletter subscribers).

Zenger's vision is to radically transform the media landscape by removing as much as possible fake news and disinformation by providing end readers many verification tools that will trigger an increased trust in what they read.

First read the common definitions here. These govern all of our systems (tech, finance, contracts, internal processes.)

2. Customers offer

Zenger's main offer is to deliver stories grouped by category in channels typically charged $1,000 for 120 stories per month. (These amounts may change in the face of customer experience.)

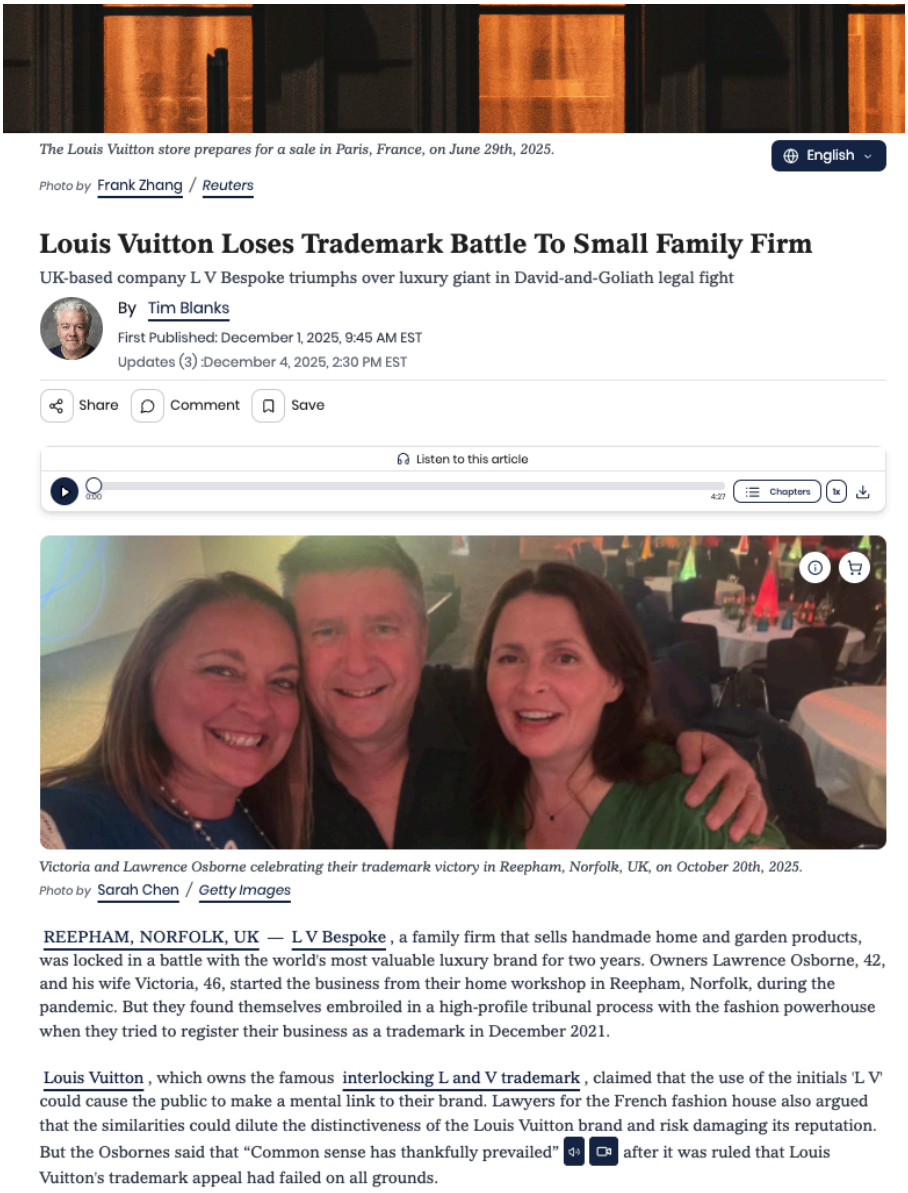
Zenger customers are :

- Traditional media (newspapers, radio, TV) which have websites or mobile apps, or digital-first media. (B2B)
- Content creators (youtube, tiktok, instagram etc)
- Governments agencies
- Substack (B2C model)

3. Features

3.1. Verification technology : Story rendering engine

Objective of the Zenger platform is to produce an end-readers experience of a transparent, immersive news article they can read, listen to, or watch – and, since they can inspect every individual element in a story, trust. See https://demo.zenger.news



The Louis Vuitton store prepares for a sale in Paris, France, on June 29th, 2025.

English

Photo by Frank Zhang / *Reuters*

Louis Vuitton Loses Trademark Battle To Small Family Firm

UK-based company L V Bespoke triumphs over luxury giant in David-and-Goliath legal fight

By Tim Blanks

First Published: December 1, 2025, 9:45 AM EST

Updates (3) :December 4, 2025, 2:30 PM EST

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Victoria and Lawrence Osborne celebrating their trademark victory in Reepham, Norfolk, UK, on October 20th, 2025.

Photo by Sarah Chen / *Getty Images*

REEPHAM, NORFOLK, UK — L V Bespoke , a family firm that sells handmade home and garden products, was locked in a battle with the world's most valuable luxury brand for two years. Owners Lawrence Osborne, 42, and his wife Victoria, 46, started the business from their home workshop in Reepham, Norfolk, during the pandemic. But they found themselves embroiled in a high-profile tribunal process with the fashion powerhouse when they tried to register their business as a trademark in December 2021.

Louis Vuitton , which owns the famous interlocking L and V trademark , claimed that the use of the initials 'L V' could cause the public to make a mental link to their brand. Lawyers for the French fashion house also argued that the similarities could dilute the distinctiveness of the Louis Vuitton brand and risk damaging its reputation. But the Osbornes said that "Common sense has thankfully prevailed" after it was ruled that Louis Vuitton's trademark appeal had failed on all grounds.

This unique continuity — one interface from creation to publication — ensures that every story keeps its integrity, traceability, and authenticity all the way to the reader.

The verification tech stack will provide to the end user reader the following unique set of features :

- **High-fidelity story rendering :** Stories are displayed exactly as intended by editors, with consistent layout, typography, and structure across all customer websites and devices.
- **Interactive quotes with audio/video playback :** Readers can play original interview excerpts directly from quoted passages, providing firsthand context and authenticity.
- **Contextual entity popups (people & organizations) :** Clicking on a person or organization opens an inline popup with verified background information, avoiding external navigation.
- **Verifiable source citations :** Citations link to precise excerpts of original documents, allowing readers to inspect evidence at the exact referenced location.
- **Rich media with full attribution :** Images and videos include clear captions, photographer credits, agencies, and contextual metadata for transparency and professionalism matching C2PA specification
- **Improved trust through traceability :** Every factual claim, quote, and reference can be traced back to a source, reinforcing editorial credibility and therefore trust..
- **Cleaner, more readable writing :** Stories benefit from advanced style normalization, reducing ambiguity, repetition, clichés, and unclear attribution.
- **Consistent terminology and naming :** People, organizations, job titles, and terms are rendered consistently throughout the story and across stories and channels.
- **Accessible, device-adaptive reading experience :** Stories adapt seamlessly to desktop, tablet, and mobile devices without loss of functionality or readability.
- **Reduced misinformation risk :** Editorial safeguards (e.g. anonymous source ban, defamation risk checks) result in clearer, safer content for readers.
- **Deeper engagement without distraction :** Readers access background information, sources, and media inline, without being forced to leave the article.
- **Reusable reader interactions across sites :** The same interactive behaviors (quotes, entities, citations) work identically on all partner websites, creating familiarity.
- **Future-proof extensibility :** The structured rendering model allows new reader features (timelines, maps, fact cards, explainers) to be added without redesigning stories.

For details See 10_01_Rendering, SEO, Analytics, Control Room

3.2. NewsFindr

NewsFindr is the upstream part of our platform. It is a complex AI-powered system that will be scraping content from a huge number of sources from the following types : news websites, press releases, RSS feeds, Social media, Structured database, publicly available databases (regulatory filings, court documents, census data, government reports and maps, trade associations, polls, prediction markets), press releases (from major distributors, such as Cision), Weather reports (from Foreca) and Document Repositories, that will :

(1) SCAN a select list of approved sources, for any new entries("new" according to metadata of upload time stamp of the documents, rather than compared to a full index of the existing corpus)

(2) SORT the new entries according to a ranking algorithm,

(3) DELIVER the top 20% of highest ranked stories to the

(4) COMBINATION ENGINE, which collects and collates both new and existing information according to a set of rules, and then outputs a RESEARCH NOTE which has the following elements:

- Timeline of events (assembled from a trove of authoritative sources)
- Narrative of events (the product of a daisychain of AI prompts to Zenger's dedicated LLM, gathered from official and other authoritative sources, then put into a narrative following a specific set of rules written as regular expressions)
- Quotes from social media, press releases etc.
- History & importance of the conflict at the heart of the story
- Links (outbound) to independent, objective sources.
- List of people to interview (with their email, phone, and social contact info), divided into 3 types: eyewitnesses, decision makers, and qualified expert-observers.

(5) The RESEARCH NOTE IS SENT into the Zenger Workflow.

See an example for NewsFindr channel specification here :
19_04_NewsFindr_Trump_channel_prototype

3.3. User roles

We have 7 possible roles in the system.

- **#1 Reporters & #2 Editors** focus on *producing and validating stories*.
- **#3 Image Creators** supply *structured, compliant visual content*.
- **#4 Channel Captains** focus on *coordination and editorial strategy*.
- **#5 Subscribers & Readers** benefit from *trust, transparency, and engagement*.
- #6 **Sales/Support agents & #7 Admins** ensure *scalability, adoption, and governance*.

See 01_00_Users_Roles for details

3.4. Core workflow

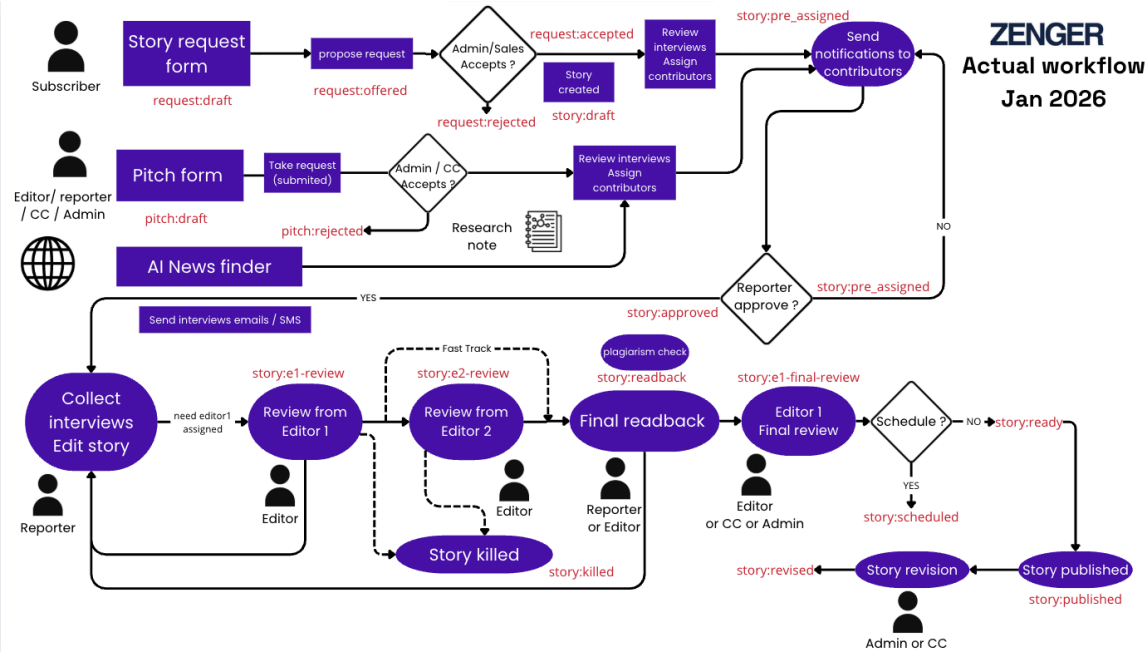
The Zenger platform is built around the following workflow :

There are 3 ways to assign a story to a reporter :

1. A story request form, accessible online, filled in by our legacy-media customers or newsletter subscribers
2. A story pitch form accessible online to our reporters and editors
3. The News Findr, which is an automated AI powered module

The 2 first forms contain a series of fields that allow select users to manually create a pitch to be considered by editors.

The core workflow is governing the work of the digital news room, from the initial input of a story request, a pitch request or a Newsfindr research note up to the publication of this story in our customer's outlets.



See 04_01_Main_Workflow_Specification for details

3.5. Story editing WYSIWYG interface (BRADFORD)

For each story to handle we assign one reporter and 2 editors who will supervise the reporter's work.

Reporters add to the first draft (research memo) by uploading and organizing verified field materials (audio, video, notes) collected from interviews, using Zenger's INTERVIEWR tool.

Reporters will use a WYSIWYG interface to complete and build the story. This interface will be accessible web application but will also have a mobile version for the reporters to use in the field.

This interface contains the following features :

- **Core Story Editing (WYSIWYG) :** A block-based WYSIWYG editor enabling reporters and editors to compose, structure, and edit stories with fully structured editorial fields and autosave support.

- **Media Management & Licensing :** Integrated media handling allows images and videos to be uploaded, inserted, captioned, inspected for metadata, and licensed directly within the story editor software.
- **Interviews & Quote Extraction :** Audio and video interviews with transcripts can be attached to stories, enabling precise extraction of timestamped quote blocks with reader playback support. See 05_02_Interviews_engine for the detailed spec of interviews.
- **Sources & Document Citations :** Source documents can be uploaded or linked, browsed, and cited at exact text locations, creating verifiable, anchored references within the story. These documents will come from either Newsfindr or the reporter or, sometimes, one of the two editors. Admin or Channel Captains can also add documents.
- **Entity Management (People & Organizations) :** Automatic detection and confirmation of people and organizations creates structured entities reused across stories and displayed through reader popups. The info boxes for public companies, government agencies, professional sports organizations, and famous people will be the same from story to story, that is, they will carry over.
- **Real-Time Style & Consistency Engine:** The editor continuously analyzes text for grammatical, stylistic, legal, and editorial issues, surfacing inline suggestions and compliance warnings. See 06_01_Texts_Quality_Control_And_Verification
- **Shared Style Rule Dictionary :** Editors can propose rules using Zenger's Editor's Additions feature, by citing experiences derived from real corrections. A common set of rules, that govern, and reuse shared style rules, ensuring consistency across teams and publications, will live in a backend database and be enforced automatically. See 06_01_Texts_Quality_Control_And_Verification
- **Preview & Reader Simulation :** A live preview renders the story exactly as it will appear on client sites, including interactive quotes, entities, and citations in desktop and mobile views. See below for the rendering engine.
- **Workflow & Editorial Controls :** The UI embeds the full editorial workflow, exposing role-based actions, status transitions, assignments, and publication decisions aligned with the defined process.
- **Collaboration & Locking :** Pessimistic locking ensures single-editor integrity while clearly signaling read-only states, lock ownership, and override capabilities.
- **Readiness & Compliance Indicators :** A readiness system aggregates missing fields, unresolved references, licensing gaps, and style issues to signal issues with publication eligibility at any time.
- **History, Audit & Versioning :** A complete audit trail records all edits, decisions, assignments, and rule changes, with version comparison and restoration capabilities. This **Audit Trail** tracks all edits, payments, change of status and copyright assignments in a real-time blockchain.

- **Export & Management Utilities :** Stories can be exported, duplicated, archived, translated, or packaged with assets and transcripts, with optional access to raw structured data for advanced use cases..

Then, editors read the validated story and can also make their own modifications. Their job is to create the most compelling “reader experience” without misstating any facts or quotes or context.

See 05_01_Story WYSIWYG UI (BRADFORD) for details

3.6. Payment system

All Zenger reporters and editors are Zenger contractors, who sign a standard contract. They are paid according to 2 mechanisms :

1. Copyright fees – in exchange for signing an online contract that grants that the story is a “work for hire” and assigns all rights to Zenger.
2. Revenue share – a point-based system the rewards Journalists in proportion to the usefulness of their work, as measured by the number of customers that voluntarily accept and publish it. It is not a share of advertising revenue, as that is kept 100% by the customer. Instead, it is a share of the subscription fee actually paid by each customer each month. (Missing subscription payments will reduce the total value of the pool.)

Copyright fees is a small fixed fee paid each time a story is published to at least one of the customer channels. These are typically $1, the legal minimum is US, UK and EU law.

Revenue share is computed according to the number of customer channels in which any given story appears. (Each Story has a unique Story ID number and each Journalist has a unique Journalist ID number. A Journalist can be a reporter, editor, or image maker [photographer, videographer, graphic artist]) For payment purposes, each contributor wins one point every time one of the stories, that he has contributed to, is published by one customer. Each channel has its own Revenue-Share Pool. If a story appears in multiple channels, the creators share in multiple channel Revenue-Share Pools.

We then compute the total number of distributed points on each channel. We then give 20% of this channel’s revenue, with the following formula :

$$\text{Revenue}_{i,C} = \alpha \cdot R_C \cdot \frac{p_{i,C}}{P_C}$$

Where :

- C be a given **customer channel**
- R_C be the **total revenue generated by channel** C
- $\alpha = 0.20$ be the **revenue share rate** (20%)
- $p_{i,C}$ be the **number of points earned by contributor** i on channel C
- $P_C = \sum_j p_{j,C}$ be the **total number of points distributed** on channel C

Zenger platform integrates Tipalti billing system :

- At the onboarding of Journalists (reporters, editors, image makers) to ask them their billing and tax information
- With the workflow to track and prepare a monthly batch payment to Journalists. For legal compliance reasons, copyright fees and revenue share sums are paid separately.

See 11_01_Contributors_Billing for details

3.7. Zenger.news website

The https://zenger.news website is a showcase website where Zenger will publish all stories delivered to all channels, with the verification tech rendering engine.

See 22_01_zenger.news_website.docx

3.8. Journo.be website

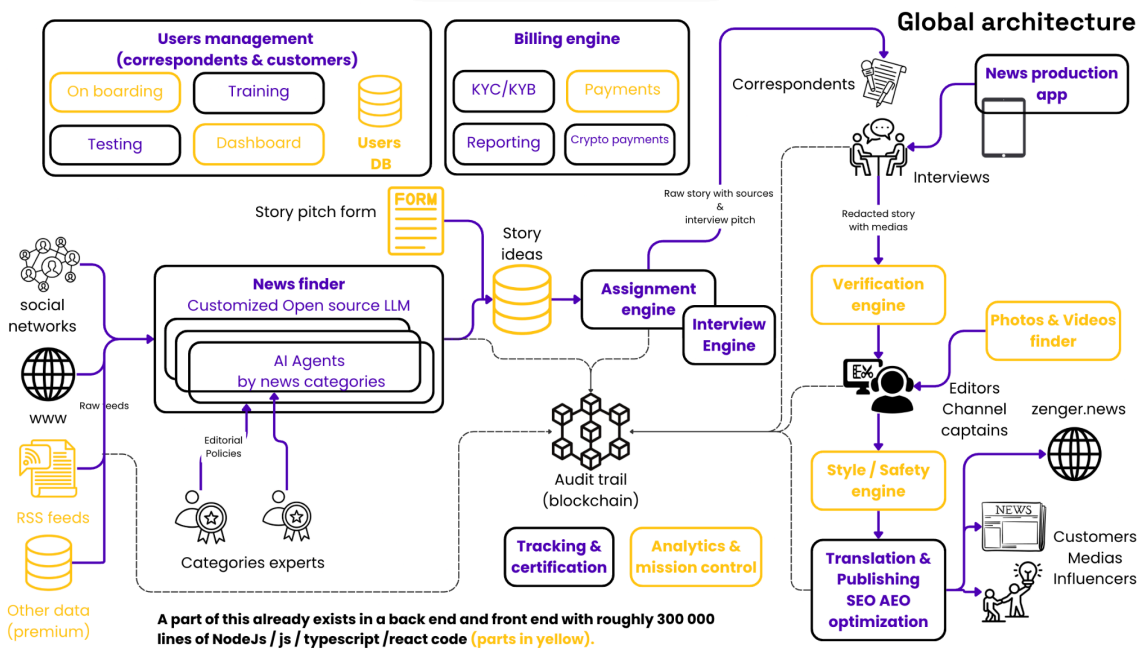
See 22_02_Journo.be_Media observatory website

This website publishes both all media-industry stories generated by Zenger, through its Journo channel, and a set of links to stories published across the web, gathered automatically from a selected list of sources (model: MediaGazer.com).

It is used primarily as (1) an internal Business Intelligence tool (tracking competitors and industry trends) and (2) as a test bed for Zenger technology and processes.

4. Architecture & Deliverables

4.1. Actual & target architecture



Main client side framework : React / Typescript

Main server side framework : Java / Springboot

Data base : PostgreSQL

Cloud platform : Google Cloud, with Kubernetes for

4.2. Deliverables

Deliverable	Purpose	Simplified Tech Stack
Main Web platform (app.zenger.news)	Structured editing, AI verification, and collaboration.	React
Reporter Mobile App	Capture and upload verified interviews and media.	React Native

SDKs & CMS Plugins	Integration for publishers' websites.	First version in PHP + plugins wordpress Other type of plugins will follow (Drupal, Adobe Experience Platform, webflow, etc.)
Backend Infrastructure & Security	CI/CD, encryption, blockchain provenance, DRM, monitoring.	GCP + Java Spring boot + Postgres SQL
NewsFindr	Scrapping, Selection, Research Note production	Python ? Many opensource AI / NLP frameworks.
Zenger.news website	Showcase for Zenger features	Wordpress + Wordpress plugins for story rendering
journo.be webste	Media industry observatory	Wordpress + Wordpress plugins for story rendering

5. Advanced Future Features

5.1. Analytics and Behavioral Intelligence

Zenger will integrate a proprietary Analytics SDK directly within the story rendering engine. This SDK collects anonymized behavioral data (reading time, scroll depth, quote interactions, etc.) and transmits it securely to Zenger's servers.

These data feed two dashboards:
- Internal Dashboard: used by Zenger to measure engagement, detect high-performing formats, conduct real-time A/B tests on content, and improve editorial quality.
- Client Dashboard: allows each publisher to analyze story performance, user behavior, and engagement patterns. Benchmarks: Parse.ly, Google data studio, etc. Must be superior – give the client data other platforms do not and this exclusive data must be valuable to them, not just Zenger.

These analytics enable:
- SEO optimization by tracking real dwell time and retention.

GEO-targeting for suggesting stories that affect the region that the customer focuses on.

- GEO targeting optimization by understanding audience response per region.
- Editorial intelligence for better story selection and quality improvement.

We must track KPIs that existing software does not, such as precisely where in a story a user stops reading and clicks away. What is the ratio between users who read the entire story to users who click the verification links?

Behavioral data becomes a strategic asset for continuous improvement of both editorial and monetization strategies.

5.2. Security and Copyright Protection

Zenger's rendering engine prevents any data extraction or unauthorized reuse of content by third parties.

Key mechanisms include:
- Encrypted data delivery (end-to-end).
- Sandboxed iframe rendering that blocks scraping or DOM access.
- Short-lived access tokens and signed URLs for all media.
- Digital watermarking for photos and audio assets.
- Embedded license metadata (C2PA compliance).

These protections guarantee that Zenger's intellectual property and contributors' rights remain fully protected while ensuring secure access for readers and clients.

5.3. Blockchain Provenance and Immutability

Every story in Zenger generates a complete, immutable timeline from idea to publication. This timeline is stored using event sourcing and periodically anchored on a blockchain, ensuring:
- Tamper-proof historical records for every edit and verification step.
- Cryptographic proof of authenticity for quotes, photos, and videos.
- Traceability to the original reporter and editorial chain.

End-users can verify the authenticity of any element through the story interface, confirming who created or validated it, when, and under which supervision.
Zenger thus becomes the first media ecosystem offering verifiable provenance on-chain for every article.

5.4. Real-Time Story Production

Zenger's system supports real-time updates for dynamic channels (sports, finance, weather, emergencies).
As reporters upload new material, editors can enrich the same story instantly.
The WYSIWYG interface updates for all connected users, and publishers receive instant notifications.

This capability enables verified, continuous coverage of live events while maintaining accuracy and traceability.

5.5. Crypto payment system

We plan to be able to pay our reporters and editors in crypto currencies like bitcoin & stablecoins in real time as soon as stories are published and we get revenues from our customers.