

Local news. Next-level production.

From the first local lead to the final video.
One connected pipeline. Your editorial voice. Your level of automation.

20 videos per day

02:00 per story

600 videos per month

ROMANIAN FIRST · 30 PRODUCTION DAYS · 1,200 FINISHED MINUTES / MONTH

THE CONNECTED NEWSROOM

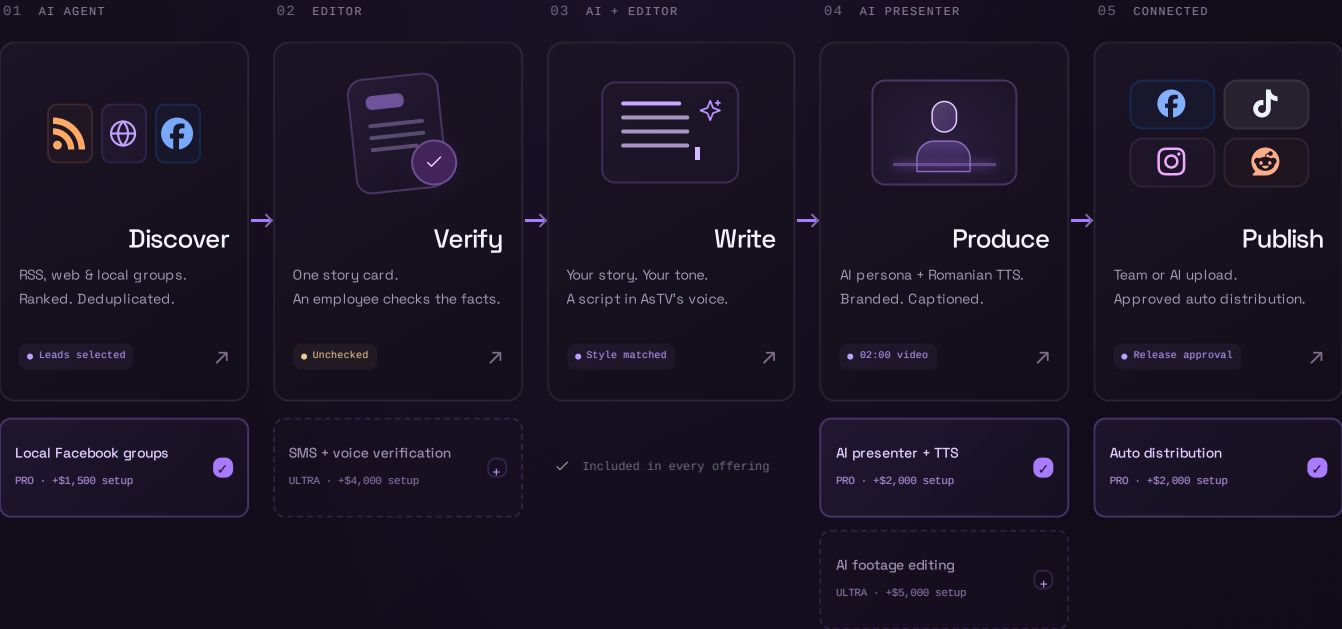
Same pipeline.
More power at every level.

Start with Normal. Add Pro.
Go further with Ultra.

Normal

Pro

Ultra



Normal

The editorial foundation.

\$4,000

IMPLEMENTATION

Core workflow. Your team films & publishes.

\$800–\$1,000 / mo
estimated software + usage

Pro

The daily production engine.

\$9,500

IMPLEMENTATION

Normal + \$5,500 in Pro upgrades.

\$3,250–\$5,250 / mo
estimated software + usage

Ultra

The assisted reporting studio.

\$18,500

IMPLEMENTATION

Pro + \$9,000 in Ultra upgrades.

\$5,250–\$8,250 / mo
estimated software + usage

YOUR IMPLEMENTATION BREAKDOWN

PRO / ONE-TIME ESTIMATE

\$4,000 Normal + \$5,500 Pro upgrades

\$9,500

Illustrative USD estimates for 20 two-minute videos/day. Implementation upgrades are cumulative; they are not monthly charges. Monthly ranges cover managed operations and vendor usage. Editorial staff, filming, taxes, and additional footage licenses are separate. Automated local-group access and social publishing depend on validated permissions. [See scope & assumptions.](#)

MADE FOR ASTV'S DAILY RHYTHM

One story. A complete package.

Romanian reporting, consistent production, and a clear path from pilot to 20 daily videos.

EVERY APPROVED STORY

Article + video script

Original Romanian copy in AsTV's style, with source references.

A two-minute video

Team-filmed in Normal. AI presenter in Pro. Footage editing in Ultra.

A publishing kit

Script, captions, and channel copy. Pro+ adds branded exports and delivery.

An editorial record

Evidence, owners, approvals, versions, and correction history.

PILOT → PRODUCTION

01 / CONFIGURE

Sources & style

Access audit, AsTV examples, branding, and approval roles.

02 / PROVE

5 videos / day

Test accuracy, Romanian voice, rendering, and actual costs.

03 / SCALE

10 → 20 / day

Increase output once quality, staffing, and capacity are proven.

Indicative delivery: Normal 4–6 weeks · Pro 6–8 · Ultra 8–12. External approvals may extend channel activation.

✓

Your editors stay in control.

Facts approved → script approved → video reviewed → release approved.

The practical details.

PROPOSAL / 13 OCT 2026
ESTIMATES IN USD

Hosting & infrastructure estimates

Three infrastructure options for operating the proposed newsroom platform at **20 two-minute videos/day**. These estimates cover the application, database, media storage, backups, networking, and monitoring. AI generation, TTS, SMS/calls, and publishing-provider charges remain separate vendor-usage items.

MANAGED CLOUD / EU REGION



Google Cloud

\$250–\$450

/ month · infrastructure

Cloud Run application and workers, managed PostgreSQL, and Cloud Storage. Managed services with room to scale.

Application & workers	\$45–\$90
Managed database	\$100–\$180
Storage & backups	\$25–\$55
Network & monitoring	\$80–\$125

Cloud access. Staff connect over the Internet. Regional redundancy and failover configuration determine resilience.

[Cloud Run pricing >](#)
[Storage pricing >](#)

ELASTIC CLOUD / EU REGION



Elastic AWS

\$350–\$650

/ month · normal load

ECS/Fargate autoscaling, managed PostgreSQL, and S3. Add worker capacity during publishing and editing bursts.

Containers & workers	\$70–\$150
Managed database	\$120–\$220
Storage & backups	\$25–\$55
Load balancing, network & logs	\$135–\$225

Burst allowance: \$650–\$1,200/month during sustained peaks. Set scaling limits and spend alerts; extra traffic and worker-hours increase usage.

[Fargate pricing >](#)
[Database pricing >](#)
[Load balancer pricing >](#)

ROMANIA / ON-SITE + LAN



Locally hosted

\$60–\$140

/ month · infrastructure

An on-site server, local media storage, UPS, and off-site backups. Fast access to the desk and media over the office LAN.

Power & allocated connectivity	\$20–\$45
Off-site backups	\$20–\$40
Hardware maintenance reserve	\$20–\$55

Hardware: \$1,200–\$2,500 one time if a server, storage, and UPS are needed. Existing suitable equipment can reduce this. Allow more downtime for power, ISP, hardware, and local maintenance events.

Operator planning estimate · hardware quoted separately

Availability planning: target 99.9% for a suitably configured cloud deployment (about 43 minutes/month of unavailability) versus 99.5% for a local deployment (about 3 hours 36 minutes/month), using a 30-day month. These are proposed design targets, not measured uptime or guaranteed SLAs; final redundancy, maintenance, and recovery terms are agreed in the hosting scope.

LAN-friendly operation: if the local server, power, and office network are working, staff can review cached stories, edit scripts, and access stored media during a WAN outage. Web/RSS fetching, cloud AI/TTS, SMS/voice services, remote access, and social publishing pause until connectivity returns.

Budget treatment: hosting is allocated within the existing vendor-usage budget, alongside AI and other providers; do not add it twice. The \$650 / \$1,250 / \$2,250 managed-operations fees cover human service management and remain separate. Normal’s \$150–\$350 variable budget assumes local hosting; selecting cloud hosting or exceeding the agreed allowance requires an updated variable-budget estimate. Local hardware is additional to the workflow implementation fee.

Estimate basis: one newsroom, up to five staff, roughly 500 GB of active media storage and 500 GB/month outbound transfer, bounded CPU workers, and approximately 30-day media retention. Cloud costs use EU-region planning allowances without promotional credits or committed-use discounts. Local costs assume existing office connectivity and externally provided AI generation; dedicated GPU infrastructure, dual-ISP failover, and a second site are outside these estimates. Costs are indicative USD allowances, reviewed 13 October 2026; region, retention, traffic, redundancy, electricity, and actual provider usage determine the final bill.

What each offering includes

Normal — \$4,000 implementation: RSS and permitted web discovery, ranked and deduplicated leads, story cards with Unchecked pills, employee verification, original AsTV-style articles/scripts, and an editorial archive. The team films the approved script and publishes the finished content.

Pro — Normal + \$5,500: local Facebook-group lead intake (+\$1,500), an approved AI presenter with Romanian TTS (+\$2,000), and a shared upload/automated distribution workflow (+\$2,000). Team-filmed uploads remain available.

Ultra — Pro + \$9,000: AI SMS/voice outreach to approved contacts (+\$4,000) and AI editing with approved news footage and images (+\$5,000). The employee assesses evidence and reviews the visual story before release. Tier upgrades are cumulative; costs shown at the pipeline stages are included in each offering’s total.

Monthly budget & production assumptions

Normal: \$650 operations + \$150–\$350 vendor usage	\$800–\$1,000 / month
Pro: \$1,250 operations + \$2,000–\$4,000 vendor usage	\$3,250–\$5,250 / month
Ultra: \$2,250 operations + \$3,000–\$6,000 vendor usage	\$5,250–\$8,250 / month

Basis: one newsroom, one language, up to five staff accounts, one approved AI persona in Pro+, and 600 two-minute videos per 30-day month. Pro assumes a standard avatar engine and a 20% render/revision allowance. Ultra assumes existing approved footage, up to 600 SMS segments and 300 billable call minutes/month; outreach is used selectively.

Normal’s software estimate excludes the cost of team filming, editing, and publishing. All offerings exclude editorial payroll, taxes, and separately negotiated footage/enterprise licenses. Premium avatars, additional languages, extra accounts, and excess usage are quoted separately. Actual vendor usage is metered with an agreed spending cap; a consumer “unlimited” subscription does not establish API capacity. [Example provider’s API pricing model >](#)

Prices are planning estimates, subject to discovery and a signed scope. Suggested implementation milestones: 40% at kickoff, 40% at pilot, 20% at acceptance. Monthly service starts at launch.

Facebook groups & publishing access

Local Facebook groups: Pro+ includes lead intake through a confirmed, permitted route. Automated fetching depends on validated access; group-admin permission alone does not establish platform permission. Employee-submitted post links and authorized imports are the fallback. RSS/web crawling uses approved sources and respects access restrictions. [Meta's collection permissions ↗](#)

Social distribution: Pro+ targets connected Facebook, TikTok, Instagram, and Reddit destinations through supported APIs or an approved publishing provider. Each channel needs eligible accounts, authorization, compatible formats, and its own cadence. Producing 20 videos/day does not guarantee 20 posts/day on every channel; unsupported routes use a tracked manual export.

TikTok public Direct Post requires an audited integration, and its guidelines exclude internal-only upload utilities; a qualified provider or explicitly approved route is validated during discovery. Reddit needs approved commercial access and compliance with each community's posting rules; delivery may be text or a story/video link. [TikTok guidelines ↗](#) · [Reddit access ↗](#)

Editorial verification, voices & footage

Every lead begins Unchecked. Employees verify facts before writing, approve the script before production, and approve the final package before release. Material changes reopen the relevant approval. Confidence scores and source replies support an editorial decision; neither automatically establishes truth.

Ultra contacts known, approved sources using editor-approved questions. The assistant identifies itself and the agency, then attaches SMS responses or call summaries to the story. Contradictions, uncertain identities, and unanswered contacts return to an employee. Outreach hours, retry limits, contact permissions, opt-outs, and applicable consent/recording rules are set before launch.

Personas and voices require documented rights. News footage and images must be agency-owned or licensed, accurately contextualized, and reviewed. AI-generated illustration is labeled and never treated as evidence of an actual event.

Launch scope & what AsTV supplies

AsTV supplies an editorial lead and reviewers, 20–30 approved articles/scripts, brand assets, pronunciation guidance, approved sources/accounts, and usable footage. Ultra also needs approved source contacts. At 10 minutes of review per story, 20 stories require approximately 3 hours 20 minutes of daily editorial time, before filming or exceptional follow-up.

Implementation covers the agreed integrations, role permissions, evidence/version history, source and style setup, training, and launch support. Operations cover service monitoring, connector maintenance, and routine fixes. Pro+ adds render/upload jobs, supported publishing connectors, retries, duplicate prevention, usage reports, and delivery history. Retention, backups, support response times, and change requests are agreed in the scope.

Acceptance: review 10 representative stories, test all editorial gates and corrections, then demonstrate a 20-video day and each agreed publishing route or manual handoff. Ultra also tests SMS/calls, escalation, and footage provenance. Scale depends on sufficient verified stories and editorial availability. Measure editor effort, release time, corrections, delivery success, and cost per approved video; audience growth is an outcome to track.

Build your next newsroom.

Choose the workflow. Confirm the scope. Start with a pilot.