**Berlin-Based Spectrm Delivers the News via Facebook Messenger**

Spectrm bets big on bots, delivering news content via messaging platforms like Facebook Messenger, Slack, and Telegram on behalf of publishers. Publishers who opt in to the Spectrm experience don’t need any coding experience to start distributing content. Instead, Spectrm offers a CMS interface, letting publishers customize their content for messaging. This includes the ability to add GIFs, videos, and other rich media.

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<https://techcrunch.com/2016/08/08/berlin-based-spectrm-delivers-the-news-via-facebook-messenger/?utm_source=API+Need+to+Know+newsletter&utm_campaign=7fe8d5917b-Need_to_Know_August_9_20168_9_2016&utm_medium=email&utm_term=0_e3bf78af04-7fe8d5917b-31697553>