



WESER-KURIER Produced from End to End with Content-X

Within a matter of months, the Bremer Tageszeitungen AG has switched production of the WESER-KURIER and its regional editions to Content-X, an editorial system jointly developed by ppi Media and Digital Collections. As specified by the customer, the changeover to the new editorial system took place as planned on June 30, 2016.

August 19, 2016 After a kick-off meeting in November 2015, the editorial department at the WESER-KURIER was already able to produce its first daily newspaper page with Content-X in January 2016. As from March 2016, production of the entire newspaper, its sister newspaper the Bremer Nachrichten, the Verdener Nachrichten as well as further regional editions gradually switched to the new workflow. An agile approach was taken, i.e. workshops were held in which the project team defined subgoals for the overall project, implemented them rapidly and then reviewed the results they had achieved. "Thanks to Content-X and our agile approach, the entire editorial department was able to switch to the new workflow and to the new editorial system as a central data hub within such a short time," says Christian Wagner, executive editor of the WESER-KURIER.

Content-X for fast, flexible production

The WESER-KURIER Media Group decided in favor of Content-X, a solution jointly developed by ppi Media and Digital Collections, in late 2015 because it promised a particularly efficient distribution of responsibilities between reporters and layout editors. Whereas reporters are able to create content in their web browser on site, editors in the new newsroom can play out this content to different channels as required. Creating content that is media-neutral facilitates its processing for different channels. Within Content-X, plugins developed by ppi Media link the Digital Asset Management System DC-X, which has been in use for some time now, with Adobe InDesign.

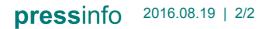
About the Bremer Tageszeitungen AG

As publisher of the WESER-KURIER Media Group, the Bremer Tageszeitungen AG publishes the WESER-KURIER, the daily newspaper with the widest reach in north-west Germany. Its print portfolio is rounded off by further daily newspapers such as the Bremer Nachrichten, Verdener Nachrichten as well as seven regional publications, five local newspapers for Bremen and the Sunday edition KURIER AM SONNTAG.

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