

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.

ppi Media GmbH
Deliusstr. 10
24114 Kiel
Germany

Press: Heiko Bichel
Tel.: +49 (0) 431-5353-261
Fax: +49 (0) 431-5353-222
E-mail: heiko.bichel@ppimedia.de
www.ppimedia.com

This press release contains projections for the future based on the well-founded assumptions and prognoses of the management of ppi Media GmbH. Though management believes these assumptions and estimates to be correct, actual developments in the future, as well as actual operating results, may deviate from those put forward by management due to factors beyond the control of the company, such factors to include, for example, fluctuating exchange rates, changes within the graphic arts industry, or any other unforeseen economic and/or market transformations. ppi Media GmbH makes no guarantees that future developments and/or future operating results will match any of the numbers and/or statements put forth in this press release, and assumes no liability if such situations arise. Furthermore, no responsibility is assumed for updating any of the statements and/or figures contained herein.



About ppi Media

ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers as well as printers, corporate publishers, groups and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Evers-Frank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA. For more information, see www.ppimedia.com.