

## 35 years of ppi Media: north German publishing solutions distributed around the world

*The Hamburg-based software company ppi Media is celebrating its 35th anniversary. Founded in 1984, ppi Media has become the leading provider of software solutions for automated newspaper production on the German market. The company now provides its services to media groups and publishers around the world.*

ppi Media has branches in Kiel, Hamburg and Chicago, and serves around 100 publishers in numerous countries. The services provided by the company cover the entire publishing workflow of newspapers and magazines, from planning to production. Some of the best-known publications produced with ppi Media solutions include the New York Times, BILD and the Indian daily Dainik Jagran, one of the most widely read publications in the world.

And yet it all started very small: “Way back in 1984, Peter Pape probably couldn’t tell his company would become one of the world’s leading providers of publishing software”, explains Hauke Berndt, Managing Partner and CEO of ppi Media. “But his Hanseatic virtues have left a lasting impression on the company: Our clients have always valued our reliability, service-oriented approach and the fact that we listen to them. Many of our solutions have been developed and optimized with our clients”.

The joint editorial system of ppi Media and its partner Digital Collections has also established itself as an important software solution for the international publishing world in recent years. In 2018, the system attracted more clients than ever before. Content-X is being used more and more – even by major magazine publishers. Egmont Publishing in Norway started using the system last year and other publishers are about to follow suit. After the change of shareholders at ppi Media and Digital Collections, the two companies will continue to develop Content-X together.

### **About ppi Media**

*ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company’s solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media’s portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company’s change process. For more information, visit [www.ppimedia.de](http://www.ppimedia.de).*

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