

# press info

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## FUNKE Mediengruppe is using Content-X to produce magazines for its daily newspapers

*After successfully completing the project phase, Hamburger Abendblatt has been producing magazines with Content-X from ppi Media and Digital Collections since August 2020. FUNKE Mediengruppe is now planning to use Content-X to produce magazines for other newspapers.*

FUNKE Mediengruppe, one of the largest media groups in Germany, has long been producing its newspapers with solutions developed by ppi Media, including PlanPag and OM for page production. In June 2020, the group decided to use Content-X for the creation of magazines for Hamburger Abendblatt. In addition to the daily newspaper, the Abendblatt team regularly produces mono-thematic magazines on local issues, such as "Historical Hamburg", and titles aimed at the national market, such as "Jürgen Klopp".

Thanks to the web-based CX planner developed by ppi Media, the editorial solution is ideal for planning and producing magazine publications. All pages can be clearly managed via the planner's web interface and continuously updated via an InDesign server. FUNKE Mediengruppe is using DC-X from Digital Collections as its DAM system.

The media group is planning to use Content-X to produce magazines for other newspapers in the future.

### Trusting cooperation

"ppi Media has been an important partner for FUNKE Mediengruppe for many years. When searching for an editorial solution for magazine production, it was therefore a no-brainer to go with Content-X for Hamburger Abendblatt", explains Torsten Landmesser, Head of Production Service / Consulting + Application at FUNKE Mediengruppe.

Berndt Röttger, Deputy Editor-in-Chief at Hamburger Abendblatt: "Content-X streamlines the editorial workflows for the production of our magazines – we're extremely satisfied".

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#### 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 USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called "Digital Services", where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.

#### About FUNKE Mediengruppe

FUNKE MEDIENGRUPPE is known for its information, entertainment and services with a focus on three business areas: regional media; women's magazines and TV guides; and digital services. FUNKE employs over 1,500 journalists and around 4,500 media professionals. The company publishes daily newspapers in the German states of Berlin, Hamburg, Lower Saxony, North Rhine-Westphalia and Thuringia, including Berliner Morgenpost, Braunschweiger Zeitung, Hamburger Abendblatt, Westdeutsche Allgemeine Zeitung and Thüringer Allgemeine. FUNKE is one of the largest providers in the magazine sector. Its portfolio includes Hörzu, Gong, TV Digital, BILD der FRAU, Frau im Spiegel, die aktuelle, myself and DONNA. The media group also produces numerous puzzle magazines, specialist journals and lifestyle magazines. In the digital sector, FUNKE is developing a network of specialized job portals, such as ABSOLVENTA and joblocal, and the company is also a major provider in the German publishing and social media sector with a majority stake in MEDIA PARTISANS. The FUNKE Group also publishes the leading advertising papers at all its daily newspaper locations. FUNKE holds a majority stake in various local radio stations in North Rhine-Westphalia. The company is also active on the Austrian newspaper market with publications such as Kronen Zeitung and Kurier. FUNKE even organizes two top-class events: GOLDFENE KAMERA (German film and television awards) and GOLDENES BILD der FRAU (an award for everyday heroines).