

# press info

2021-17-06 | 1/2



## Virtual ppi Days 2021: high attendance and captivating user stories

*ppi Media's traditional customer conference for managers in the media industry, the ppi Days, was held in a virtual setting this year. Those in attendance were impressed by the extremely exciting and entertaining range of talks.*

Around 80 representatives from the top media groups in German-speaking Europe came together for the 20th time at the ppi Days on June 7, 2021. The event was hosted by the Managing Directors of ppi Media GmbH, Dr. Hauke Berndt and Manuel Scheyda, who led the audience through a varied afternoon of virtual talks from selected speakers – not only from the media industry.

### Valuable practical insights

The guests were particularly impressed by the exciting user stories and industry reports on the latest ppi software solutions. Berndt Röttger (Deputy Editor-in-Chief of Hamburger Abendblatt) and Torsten Landmesser (Funke Mediengruppe) held a presentation entitled “From a small magazine project to a lifeline for the daily newspaper”, where they spoke about the use of the Content-X editorial system during last year's cyberattack on the media group. Nicolas Sonnenberg from Team Beverage, the leading distribution and service platform for the beverage industry, talked about how his company was a solution from ppi Media to run highly efficient, hyperlocal social media marketing campaigns for customers. Torsten Wiethe from Nürnberger Presse described how the printing house was utilizing ppi Media's self-service ad portal, AdSelf, and how the solution had even sparked a turnaround in the company's declining advertising business during the coronavirus pandemic.

### Focus on current trends

In addition to industry reports on the use of ppi solutions, ppidays21 also focused on current strategies and important developments in the media industry – this has become a key part of the event over the years. Peter Buhr, founder of Sinnborn GmbH, reported on tools and technologies for the use of AI in editorial offices. Saskia Mayer, Head of Operations and Technology at SÜDKURIER GmbH, offered insights into SÜDKURIER's recipe for success which, over the past three years, has led the publishing house to frequently sell more digital subscriptions in one day than it used to sell in a whole month.

The talks during the ppi Days were rounded off with a presentation held by Editorial Solutions at ppi Media, where the team talked about its plans to develop the Content-X editorial system into a new type of modular publishing platform.

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# press info

2021-17-06 | 2/2



Hauke Berndt, CEO of ppi Media, has commented on the success of the ppiDays21 format: “The feedback on our digital event has generally been very positive. Our customers were impressed by the range of topics, the format and the length of the event. It went down well despite the fact that our customers have been overloaded with digital conferences in recent months. Nevertheless, we look forward to holding a real live event again next year and being reunited with our international customers”.

## **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.