

HT Media implements an extensive update of its production solutions with ppi Media

HT Media is one of India's leading media companies which publishes, among others, Hindustan Times, one of India's largest English-language daily newspapers with a circulation of approx. 1.6 million copies. The company is now embarking on a comprehensive overhaul of its production and editorial solutions infrastructure to guarantee optimal media production in the future. A current version of QuarkXPress for editing editorial content will also be integrated into ppi Media's production workflow.

Similar to many other major publications and publishers in India, Hindustan Times uses ppi Media's integrated solutions to produce daily newspapers, including the central planning component PlanPag, AdMan to manage ad production and additional elements. All the components are now working seamlessly together as part of a comprehensive production workflow. Many of the software solutions installed are being replaced by the latest product versions as part of a shift by Hindustan Times to a current Long Term Support Release (LTSR) from ppi Media, thus providing a state-of-the-art technological foundation.

Within the framework of Long Term Support releases, the ppi Media solutions provide clients with regular, extensive technological and functional innovations, with a fixed update and support schedule for the integrated product versions to ensure a secure production environment.

In addition to the update to a current LTSR, ppi Media is also integrating a new editor to design ads, and a workflow for magazine production at HT Media.

Integration of QuarkXPress into the ppi workflow

Along with InDesign, QuarkXPress is often a crucial production tool for publishers in India in terms of layout and editing. For the first time, ppi Media's XML interface will be integrated into the current QuarkXPress versions so that HT Media can implement QuarkXPress in ppi Media's established production workflow to guarantee a structured exchange of data.

Kapil Arora, Group Head Publishing Services at Hindustan Times: "We are delighted to be working with ppi Media to place our production environment on a new technological footing. The deep integration of the workflow components and ppi's highly client-oriented service are vitally important to us. So we can already look back over many years of successful cooperation."

"Our solutions are deeply integrated into InDesign in various ways, but QuarkXPress also plays a central role in the newsroom, particularly in India. Therefore, not only

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are we delighted that HT Media has chosen ppi solutions for a comprehensive update, but this project is also taking us a step towards deeper integration of QuarkX-Press with ppi Media solutions,” says Dr. Hauke Berndt, CEO of ppi Media.

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.