



TECHNOLOGY

GUIDE & DIRECTORY 2020/21

HELPING PUBLISHERS CONNECT WITH TODAY'S INNOVATORS

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Our 'Silver Linings' Playbook



By Dean Roper, Editor-in-Chief of WAN-IFRA

The fallout of the ongoing pandemic for the news media industry remains a bit of a mystery. But its initial impact is clear and has been well-documented: a brutal decline in advertising revenue (already tipping that way pre-pandemic) – particularly in print.

So we won't dwell on that in this publication – that would be too easy. Instead, here we will talk about the silver lining(s) that always emerge during a crisis.

It is true that the "Change or Die" or "Now or Never" pleas from news executives and media analysts during the pandemic carry more weight and urgency than they have in the past years.

And I would say those pleas are not falling on deaf ears; in fact, it looks like most news publishers around the world are "answering the bell," so to speak.

As we have heard from hundreds of news executives and experts during our virtual events over the past nine months, their newsrooms, businesses, production facilities have been tested like never before. But for the most part, they not only adapted quickly during the crisis, they proved to be agile, innovative, increasingly experimental and resilient.

It has also brought more of a singular focus to their core purpose, strategies, content and products. And as always, technology has played a central role in all of that.

As more publishers move to an audiences-first focus, their ability to leverage quality data (increasingly first-party) will pave the way toward a more sustainable business and future. As our report about the tech associated with a reader revenue strategy clearly revealed (see page 8), a comprehensive, coherent data strategy is imperative. And that is critical not only for reader revenue strategies but across the board. That strategy will inform every part of the business.

Product development has taken on an even greater importance during the pandemic as newsrooms and publishers sometimes need to pivot to the right product at the right time, or tweak something that can prove a game-changer. To be able to do that, culture is the key, says Anita Zielina on page 12.

Increasingly, new technologies like AI are playing a role for publishers – whether it be for content creation or helping to surface content for digital subscriptions or predicting churn. But it is also being considered in production. Check out page 14 for the latest hype vs. reality advice.

That's just a few examples of recommendations we have in the Guide part of this edition. Finding the right technology partners has never been more crucial, and this Directory of our member suppliers should prove invaluable in choosing yours.

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10 big ideas

for newsroom transformation and digital revenue growth

COVID-19 has rapidly accelerated the shift from print and advertising revenue towards digital and subscription-based revenue. As newsroom digital transformation enters a more intensive reader-centric phase and revenue sources continue to be disrupted, newsroom leaders need to develop new editorial visions, find ways to engage their audiences and attract new readers and re-organise their newsrooms to deliver on new strategies.

Amid the background, 10 news media companies (Bisnis Indonesia, Kompas Media, Manila Bulletin, Philippine Daily Inquirer, Sin Chew Daily, Singapore Press Holdings, Bangkok Post, The Edge, The Jakarta Post, and United Daily News Group) from six Asian cities have embarked on an

inaugural WAN-IFRA programme led by Grzegorz Piechota (media researcher and consultant) and George Brock (Visiting Professor of Practice, Cass Business School, City, University of London).

Brock and Piechota joined WAN-IFRA's virtual Digital Media Asia 2020 conference to take participants through a checklist of key actions to guarantee success in digital publishing. The duo is training and leading the five-month-long Newsroom and Business Transformation Asia 2020 (NBTA 2020) programme co-organised by WAN-IFRA and the Facebook Journalism Project.

While the news industry is witnessing crushing commercial pressures linked to the global pandemic, it is also seeing an extraordinary spike in the demand for good journalism. Here are 10 things publishers must remember as they think their way through the next few years.

- 1. News publishing was industrial; now it is a service:** When news was confined to only print, it was essentially an industrial process, but now it is a service business. Publishers must worry about the reader in every possible aspect from UX to subscription messages. Every aspect of a publisher's relationship with each reader matters. Not every company that has moved into digital has understood that the switch to becoming a service business affects the newsroom and its journalists just as much as other departments.
- 2. Think hard about style and "voice" online:** Digital has changed journalism to become less formal. Print language and visuals do not work as well in the digital medium – one of those discoveries that only a few publishers have successfully been able to make.

In digital, the publisher-reader relationship is much closer, which means that the publication's editorial personality is crucial because the tone, pitch and voice will influence every step of the reader's journey. An example of an extreme combination of a traditional title effectively adjusting its voice on a digital platform is The Washington Post on TikTok.

3. **Digital change before reaping digital revenue rewards:** Holistic, company-wide digital change in culture and operations must be implemented before digital revenue ambitions (both advertising and subscriptions) can be actualised. In other words, breaking down silos between editorial, commercial and technological functions to realise common digital transformation objectives is crucial.
4. **Holistic change must be driven from the top:** Senior management must provide a transformation roadmap with clearly communicated "North Star" goals; incentivise good "change ideas" and allow them to bubble up from anywhere in their organisations; and remain steadfast in the face of challenges.
5. **Promote your distinctive value:** A publication's distinctive value must be the cornerstone of any news publisher's attempt at digital transformation. And publishers must aggressively promote to their audiences how their publication's unique value satisfies their needs.
6. **Think mobile:** As readership and advertising revenues from print newspapers and desktop computers continue to decline and/or stagnate, publishers need to consider ways to reach and grow their readers via mobile devices. This may include producing specific types of content and products or adapting the style and voice of the publication for mobile consumers.
7. **Invest in the right digital talents:** Publishers must be willing to invest in talented staff with outstanding skills who can galvanise digital transforma-

tion and share their competencies throughout the organisation. Furthermore, these talents should be integrated into the company, and one such method is to develop cross-functional teams around top talents.

8. **Use data to understand audiences deeply and be customer-centric:** Publishers should leverage granular digital audience data to understand and build deep relationships with readers, especially their most valuable ones. Publishers should also communicate directly with their audiences, such as through email newsletters, and develop processes and products with audiences in mind.
9. **Facilitate innovation through quality-controlled experiments – Do:** Meticulously design and supervise

experiments with new editorial and commercial products that can produce insights for the lowest possible cost, and then scrutinise and learn from the (audience) data gathered through those experiments. **Don't:** Use experiments as an excuse to haphazardly "throw things on the wall to see what sticks."

10. **Audits to cut resource-wasting habits:** Regularly performing digital content audits can help publishers more effectively understand the types of articles that their audiences are most interested in and channel their resources to cover those topics. In essence, this would garner higher returns on their investments and eliminate practices that inhibit growth in digital readership and subscription revenue.



Download Report

WAN-IFRA published these ideas as a report that is free to our Members. The report can be downloaded at this address:

wan-ifra.org/insight/newsroom-transformation-10-big-ideas

Business goals and data are central to CMS choices

We asked industry veteran Luc Rademakers about technological trends that should be kept in mind when planning for a new content management system. Crucially, he says a robust CMS is no longer a solution just for the newsroom but a means to link common business goals.

WAN-IFRA: What has struck you about the impact of the pandemic on publishers everyday work?

Luc Rademakers: Remote working is certainly one of the most important things I can think of. With great dedication and creativity, a major change in work organisation was implemented in all media companies in the world. Many jobs and tasks are now executed remotely. That would have been unthinkable in 2019. Many publishers now have office space that's turned out not to be so necessary. In terms of mind shift, many things are now possible that otherwise would not have been discussable until 2025. That is a challenge but also a great opportunity for IT services.

What first steps should you take when you think about a new CMS?

First: Start by understanding your most essential business goals and by defining your strategy for the next years.

Second: A CMS should focus on acquiring and maintaining an optimal customer relationship. To do this, you need to have your internal operations in order, but the focus must always remain the customer. That sounds obvious but isn't always the case.

Third: Simplify your internal processes as much as possible, minimise time consumption and ensure that they are meaningful for the employees in the first place. A top-notch CMS system that is not used optimally is an under-used investment.

Fourth: Data is the building block for every tech solution. Therefore it requires clean-up, organisation, prioritisation and placing the data strategy at the front of the ship.

And fifth: Do not look for a solution that offers all possible options in a ready-made way, and also be critical about the ROI of those options. A new car also offers a number of options that are smart but not necessarily essential. Choose something that functions within your market strategy and usage.

Do we have to take into account that automation, machine learning, AI will handle parts of the editorial work, better than humans?

Humans and machines have a tradition of collaboration. This won't be different in a well-considered vision about how to use available tech and data. So yes, by applying machine learning correctly, judged by its added value in content creation and analytics, certain processes previously executed manually can be done using more knowledge – and as we have seen, already are. Some media are already running algorithm-driven decision-making processes in the editorial area which produce surprising results. Which newsroom wouldn't like to know which front page will have the most impact? We will see more AI-tools appear empowering predictive analytics, recommendations and content production.

Will video play an even more important role?

Video has not yet lived up to expectations on the advertising market. Nevertheless, the use of video content will continue to grow. The video culture is already very strong in South Korea, China and Japan. Meanwhile, Europe and the US are taking longer to make the transition from text to video. Despite this, the evolution will continue. Video publishing will be a core competency in any digital strategy, and therefore also in CMS.

News media companies with a more text-driven history need to adopt this video culture as much as possible because the consumer is demanding and unpromising in this regard. Media brands must ensure that they are sufficiently attractive to recruit video native employees. After all, the UX and relevance of video must be world class. Additionally, it's evident that you need the right system to make this content available whenever there is a demand.

I would also add that we cannot forget about the audio boom that is taking place, and the same rules, for the most part, apply here.

What trends will develop in the short term?

Personalisation. Distributing the right content to the right end user at the right time in the right context and on the right platform. Nothing is as annoying and useless as receiving advertisements for which you are not the right person. With content, we still make far too many of the same mistakes. Too much mainstream content is still being distributed and too little is user focused, targeted and personalised content. This cannot be solved without an intelligent CMS that can demonstrate its return on investment.

The way customers consume content is rapidly changing. What will be the importance of customisation?

The way we deal with the internet is changing. That has consequences for any CMS. Media companies want more agility and flexibility, they have more websites, there are more devices, there are new forms of interaction, there are more and more cloud services.

Besides a classic CMS, there are also solutions of decoupled and headless CMS architectures.

If your publishing activity is mostly text-based, traditional CMS architectures are ideal.

With the headless CMS – of interest due to scratch models in a digital era – the back and front end are separated which makes them suitable for personalisation and customer engagement via multiple channels. Though their main disadvantage is that they do not provide pages and web sitemaps. One could argue they organise content in its pure form.

A decoupled CMS can be an interesting alternative if you hesitate between choosing a more traditional monolith CMS and a headless one. A decoupled CMS still is a push model, delivering the raw and formatted content to any front-end environment. Yet you still have templates to respect, but you get more flexibility.

The main thing is that you build your content production and distribution on the basics of the philosophy of Content as a Service (CaaS). You will then be able to look at content management in a totally different way. A content strategy should be an enterprise-wide ecosystem, integrating processes, connecting talent, sharing data, and connecting digital and IT system knowledge in a CaaS hub. Research, testing, developing and valuing your content strategy becomes an integrated process. And, as in any industry, the quality of the product will still make the difference. If your content offering is poor, having the best CMS will bring little benefit.

A cyber attack is always a nightmare. Do we need to pay increased attention to security?



Luc Rademakers is Senior Advisor at PMP, an international strategy consulting company in media and telecoms, among other sectors. Rademakers had broad experience leading media transformation in executive roles. He is also an associate of the Global Advisory Team at WAN-IFRA.

Unfortunately it's becoming more important every year. The larger and more interesting your database becomes in terms of content, the more interesting it becomes for all kinds of cyberattacks. You need appropriate safeguards to ward off attacks. This is another reason why the need for a 24/7 emergency support by your vendor is important.

There will always be an area of tension between protecting your data and making it available. By 2020, we have become more convinced of the importance of sharing data, anonymised but connected. Had we had more data on how the Corona virus developed among the population, the devastating impact on lives and the economy would certainly have been lessened. Traceability of users is not necessarily an invasion of privacy whilst untraceability can cost lives.

Companies from various industries, banks, insurance companies, telecom companies, energy suppliers, media, etc. are

looking for alliances to offer integrated services to their customers in order to achieve further growth. On top of that it is essential that we can connect databases across company and industry boundaries.

Media companies in most cases have a long history of client proximity. That makes media data extremely interesting and valuable. As a result, protecting and using them intelligently at the same time is a challenge.

Has GDPR fallen off the radar?

In a sense, yes. Though this really isn't the case. There will be more privacy regulations and data use restrictions which will make both the storage and commercial use of data more difficult. When different industries jointly set up initiatives that require the convergence of their customer data, new ethical or deontological questions may arise.

In public organisations the data policy can be very different from that in private companies. It can also differ greatly from country to country. Banks have their own deontological rules on customer data. There are still a lot of opportunities, but data policy and privacy issues to tackle when it comes to this. I have no doubt about the fact that media companies are developing into data firms, in which the CMS plays an important role.

Is there any final advice you would like to share with publishers considering investing in a new CMS?

The CMS should be easy-to-use. That is why it is important to share knowledge internally, including about how to work together more efficiently, share best practices and lessons and build solutions together. A CMS is no longer a system for one department or silo of the company, but a means to establish common goals. A cross-disciplinary team, with a common interest in IT and content, will demonstrate many opportunities to improve processes and output.

Report examines underpinnings of reader revenue tech stack

As we were preparing the articles for this issue, two things happened that drove home the growing significance of reader revenue for news publishers.

Firstly, several major US-based publishing companies, including The New York Times, Gannett, Tribune and News Corp released their most recent quarterly results and all saw their digital subscriptions growing – often surging – by 30 percent or more.

Secondly, during WAN-IFRA's virtual Digital Media Europe conference in November, a number of speakers from European publishers such as Norway's Amedia, France's L'Equipe and UK-based DC Thomson discussed the rise in digital subscriptions they are seeing as well as the increasing emphasis they are placing on this key revenue source.

Late this past summer, WAN-IFRA released our second reader revenue report, titled "The building blocks of a tech reader revenue stack," which examines what publishers need to consider about the technology and systems that underpin this essential income source.

The following are our key takeaways from the report, which is available free for WAN-IFRA Members, and may be purchased by non-members.

What we have learned from our members and other exchanges is that many publishers are at different stages and trajectories with their reader revenue strategies. And many, particularly those starting out, have questions about the tech associated with reader revenue. But even the most advanced at this confess to the complex nature of it all.

And that starts with data

"While there are thousands of individual company scenarios, there seems to be at least one universal truth: Future-proofing your digital subscription business begins with getting your data in order."

Publishers we spoke with for the report include the Financial Times, The Economist, the Swedish regional news group Mittmedia, Nordjyske Medier and Politiken (both of Denmark), and Switzerland's Tamedia.



Download Report

If your company is a WAN-IFRA Member, please use this link to download the report for free.

wan-ifra.org/insight/the-building-blocks-of-a-reader-revenue-tech-stack

10 things to consider for your tech stack project

Here are some of the issues where the publishers and experts we spoke with seemed to reach common ground.

- **Template for a tech stack?** There is no single right way to implement a technology and data strategy associated with a publisher's reader revenue strategy, but a common thread that publishers told us...
- **Start with your data, then the tech:** Clean, easily accessible and actionable first-party data can serve as a backbone of any digital subscription strategy. The scope and objectives of a data strategy may vary, but whatever strategy is adopted, it should form the basis of all subsequent tech stack decisions.
- **Seamless integration:** It is not so much about which technologies or tools you use, or even how you implement them... it's more about how your technologies are talking to each other seamlessly, i.e. integrated.
- **Asking the right questions:** That means if / when you are investing in new systems, be sure the APIs are there and clear to pave the way so your data flows seamlessly between systems, and critically, from editorial to marketing to commercial to the entire chain of a digital subscription journey.
- **Make it easy on your journalists:** If the above is achieved, it implies that your journalists have easy-to-understand tools and dashboards (and KPIs... more on that in a minute) to drive engagement, conversion and loyalty.
- **Common KPIs:** As Tor Jacobsen of Schibsted tells: "The great thing with digital subscriptions is that success is easy to measure. The KPIs are really the same for the editorial team, the marketing team and the team working with data analytics. [...] it's the perfect way of combining the KPIs for all internal teams. And to make that happen, you don't necessarily need to build a system, it's more about having some key KPIs to follow."
- **Regarding first-party data,** the publishers we spoke with broadly divided it into three categories: interactions, content, and consumers. The key to understanding an audience is to work out how the three are linked.
- **Building your own vs. buying or partnering:** Whether it is purchasing a data warehousing solution or building your own data layer platform or even your own analytics, for example, there are clear upsides and downsides to each. It mostly depends on your in-house skillsets, long-term strategy, and, naturally, budget. But what is clear is you should have...
- **Tech, data and product 'experts'** should be embedded in the newsroom and the entire chain to remain agile and to ensure that the right people have the right data at their fingertips to drive their KPIs.
- **Common comms across systems:** One of the most technically challenging aspects of driving digital subscriptions is getting customer journeys, promotions, marketing messaging and other customer communications aligned across systems as well as across platforms.
- **Test, test, test:** That is the cultural side of the equation, to start somewhere and create a continuous feedback loop. "You will never find the perfect solution for everyone, but you can perfect your solution over time."

Solutions providers with reader

ANALYTICS

Chartbeat <https://chartbeat.com>

Deep BI www.deep.bi

Facebook
www.facebook.com/facebookmedia

Google
<https://analytics.google.com/analytics/web/provision/#/provision>

Linkpulse <https://www.linkpulse.com>

SEMrush <https://www.linkpulse.com>

smartocto (includes the company formerly called Content Insights)
<https://smartocto.com>

Twipe Mobile Solutions
www.twipemobile.com

Visiolink www.visiolink.com

CONTENT MANAGEMENT SOLUTIONS

alfa Media Partner
<https://alfamedia.com/en>

Atex www.atex.com

Dos al Cubo www.dosalcubo.com

D-Share www.dshare.com

EidosMedia www.eidosmedia.com

Funkinform <https://www.funkinform.de>

IcemanMedia AB
<https://icemanmedia.com>

InterRed www.interred.de/en

Naviga (formerly Newscycle)
www.navigaglobal.com

ppi media <https://ppimedia.de/en>

Protecmedia
www.protecmedia.com/cover

Publish Inc. <https://publishprotocol.io>

Quintype <https://www.quintype.com>

Stibo DX (formerly CCI Europe and Escenic) www.stibodx.com

WoodWing www.woodwing.com/en

ARTIFICIAL INTELLIGENCE

United Robots <http://unitedrobots.ai>

Sophi (Globe and Mail)
<https://sophi.io>

DATA PLATFORMS/CONSULTING

MWM <https://www.mwm.se>

Mather Economics
www.mathereconomics.com

PAYMENT SYSTEMS

ASMIQ AG <https://asmiq.ch/en>

Axate (formerly Agate) www.axate.com

Google
www.google.com/intl/en/ads/publisher

Publish <https://publishprotocol.io>

ViewPay <http://viewpay.tv/publishers>

revenue-related tech offerings

PAYWALL PROVIDERS

Fewcents www.fewcents.co

InterRed www.interred.de/en

Poool <https://poool.fr/en>

WhiteBeard www.whitebeard.me

SUBSCRIPTION INTELLIGENCE

Chartbeat <https://chartbeat.com>

Mather Economics
www.mathereconomics.com

Naviga www.navigaglobal.com

SUBSCRIPTION MANAGEMENT/BILLING

AdvantageCS www.advantagecs.com

Anygraaf <https://neo-digital-publishing.anygraaf.net>

ASMIQ AG <https://asmiq.ch/en>

Deep BI <https://www.deep.bi>

Google
<https://developers.google.com/news/subscribe>

MPP Global www.mppglobal.com

Protecmedia
www.protecmedia.com/cover

Swanest
<https://swanest.com/business/media>

WEB/APP PUBLISHING

alfa Media Partner
<https://alfamedia.com/en>

Atex www.atex.com

EidosMedia www.eidosmedia.com

Facebook <https://www.facebook.com/facebookmedia>

Funkinform <https://www.funkinform.de>

Google <https://developers.google.com/amp>

InterRed www.interred.de/en

ppi media <https://ppimedia.de/en>

PressReader www.pressreader.com

Protecmedia
www.protecmedia.com/cover

Stibo DX (formerly Escenic)
www.stibodx.com

Twipe Mobile Solutions
www.twipemobile.com

Visiolink www.visiolink.com

WoodWing www.woodwing.com/en

Dozens of solutions providers around the world are active in the spaces that are covered in this report. We've compiled a list of WAN-IFRA Member companies (in alphabetical order) that work in these areas. It is worth keeping in mind that many of these companies offer solutions in more than one of the areas mentioned as well as in related areas that are outside the scope of what we have covered.

Product in newsrooms: How to start your journey

How can news organisations bring product thinking into their newsrooms, and start working in a more agile, forward-thinking, and user-centric way? Anita Zielina, Director of Innovation & Leadership, Craig Newmark J-School/CUNY in the United States, has some advice.

The first articles and research reports about product in news began appearing at least a decade ago, but only recently has the idea of weaving product thinking into the newsroom, and approaching product development in a more user-centric way, become a priority for news organisations.

This trend has picked up a considerable amount of speed this year, as many news organisations reacted to the coronavirus pandemic by creating new products and services designed to meet the needs of their readers.

But what is product in a news media context anyway? As an emerging focus area that is still forming itself, there is no universal definition of what product actually means.

For Zielina, it's the following:

"Product is a function at the intersection of editorial, tech, and business that actively ensures all products and services a media organisation creates address user needs, provide an excellent user experience and advance the overarching business strategy."

Why product thinking requires cultural change

In her role, Zielina is leading a new programme at CUNY to train the next generation of news executives to address the demand for innovation and leadership in the industry. Working at the intersection of media, technology, and leadership, she places a big emphasis on how cultural change is often required to lead to changes in strategy.

The same applies to bringing product thinking into a news organisation, and becoming more product-savvy.

"The most important thing is that product thinking is in many aspects the opposite of how newsrooms traditionally work," Zielina says.

Product culture strongly builds on collaboration, experimentation, a coaching and delegating leadership style, and diverse teams.

"The most important thing is that product thinking is in many aspects the opposite of how newsrooms traditionally work."

On the other hand, "old newsroom" culture has been characterised by a lone wolf mindset, perfectionism, a directive leadership style, and little to no interdisciplinary work.

So how do you go about bringing these more agile elements into your organisation? First of all, approaching the challenge in a superficial manner likely won't bring success.

"Just having a product team doesn't necessarily mean that you automatically have product culture," Zielina says.

"I'm saying that because sometimes I still see organisations that feel like, 'oh, I'm just going to hire a product manager and that will kind of magically install product culture in all that we are doing. And obviously, that's not really how it works.'"

What makes a successful product team?

Naturally, strong product teams are an integral part of a product-savvy news organisation. What sets them apart from others, however, is the fact that they have been given the power to actually be able to effect change.

"Power means budget, power means employees that directly report to you, and power means a seat at the table at the highest management level of the media organisation," Zielina says.

"So if you have product teams but you don't give them that power, they are not going to be as effective as you might want them to be."

Product teams usually include people with diverse competencies, such as knowledge of journalism, software engineering, marketing, and design.

Working in product is also highly interdisciplinary, and requires solid communication and negotiation skills.

People who are good at working with others tend to perform better in a product management role, as a lot of time is spent dealing with different stakeholders across departments, and getting them to follow a shared goal, according to Zielina. "If you're the product person, you're kind of like the spider in the middle of the web and trying to pull a lot of strings," she says.

Product culture isn't just for the big players

When thinking about successful product teams with a lot of agency and power, organisations such as Bloomberg, The Wall Street Journal, and The Washington Post come to mind. But this does not mean that smaller news organisations with limited resources can't bring product culture into their newsrooms. They just need to start small.

"Obviously, many things are easier if you are an organisation that's relatively rich and can invest money. No one's going to contest that," Zielina says.

"But one assumption that I want to get rid of, if possible, is that to do product right, you need a lot of money. Ultimately, product is not about investing millions in technology."

Earlier this year, the Newmark J-School ran a two-month pilot training, helping 25 U.S. and international participants launch products around COVID-19, improve team communication while working remotely, and embrace an audience-first ethos. This has since grown into the Product Immersion for Small Newsrooms programme starting in January 2021, developed by the J-School in collaboration with News Catalyst and the Google News Initiative.

"One of the big learnings was that if you just designate one person and help them upskill to become a product person, and just pick one project or product where you want to work in an iterative, agile and user-centric way, that often shows tremendous results. So you don't have to start by completely reshuffling your organisation," Zielina says.

The coronavirus pandemic and product development

From a product perspective, the coronavirus pandemic can almost be viewed as a blessing in disguise, showing many news organisations that they are capable of working in a more agile and forward-thinking manner than they may have been used to (often to their own surprise).

For example, they quickly and successfully adapted to remote working condi-

tions in response to the pandemic, and addressed readers' changing informational needs by surfacing or launching a wide array of news products.

"Many news organisations used this product development effort to become a bit more holistic in terms of how they approach user-centric product development and product design," Zielina says.

"They used some of these new products as test cases on how they could build products in a new way."

For Zielina, the products that are particularly interesting are those that cater to new interests that emerged this year.

As advertising revenues continue to dwindle, and many news organisations are turning to subscription and membership models to remain financially viable, understanding readers and their needs is becoming all the more important.

"When we want people to pay for our products, we ultimately need to understand how to truly serve them," she says.

**"When we want people to pay
for our products, we ultimately
need to understand how to
truly serve them."**

Anita Zielina, Director of Innovation & Leadership,
Craig Newmark J-School/CUNY



Beyond the hype of AI, 5G and IoT

By Arulnathan John

How will artificial intelligence (AI) and 5G, and the Internet of Things (IoT) affect the consumption of news and entertainment? Publishers will have an exciting future leveraging these technologies to stay ahead.

During WAN-IFRA's Digital Media Asia virtual event this past October, Peter Kabel, Professor of Interactive Media Design at the Hamburg University of Applied Sciences, set the tone for the tech talk by saying "the future is a welcome guest, and IoT and 5G are going to turn the world upside down."

Better media through AI

According to Shikha Chaudhry, co-founder of Elysium Labs and co-founder of Newsbytes India, "AI is overhyped everywhere, and underhyped in the media. Contrary to popular expectation, AI is nowhere near taking over the world."

To demonstrate how the current state of today's AI technology can benefit publishers now, she shared how her group was using artificial intelligence to transform news and content creation. The company currently operates three different services using AI:

- Newsbytes, which uses a search engine called Yantra to generate digital news content,
- Another entity that creates customised versions of Yantra for clients dealing in content creation,
- And Cricketpedia, a search engine for all things related to cricket.

Chaudhry said Yantra is designed to deliver quick, fact-based content. "Yantra collates data points from the internet and connects the data points to create about 220 fact-based news stories daily in English and Hindi on a wide variety of topics." That said, she emphasised that AI has to work in tandem with humans. "While it is good for factual articles, it lacks (the) empathy that (is) essential for human interest and opinion stories. So, Yantra only does factual stories."

Specifically with Newsbytes, Chaudhry said Yantra works by "filling in the inefficiency gaps and creating more affordable content" compared to competitors, thereby helping to fulfil her dream of disrupting the global media industry through the production of affordable, high-quality content across more platforms throughout India.

As for Cricketpedia, Chaudhry said AI and the sport of cricket go well together. This "cricket version of Google" collects all available data on the game to answer questions, provide player and game statistics and deliver a treasure trove of trivia that could turn a cricket newbie into a veritable guru. "It is like an encyclopaedia on cricket, which is a religion in India," she said.

The coming 5G future

Diptendu Mitra, Director of the Global Strategy Group of KPMG, Singapore, saw 5G technology as a means for news organisations to transmit and curate news content and experiences faster and better.

"Under 5G, numerous devices can connect with one another with little or no latency (lagging), very fast communication and no delays," he said. "Imagine being in a train going at 250 kmh and having no connectivity problems!"

Mitra added that 5G technology would have an impact across a variety of fields. In medicine, for example, it could usher in better modes of diagnosis and treatment of, and even remote follow-up on, diseases and ailments. These are solutions that would benefit large and less densely populated countries such as Australia and many African nations.

"There will also be a rise in autonomous vehicles by then, and these could communicate with virtually any device, such as smartphones or drones," he said.

Attractions could also take on new leases of life, thanks to 5G. Mitra considered a future where museums and other sites could boost flagging attendance figures through new experiences driven by Augmented Reality (AR) and/or Virtual Reality (VR), in addition to the usual exhibits.

"The museums could add these experiences without having to change the exhibits frequently," he said.

As for journalism and news publishers, Mitra and Chaudhry both agreed that the type of news content would not significantly change under 5G, but its transmission and curation would need to be examined more closely.

Huge tech changes not right around the corner, but soon

However, the arrival of such a "golden future" of new technologies, as Kabel put it, is still far off. For one thing, Mitra noted the capital investment and infrastructure required was enormous. That was why he said 5G rollouts were currently limited to the US, the UK, and several North Asian cities, where government and private funding were also available to drive the efforts.

Despite the hurdles ahead, Kabel, Chaudhry and Mitra were convinced that it would not be long before AI, 5G, and IoT to a smaller extent would play major roles in creating faster and more varied news content for a more connected world.

About the author: Arulnathan John is a freelance journalist. In his past life, he was a 20-year news and copywriting veteran of Singapore Press Holdings.

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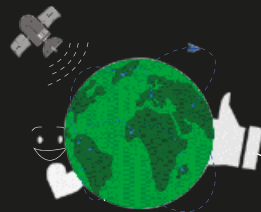
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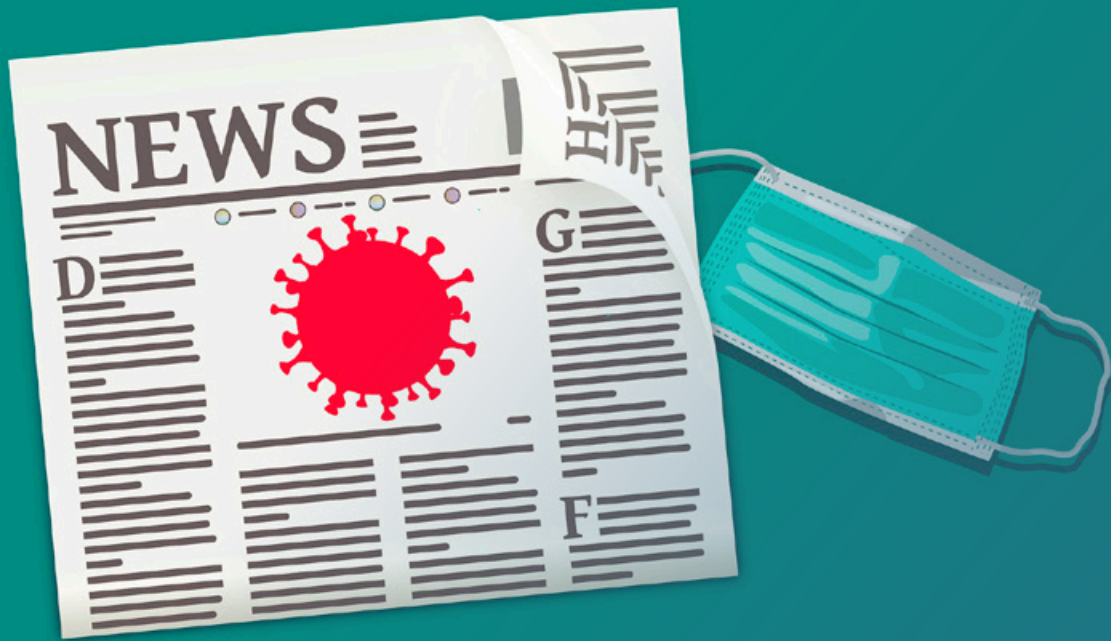
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Lessons learned

Newspaper production: coping with the pandemic

As the pandemic gets worse in most parts of the world, the lessons learned so far in newspaper production facilities globally are worth a closer look going forward.

The initial COVID-19-induced lockdowns that took place in the spring and the subsequent challenges dealt a huge blow to the operations and distribution of newspapers. On one side were the logistical challenges while on the other was the drastic drop in circulation numbers. However, newspapers around the world rose to the occasion and showed unprecedented levels of resilience. And this crisis has helped to future-proof them for possible other crises.

The new normal in production

Flexible shifts and “work from home” were largely considered luxuries before the pandemic struck. But when it did strike, it

became the new normal for most parts of a news organisation. Yet as editorial teams managed to transition to working from home, print production operations faced more challenges.

At The New York Times, which has 26 printing sites in the US, discussions about how to handle the situation started in February, and subsequently began the process of remote working and a distributed work environment. However, most departments and employees at its College Printing facility were not in a position to work from home, so the company resorted to measures like temperature screening, increased frequency of cleaning and sanitising, concentrating on high touch-point areas, distribution of hand sanitisers and gloves, suspension of non-essential visits to the plant and implementation of social distancing guidelines.

At Singapore Press Holdings, they introduced split-plant and split-press opera-

tions to address the challenge. Employees were split into blue and orange teams and worked in different shifts to minimise physical contact. Several of their staff who were commuting daily from Malaysia to Singapore were provided accommodation by the company after the lockdown was announced.

Collaboration

The Globe and Mail in Canada had a similar game plan in place, focusing on health and safety, contingency planning and communication.

“For health and safety, we eliminated unnecessary touch points before reaching the final destination. We allowed customers and carriers to alter delivery instructions for safety reasons. For example changing delivery instructions from ‘front door of the building’ to label and left in the lobby,” said Vito Petrucci, Manager, National distribution and logistics, Globe

and Mail, during the World Printers Summit in late October.

The use of plastic bags was discouraged to reduce chances of surface transfer.

“For contingency planning, we prepared ourselves in the event that someone tested for COVID-19. We had scenarios at root level and district level. In most cases, neighbouring carriers or independent contractors were ready to assist,” Petrucci said.

At Times of India similar arrangements were also brought into place. Circulation figures had declined significantly, so the team reduced activities in accordance with the print order, running a minimum number of presses and calling in a minimum number of staff for work.

In India, the industry came together to secure government support to print and distribute copies. Most of the big publishing houses also made an agreement that if one of them faced a problem of a press being locked down due to infection, others would share their resources to help them keep going.

Communication is key during crisis

Times of India arranged guest houses for the resident staff at the plants. One room was allocated per person, big areas like conference rooms were converted to bedrooms, transportation services were arranged and food was supplied.

“We have been communicating regularly with the employees. Communicating with people is the only way to keep them motivated, or else what they would hear would be the fake news and rumours,” said Snehasis Roy, Technical Director at BCCL, during a WAN-IFRA webinar.

The Globe and Mail’s Petrucci also said communication was the key to their success during the crisis. “We looked at communication both internally and externally. It was done frequently and consistently. In this situation there was no such thing as over communicating,” he said.

Managing distribution

Other major challenges publishers faced during the lockdown were with distribution and logistics. Naturally, they had to ensure the safety of the personnel in-

involved, while trying to overcome the transportational restrictions in place.

At The New York Times, distributors adopted several measures such as increasing the frequency of cleaning the distribution centres, providing gloves and sanitisers to the personnel, staggering the arrival time of carriers to the depots, limiting the number of carriers allowed inside distribution centres at a time and introducing “grab-and-go” policies whereby the carrier does not enter the distribution centre, instead the car or truck is loaded for them.

In India the stringent lockdown conditions meant that there were about 2,000 hotspots where newspapers had no entry. This coupled with transport bans and a shortage of delivery boys caused huge disruptions in the delivery chain of newspapers. The Times of India team therefore tried to tap into local grocery shops, kiosks and pharmacies to ensure distribution of copies, and liaised with residents associations and housing complexes to create awareness among readers about the safety of newspapers. At high-rise buildings, the copies were left at the ground floor to be picked up by the readers later.

The case was similar at The Globe and Mail, which experienced access issues with buildings and condos. Approximately 1,600 subscriptions were affected. Corporate accounts, lounges, airports and retailers were also severely affected. “We noticed an increase in suspensions specifically from multi-dwelling units and long-term care homes due to fear. We continue to inform customers regarding the steps taken to ensure the product is delivered safely as per the guidelines outlined by Health Canada and public health,” Petrucci said.

However, he added that on the bright side, one of the outcomes of the situation was improved overall service levels. “We still continue to encourage physical distancing, mask wearing, and frequent hand washing. We continue to listen to the experts and rely on Health Canada and public health guidelines. We continue to communicate with our partners frequently. And we continue to learn to live with COVID-19,” he said.



Digital sales boost sales of printed newspapers

At Mediahuis, Belgium, parent company of Printing Partners, print still constitutes a significant portion of the revenue. However, the pandemic boosted the sales of its digital content. Its websites and apps saw a huge increase in the influx of visitors. Despite the content being behind paywalls, people showed a willingness to pay for it.

“Double-digit growth of digital sales have also partly positively influenced the sales of printed newspapers,” said Paul Huybrechts, Managing Director of Printing Partners, during one of WAN-IFRA’s webinars. The company offers a subscription model wherein the Saturday publication is in print, but during the week only digital content is available. “This model was very popular,” Huybrechts said.



Download Report



The COVID-19 pandemic rocked the news industry as print and production operations came under pressure. The virus and subsequent lockdowns had a major impact on production, as managers had to adapt their processes to produce, print and distribute their products. Our survey examines how print operations have been affected and how they adapted to the new reality.

wan-ifra.org/insight/print-production-during-covid-19

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TAGS advertising circulation delivery distribution editorial

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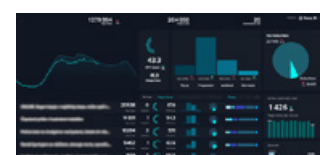
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TAGS content management digital delivery digital publishing digital storytelling live blogging mobile authoring open technologies print publications web CMS workflow

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TAGS commentary editorial multimedia opinion video

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The Associated Press

New York, United States
 Phone: +1 2074827400
 Email: avessaud@ap.org
www.ap.org



THE ASSOCIATED PRESS

The Associated Press is an independent global news organisation dedicated to factual reporting.

Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business.

More than half the world's population sees AP journalism every day.

Online: www.ap.org



TAGS accurate agency fact reporting data fast multiformat photo technology text video

Twipe

Leuven, Belgium

Email: contact@twipemobile.com

www.twipemobile.com



We help publishers engage more readers and monetise premium content.

We offer a state-of-the-art digital publishing and analytics SaaS platform, developed in close collaboration with leading newspapers. At Twipe, we are innovation and technology leaders in the area of edition based publishing. Every month more than 8 million digital editions are downloaded from our platform. We help newspapers including The Telegraph, Le Monde and DuMont grow their subscription and reader revenues. Solutions include Replica editions, mobile-optimised Next-Gen editions, and our personalisation technology JAMES.

Contact our team today to learn more about our technology and how we can help you grow.



TAGS analytics artificial intelligence digital digital edition ePaper machine learning personalisation publishing

United Robots

Malmö, Sweden

Phone: +46 708800384

Email: cecilia.campbell@unitedrobots.ai

www.unitedrobots.ai



United Robots provide automated editorial content on topics ranging from sports to traffic, weather, real estate sales, stock markets, company registrations and more.

We deliver texts enriched with images, maps, videos, graphics = top quality content straight to your site, app, newsletters...

We have a proven track record: >3 million texts delivered since 2015 to some 100 news sites across Europe and North America.

Robot texts work for many publishing use cases:

- Immediate updates (traffic, etc)
- Hyperlocal targeting (sports, real estate sales, etc)
- Providing bulk of content for new local sites or verticals (weather, traffic, sports, company registrations, etc)
- Personalised newsletters (sports, stock markets, etc)
- Free up reporters' time to do quality journalism

TAGS automated content automated content software automated texts automatic sports texts news automation news automation software robot journalism robot texts robot writer robot journalism software

UpScore

Hamburg, Germany

Phone: +49 163 6159708

Email: info@upscore.com

www.upscore.com



UpScore is a comprehensive Content-Intelligence platform for digital newsrooms, editorial teams and product management.

Complete information for better insights – Exceptionally detailed data in real-time and flexible tools to assess how your content resonates with your visitors and subscribers.

Smart tools for better decision-making – Intelligent metrics and integrated content scores provide the decision-making support for editorial, engagement and subscription questions.

Integrated are automated solutions and content recommendation engines that help to maximise the recirculation and user engagement.



TAGS analytics audience engagement content intelligence content score media publishing reader behaviour recommendations

Visiolink ApS

Viby J, Denmark

Phone: +45-70233544

Email: support@visiolink.com

www.visiolink.com



We grow businesses. Can we help grow yours?

With more than 2000 newspaper and magazine titles, Visiolink is a market leading and well-renowned supplier of digital publication solutions to the European media industry. We focus our work on generating new readers, advertising revenues and exceptional publishing platforms to our customers. By further enriching the ePaper with engagement increasing features, such as Podcasts, Narrated Articles and Interactive Crosswords, our clients can rely on long-lasting relationships with their subscribers.

For more information, please feel free to contact us.



TAGS business intelligence clickable ads digital archive digital newspaper digital publishing e-magazine e-paper podcast software solutions

WhiteBeard

Amsterdam, Netherlands
 Phone: +31 634376007
 Email: info@whitebeard.me
www.whitebeard.me



Powerful publishing software for today's newsrooms of all sizes: editorial tools, paywall, analytics, distribution, all in one place.

TAGS CMS content management system
 CRM editorial paywall subscriptions

WoodWing Software

Zaandam / Amsterdam, Netherlands
 Phone: +31 756 143400
 Email: info@woodwing.com
www.woodwing.com



WoodWing Software helps magazines, newspapers, and book publishers create and manage content across teams, and publish across channels.

Our solutions enable large teams to efficiently work together on content processes, within systems that are easy to manage. This enables publishers to increase content quality, reduce costs, shorten time-to-market, develop new revenue streams, and ultimately realise the full potential of their content.

We have a global network of solutions partners, and customers include Hearst, Forbes, Axel Springer, Aller Media, Persgroep and many more.



TAGS content management digital asset management editorial
 mobile multichannel online print publishing software workflow

Xalok Digital Media News Inc

Miami, United States
 Phone: +1 305 733 7070
 Email: info@xalok.com
www.xalok.com



Xalok is a popular Content Management Systems (CMS) among digital media outlets in Latin America and Spain, with more than 50 information sites in production. Nearly 2,500 journalists in 10 countries make use of the tool, distributing content to more than 300 million users each month.

The Xalok platform offers newsrooms quick, easy and agile solutions to create content in a multiplatform environment. Through a visual edition that maintains control of the publication flow, the editors decide and control the distribution of the content on any device and platform.

The system can be extended to all types of publications and includes specific modules and integrations with analytics, business intelligence and digital subscriptions.

TAGS business intelligence CMS content management system
 content creation content distribution content edition
 digital content digital media digital subscriptions Xalok

AdOps Latam

Lima, Peru

Phone: +51 954692221

Email: jose@adops.pe

www.adopslatam.com



Ad Operations Latam is an expert media agency. To date, we have worked with more than 40 media companies in the LATAM region optimising their advertising management systems (adserver), providing commercial teams with high-impact format tools, and efficiently managing programmatic revenues.

This formula has positioned us as a leading partner for media outlets throughout the region; we are more than a supplier, we are a strategic partner aimed at helping media companies to achieve their business objectives.

TAGS ad optimisation adserver advertising
media agency programmatic rich formats

adwonce a/s

Copenhagen, Denmark

Phone: +45 38 10 62 00

Email: info@adwonce.com

www.adwonce.com



Your advertisers should be able to make ready-to-print ads, place them in your newspaper and pay for them in just a few minutes. They should be able to make ads from any device at any time. Your employees should be able to manage all your publications from a smartphone. They should be able to adjust prices, deadlines and customer types with just a few clicks or taps on the screen.

Your newspaper should have a complete DIY ad solution.

With adwonce – you could.



TAGS DIY SaaS accessible ads advertising classifieds
death notices mobile advertising smartphone user friendly

African News Agency

Cape Town, South Africa

Phone: +27 488 4001

Email: vernon.adams@africannewsagency.com

www.africannewsagency.com

The African News Agency, ANA, is Africa's first and only multi-media news content syndication platform.

ANA offers exclusive African focused content, minute-by-minute news copy, pictures and video; produced by ANA and strategic African media partners.

In addition to this core business, ANA also offers specialised media services such as press release dissemination and brand messaging.

TAGS Africa African news media agency news news content pictures
press releases video

alfa Media Partner GmbH

Rödermark, Germany

Phone: +49 6074 3104-0

Email: info@alfamedia.com

www.alfamedia.com



Software from media professionals for media professionals – we have been a strong and reliable partner of media companies for almost 40 years and always have a firm eye on the future. Our classic editorial system has become our Digital Experience Platform! Our advertising system is designed to do everything conveniently in your browser and on the go.

To stay ahead of the competition, you need to keep a constant eye on the user experience when creating news and various content for all channels. With us, you can create, manage and distribute all content from your digital platform, making it easy for you to create that positive user experience. alfa Media offers all the workflows necessary for digitalisation, as well as the mind-set for modern working. Consequently, our Digital Experience Platform (DXP) provides you with the most advanced publishing options.

TAGS SaaS advertising apps automation cms mobile
newsroom planning video production web

AntiAdblock.com, s.r.o.

Prague, Czechia

Phone: +420 724 356642

Email: sales@antiadblock.com

www.antiadblock.com

ANTIADBLOCK is an ad-recovery solution that helps digital-content publishers increase their revenue through enabling the display of advertisements to users who use an ad blocker in their browsers.

Initially, ANTIADBLOCK enables publishers to gain awareness of the size of blocked ad inventory, by detecting and measuring the amount of content consumed with an ad blocker installed.

Engaging ANTIADBLOCK, publishers regain the ability to monetise their content consumed by users with an ad blocker as a part of their ad inventory.

ANTIADBLOCK was developed with maximum focus on the requirements of a digital-content publisher.



TAGS ad recovery adblock bypassing adblocking digital revenue boost monetisation unblocking

Anygraaf Oy

Helsinki, Finland

Phone: +358 424 22171

Email: sales@anygraaf.fi

www.anygraaf.com

Anygraaf provides tools for subscription (circulation and distribution), content access (paywalls), carrier, route (paperboys) and mailroom management.

Neo by Anygraaf provides a single holistic console for planning, producing and sharing content across channels. Our tools, apps and systems help to increase collaboration and reader engagement and maintain revenue across channels.

NeoDirect is an integrated module in Neo providing easy to use tools for creating web and mobile sites with PWA capabilities.

Anygraaf's AProfit ad system is designed for complete management of your ad business. It enables an efficient control of ad customers (CRM) and provides ERP with versatile reports for supporting the business.

Anygraaf's Planner is one of the really few flat plan solutions collaborating both with ads and editorial needs.

TAGS advertising circulation delivery distribution editorial

Atex

Stockholm, Sweden

Phone: +39 02 86801

Email: gcvezzoli@atex.com

www.atex.com

Atex is a global software company providing solutions to the media industry. Our platforms are based on futureproof technology and provide innovative approaches for news organisations to produce content efficiently, manage advertising and reach their audiences and targets on any channel.

Content. Assets. Digital. Print. Mobile. Advertising. Cloud.



TAGS advertising digital digital asset management editorial systems web CMS web publishing

DanAds

New York, United States

Phone: +46 708235037

Email: peo.persson@danads.com

www.danads.com

DanAds is a completely customisable and scalable self-service platform for global publishers that need a more sophisticated self-service solution.

With our wholly customisable and white-labeled solution DanAds Enterprise, the future of guaranteed self-serve advertising is finally here.

TAGS self-service self-service ad system

Datability Solutions, Inc.

Newark, United States
Phone: +1 302 357 3678
neel@datability.co
www.izooto.com



iZooto, the owned audience marketing platform for media publishers, is focused on helping publishers build, engage and retain their audience using web push notifications.

With iZooto, publishers are able to invest and lay the foundation of a marketing stack that helps them to win their audience's attention – a mission-critical task as publishers step out of the shadow of walled gardens.

Started in 2016, iZooto has quickly grown to a market leader position in Asia with customers across the region. Over 15,000 marketers and editors use iZooto to push over 12B notifications every month to engage, retain and monetise their audience. iZooto also works with partners including Taboola, PubMatic helping them tap into push notifications as a media inventory.

TAGS engagement tool for publishers owned audience marketing web push notifications

Fewcents

Singapore, Singapore
Phone: +1 415 358 5346
Email: publisher@fewcents.co
www.fewcents.co



Fewcents helps digital publishers unbundle and monetise premium content.

Fewcents enables pay-per-content in 52 currencies without fixed transaction fees. Publishers can embed Fewcents easily, monetise better than ads, and increase revenue from non-subscribers.

For publishers, Fewcents is an extremely efficient payroll.

For users, we are a convenient, local e-wallet to unlock global content without subscriptions.



TAGS adtech analytics customise fintech micropayments pay per article pay per content paywall reader revenue wallet

FUNKINFORM GmbH

Ettlingen, Germany
Phone: +49 7243 5950
Email: info@funkinform.de
www.funkinform.de



Funkinform develops software for the publishing and media industry. Using our cross-media publishing system DIALOG, modern media companies can publish and market their content across all channels.

DIALOG has set the benchmark for process optimisation and covers practically the entire value creation chain of media production: from planning, production and production management to commercialisation.

Our solutions are used to publish more than 400 newspapers, magazines, weekly papers, websites and mobile media across Europe.

TAGS content management editorial solutions content creation content planning cross-media publishing

IPONWEB

London, United Kingdom
Phone: +1 9174965521
Email: mrasmussen@iponweb.net
www.iponweb.com



IPONWEB builds programmatic and real-time trading technology that allows brands, agencies, and media owners to maximise their digital advertising operations and performance.

We take a flexible approach to combining productised trading technology and infrastructure with bespoke development to deliver solutions purpose-built around individual business goals and requirements.

Some of our technologies include:

- BidSwitch: a globally scaled media trading infrastructure
- The MediaGrid: a supply management platform for next-gen programmatic
- BidCore: a customisable bidder technology
- Multi-Channel TV Marketplace: an omni-channel audience management and campaign planning engine

TAGS DSP RTB ad server ad tech advertising demand side platform marketing programmatic real-time bidding supply side platform

Lineup Systems

London, United Kingdom
Phone: +44 (0) 2034402400
Email: contact@lineup.com
www.lineup.com



Lineup Systems is a leading provider of media sales technology. We build and deliver sales solutions that improve business performance and empower publishers to achieve sustainable commercial growth. Our SaaS-based solution Adpoint is the world's #1 multi-channel end-to-end advertising sales system, currently driving revenue, optimising workflow and simplifying IT at over 4,800 media titles across four continents. Setting the industry standard in advertising sales technology, Adpoint offers integrated management of the advertising sales and order process, from lead through to final billing, with full functionality right out of the box. Adpoint CRM: Best-of-breed CRM designed for faster, more effective media selling. Adpoint OMS: The world's most powerful multimedia order management engine. Adpoint Finance: Fully integrated cash management, invoicing and credit control solution. 360 Analytics: Connects all sales, customers and order management data across multiple sales channels within a single system.

TAGS Adpoint Lineup media multi-channel sales solution

Linkpulse

Oslo, Norway
Phone: +47 90060557
Email: contact@linkpulse.com
www.linkpulse.com



Linkpulse is the editor's choice, and provides publishers with the leverage they need to succeed with analytics and automation.

Our intuitive data processing lets you present your readers what they want and helps your team do their best work and deliver on your KPIs.

Some people call it big data or AI. We call it: Telling the right story to every reader.

Linkpulse is a platform for: Management, Editors, Journalists, Developers and Subscription.

TAGS analytics dashboard editorial real-time recommendations

Marfeel

Barcelona, Spain
Phone: +34 9173412540
Email: hello@marfeel.com
www.marfeel.com



Marfeel is a publisher platform that revolutionises the way publishers create, optimise and monetise mobile websites. Marfeel's proprietary technology analyses publishers' unique audience – user habits, behaviour and usage patterns – and dynamically adjusts the mobile site layout to maximise readership, engagement, page views, loading time, and ultimately ad revenue.

Marfeel's exclusive partnerships with over 20,000 global ad networks and exchanges ensure top-paying ads from premium advertisers. Marfeel's mobile website conversion and monetisation solution has been recognised by Google and Facebook, leading to strategic alliances with the search engine in 2015, and with the social network in 2017.



TAGS PWA adtech advertising Marfeel mobile monetisation publishing technology

Mikz Licensing AB

Malmö, Sweden
Phone: +46 70 638 1601
Email: christer.bjork@mikz.com
www.mikzalliance.com



Mikz Alliance is building an open infrastructure for influencer marketing that can help the influencer marketing industry to grow.

WAN-IFRA members get a white-label DSP/SSP (Demand Side/Supply Side) platform. The platform supports all aspects of the campaign workflow and is pre-integrated into the Mikz Alliance Influencer Exchange. The platform comes hosted in the cloud. Members also get full support, education and may participate in the roadmap development.

Mikz Alliance invites WAN-IFRA members to join as a preferred Supply Side Platform (SSP) member in their markets. We populate your market with vetted influencers having more than 1,000 in following on Instagram.

As a WAN-IFRA member, you will benefit from a 30 percent discount on the Mikz Alliance membership fee and can monetise by a marketplace fee charged to influencers in your market. You will also be part of our global network.

TAGS exchange influencer marketing influencers infrastructure marketplace monetise SSP self-service supply side platform white-label

Naviga

Kalmar, Sweden

Phone: +46 480 36 20 00

Email: jonas.bringler@navigaglobal.com

www.navigaglobal.com



Naviga Content Engagement Platform – the only end-to-end content monetisation platform enabling media companies to create, enrich, deliver, and monetise their content.

- Content – Create content your customers will love.
Deliver in ways they'll engage
- Audience – Engage your audiences with meaningful experiences
- Ad – Manage your advertising for both digital and print on a single solution
- Commerce – Unify the subscription experience

TAGS advertising management CMS content management system CRM digital advertising newspaper software subscription software

Pongrass Publishing Systems

Sydney, Australia

Phone: +61 293696100

Email: sales@ponggrass.com.au

www.ponggrass.net



Providing print and digital solutions to the publishing industry for over 35 years.

Suppliers of complete turnkey software solutions to all aspects of the publishing sector, from ad booking, classified pagination, ad layout, ad tracking, editorial tracking, content management, story editing and pagination systems.

Key to the success of the Pongrass Advertising suite is the single database integration of the various companion products of the suite. All Pongrass software can be installed individually or in any combination for the ultimate in configuration flexibility.

Working as a system integrator in Australia and New Zealand and with its channel partners around the world, Pongrass let publishers automate and efficiently manage print and digital publications within a scalable, open software environment.

TAGS ad booking order entry classified ad layout ad tracking editorial tracking CRM pagination production

Poool

Bordeaux, France

Phone: +33 613669304

Email: hello@poool.tech

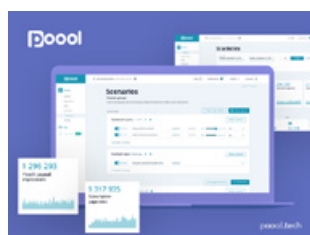
www.poool.tech



Poool is a tech startup that aims to reshape the way people access and finance content.

Our products – from our emblematic dynamic paywall to our brand new payment solution – help publishers to quickly test strategies based on acquisition, engagement and monetisation and to operate them with ease. Put simply, to maximise their average revenue per user!

We also accompany our clients through the design and implementation of their monetisation strategies via our consulting offers and we are proud to be launching the first Digital Media Review, a French Observatory about premium content access.



TAGS ARPU content engagement monetisation payment paywall personalisation revenue subscription

Protecmedia

Madrid, Spain

Phone: +34 915730808

Email: info@protecmedia.com

www.protecmedia.com



Leading company in technological innovation with more than 40 years of international experience, in 26 countries around the world.

Protecmedia offers solutions for the media news, covering editorial, audiences and advertising processes. As a technological partner, it accompanies its clients in their digital transformation and offers them permanent support to ensure the efficiency and availability of their technological resources.



TAGS DXP WCM advertising manager artificial intelligence cloud computing digital media digital subscriptions media news reader revenue web CMS

Rubrikk Group AS

Oslo, Norway

Phone: +34 622010373

Email: marco@rubrikkgroup.com

www.rubrikkgroup.com



Rubrikk brings back classifieds revenue to publishers.

Actively looking for top Publishers in top countries. Some of our partners: El Mundo, Libero.it, Focus.de, Newsnow.co.uk, NoticiasAoMinuto, Excelsior.com.mx.

Rubrikk provides a Classifieds Aggregator as a White Label, that can become part of a Publisher property. This generates Additional Traffic, New Visitors, from SEO long tail: 5% to 10% extra traffic for your site.

We take care of technology and monetisation. No investments, only profit at 100% Gross Margin.



TAGS SEO automotive classifieds content employment real estate revenue subfolder white label widgets

S2i Consultoria Informatica, S.A.

Madrid, Spain

Phone: +34 917 823 420

Email: nlamas@s2i.es

www.s2i.es



S2i is a company specialised in multimedia solutions of software for media, in commercial and sales systems.

Leader in the Spanish market with the main communication groups, have allowed us to gain the knowledge and expertise necessary to evolve, with a controlled cost of your investment. Functionally, we guarantee our clients the most effective solution for their needs, while focusing their attention on the management of their business.

By integrating online with the main Ad-Sever, we are among the leading companies in the field of digital advertising in Spain, managing ads for portals with more than 60 million unique users.

TAGS alternative built on Salesforce commercial and sales systems digital advertising Integrating online with the main ad-sever media CRM multi-company solution multimedia solution any sales channel (internet, radio and print) SaaS

Strossle

Stockholm, Sweden

Phone: +46 700 460 319

Email: leo.heijbel@strossle.com

www.strossle.com

Strossle provides media companies with technologies and solutions that disrupt old media models. We offer content discovery built on predictive analysis. No tagging, no guessing, no human mistakes. Just super relevant recommendations based on millions of observations.

Our platform allows media companies to share users and traffic in an eco-system of quality media. Let your readers find the best articles on other media sites. And get new engaged readers in return.

Yet again, this cross-promotion technique is based on intelligent recommendations. But you control who you want to share traffic with. It's time to reclaim the digital ad spend from Facebook and Google.



TAGS content discovery mediatech native advertising widgets

Talea Solutions

Helsinki, Finland

Phone: +358 456777779

Email: info@talea.fi

www.talea.media



Talea is a media sales platform that provides cross-media tools for media sales and 24/7 self-service for customers and media agencies. A media advertising service platform as SaaS, Talea has been acclaimed and awarded for easy-to-use and visual UX experience.

TAGS SaaS advertising automation campaigns cross-channel efficient media media companies omnichannel sales

The Associated Press

New York, United States
Phone: +1 2074827400
Email: avessaud@ap.org
www.ap.org



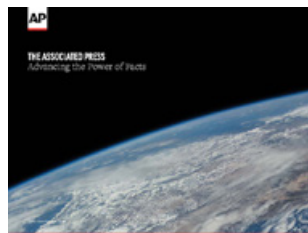
THE ASSOCIATED PRESS

The Associated Press is an independent global news organisation dedicated to factual reporting.

Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business.

More than half the world's population sees AP journalism every day.

Online: www.ap.org



TAGS accurate agency fact reporting data fast
multiformat photo technology text video

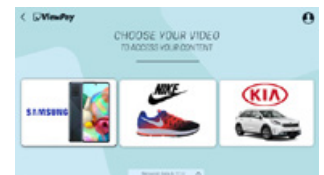
ViewPay

Paris, France
Phone: +33 967266164
Email: publishers@viewpay.tv
www.viewpay.tv



ViewPay is an innovative technology allowing press publishers to treat digital readers differently depending on their interest: frequent readers are detected and pushed into the subscription funnel (Enroller) while occasional readers are encouraged to unlock articles by watching a user chosen video ad as a payment mean (AdvertPayment).

ViewPay is the solution for publishers willing to gain subscribers AND monetise their premium content while respecting their readers digital experience. The AdvertPayment module enhance many dynamic paywalls on the market.



TAGS adtech advertising advertpayment
markelys subscription viewpay

WordProof

Amsterdam, Netherlands
Phone: +31 620946272
Email: jelle@wordproof.com
www.wordproof.com



The Dutch startup WordProof (2019), winner of the 'Blockchains for Social Good' contest by the European Commission, is on a mission to restore trust in the internet. Fraud and fake news make the internet unreliable. WordProof's Timestamp Ecosystem enables consumers, social platforms and search engines to verify the authenticity of your content.

To save the world, we need more truth on the internet. To achieve this, publishers need to be rewarded for making a shift towards more transparency and accountability.

For the first time in history, an open, simple and therefore inclusive solution is available to make transparency and accountability the default on the internet: timestamping.

We believe that publishers have the power to change the internet for the better. Together with advertisers, policy makers and big-tech, we invite you to become part of the journey towards the Trusted Web.

TAGS SEO accountability blockchain monetisation plagiarism
revisions structured data timestamp transparency trust

AdOps Latam

Lima, Peru

Phone: +51 954692221

Email: jose@adops.pe

www.adopslatam.com



Ad Operations Latam is an expert media agency, to date, we have worked with more than 40 media companies in the LATAM region optimizing their advertising management systems (adserver), providing commercial teams with high-impact format tools, and efficiently managing programmatic revenues.

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TAGS ad optimisation adserver advertising
media agency programmatic rich formats

AdvantageCS

Ann Arbor, Michigan, United States

Phone: +1 7343273651

Email: cindy.twiss@advantagecs.com

www.advantagecs.com



AdvantageCS is the developer of Advantage – subscription, marketing and membership management software for publishers. Leading companies rely on Advantage to manage their digital subscriptions, entitlements, magazines, bundles, e-products, conferences and events, membership and donations, continuity programs, product orders, payments and customer service. Advantage also offers a comprehensive eCommerce platform, multi-channel sales, high availability, sophisticated business intelligence tools, multi-currency, multi-local taxation, direct debit processing and a multi-lingual interface.

A privately-held corporation, AdvantageCS has developed software for publishers since 1979. Financially sound, with a world-wide reputation for superior software and service, AdvantageCS is a trusted partner of many global information companies.

TAGS digital subscriptions marketing membership management
ecommerce

Deep.BI

Freemont, CA, United States

Phone: +1 415 636 7646

Email: hello@deep.bi

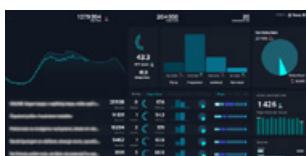
www.deep.bi



Deep.BI provides subscription sales intelligence and real-time data warehousing for media. Every customer interaction lands on the platform and is immediately ready for use (analytics, prediction models, automation).

We focus on actionable insights for media companies and specialise in providing key metrics and analytics: RFV Scoring, Deep Content Attribution Scoring and Propensity to Subscribe models.

Deep.BI has extensive knowledge about media audience habits and more than 15 years experience in the industry. We provide out-of-the-box and customised solutions based on our highly scalable platform to support the whole subscription funnel: higher engagement, adaptive paywalls, increased conversion and better retention.



TAGS AI analytics big data business intelligence churn prevention
content attribution scoring dynamic paywall integrations with key
platforms marketing automation subscriptions sales

Fewcents

Singapore, Singapore

Phone: +1 415 358 5346

Email: publisher@fewcents.co

www.fewcents.co



Fewcents helps digital publishers unbundle and monetise premium content.

Fewcents enables pay-per-content in 52 currencies without fixed transaction fees. Publishers can embed Fewcents easily, monetise better than ads, and increase revenue from non-subscribers.

For Publishers, Fewcents is an extremely efficient payroll.

For Users, we are a convenient, local e-wallet to unlock global content without subscriptions.



TAGS adtech analytics customise fintech micropayments
pay per article pay per content payroll reader revenue wallet

Kirchner + Robrecht management consultants GmbH

Alzenau, Berlin, Munich, Germany

Phone: +49 6023 94353 0

Email: info@kirchner-robrecht.com

www.kirchner-robrecht.com



Kirchner + Robrecht management consultants is a long-standing partner of companies in the media and communication sectors. For 25 years, we have provided support in the development of corporate and business strategies, the conception of marketing and sales strategies, the redesign of organisations, the optimisation of processes, the strategic use of IT as well as the development and execution of digital and cross-media solutions.

We have many years of practical experience, offer excellent consulting know-how and are among the industry's leading knowledge hubs. Other assets include management competence in implementation support in both classical and agile project management methods.

TAGS advisory beratung consulting digital strategy digitalstrategie IT Systeme IT-systems process optimisation prozessoptimierung Six Sigma +Lean

Lineup Systems

London, United Kingdom

Phone: +44 (0) 2034402400

Email: contact@lineup.com

www.lineup.com



Lineup Systems is a leading provider of media sales technology. We build and deliver sales solutions that improve business performance and empower publishers to achieve sustainable commercial growth. Our SaaS-based solution Adpoint is the world's #1 multi-channel end-to-end advertising sales system, currently driving revenue, optimising workflow and simplifying IT at over 4,800 media titles across four continents. Setting the industry standard in advertising sales technology, Adpoint offers integrated management of the advertising sales and order process, from lead through to final billing, with full functionality right out of the box. Adpoint CRM: Best-of-breed CRM designed for faster, more effective media selling

Adpoint OMS: The world's most powerful multimedia order management engine

Adpoint Finance: Fully integrated cash management, invoicing and credit control solution

360 Analytics: Connects all sales, customers and order management data across multiple sales channels within a single system

TAGS Adpoint Lineup media multi-channel sales solution

Mather Economics

Atlanta, United States

Phone: +1 770 993-4111

Email: matt@mathereconomics.com

www.mathereconomics.com



Mather Economics is a global business consultancy that works with leading news media companies around the world to grow revenues, increase subscription levels, optimize operations, and transform businesses.

To support digital audience analytics, Mather developed Listener™, a first-party data collection tool designed to ease data gathering, integrate with your fulfillment systems, and scale your operations to grow digital revenue.

Mather has combined technology, audience & content analytics, and strategic consulting to help you achieve the level of operations used by the best-in-class businesses for a fraction of the cost. We act as the intelligence layer for your technology to push recommendations into common publisher fulfillment systems and are an extension of your digital revenue management team.

TAGS content insights digital revenue intelligent paywalls subscription revenue data-driven digital transformation intelligent data platform optimize revenue strategic consulting technology stack

MPP Global

Warrington, United Kingdom

Phone: +44 844 873 1418

Email: hello@mppglobal.com

www.mppglobal.com



MPP Global delivers eSuite, powering media through subscription & billing, providing publishers with the freedom to monetise digital content and print publications in real time. eSuite provides next generation print subscription management and accelerates digital revenues, whilst future-proofing infrastructure capability.

With offices throughout the Americas, Europe and Asia Pacific, MPP Global has an impressive track record of maximising customer lifetime value. Clients include The Times, McClatchy, L'Équipe, Racing Post, The Irish Times, Daily Mail, Torstar, Mainichi, Berliner Verlag, Yomiuri, Jysk Fynske Medier, Organizacion Editorial Mexicana and American City Business Journal.

TAGS CRM acquisition analytics billing broadcasting live media media publishing retention subscription

Ninestars Information Technologies Pvt.Ltd

Bangalore, India

Phone: +91 9880597937

Email: varadarajan@ninestars.in

www.ninestars.in

- We are a content-tech and SaaS Company
- We are leading Historical Newspaper Digitisation Services Company
- We provide digital solutions to News Publishers to launch their Mobile Application for their publications
- We provide photo digitisation services with meta-tagging and discovery via a front end application to search the repository
- We have been providing Digitisation and Digital solutions/services to Print Media since 1999

TAGS SaaS mobile photo digitisation

Quintype

Bengaluru, India

Phone: +91 9019218218

Email: sales@quintype.com

www.quintype.com



Quintype is a cloud-hosted, data-driven publishing platform for digital publishers. Quintype is used by digital content creators across the world to experience a seamless way of creating and publishing content across channels and devices.

Publishers face major challenges on three fronts: Content, Audience Engagement and Monetisation. These challenges are compounded by the fact that content creators struggle to keep up with changes in the technology landscape.

Quintype abstracts all of the technology changes in a simple, easy to use interface for content publishers, so that they focus on creating great content without getting overwhelmed by technology.



TAGS digital publishing audience engagement content management

S2i Consultoria Informatica, S.A.

Madrid, Spain

Phone: +34 917 823 420

Email: nlamas@s2i.es

www.s2i.es



S2i is a company specialised in multimedia solutions of software for media, in commercial and sales systems.

Leader in the Spanish market with the main communication groups, have allowed us to gain the knowledge and expertise necessary to evolve, with a controlled cost of your investment. Functionally, we guarantee our clients the most effective solution for their needs, while focusing their attention on the management of their business.

By integrating online with the main Ad-Sever, we are among the leading companies in the field of digital advertising in Spain, managing ads for portals with more than 60 million unique users.

TAGS alternative built on salesforce commercial and sales systems digital advertising Integrating online with the main ad-server media CRM multi-company solution multimedia solution any sales channel (internet, radio and print) SaaS

WhiteBeard

Amsterdam, Netherlands

Phone: +31 634376007

Email: info@whitebeard.me

www.whitebeard.me

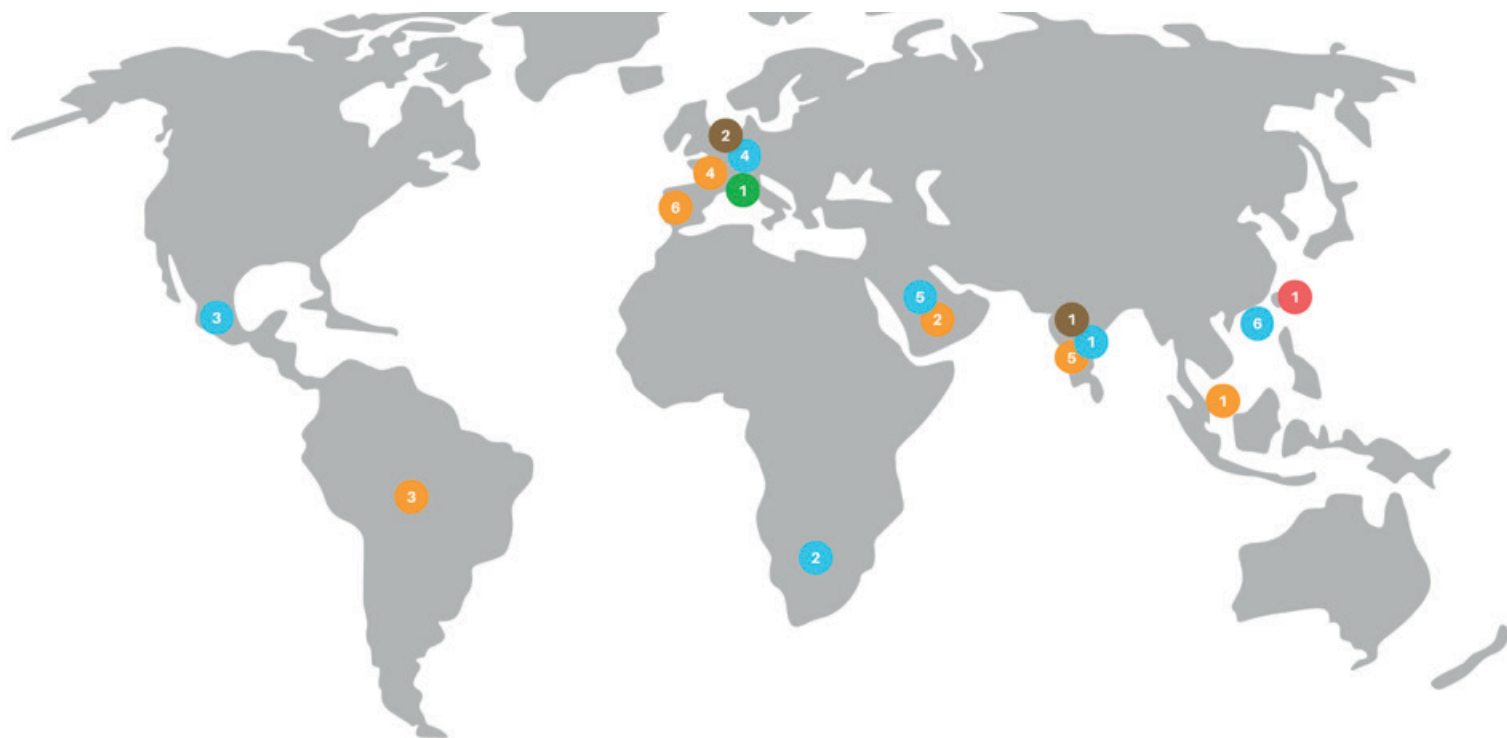


Powerful publishing software for today's newsrooms of all sizes: editorial tools, paywall, analytics, distribution, all in one place.

TAGS CMS content management system CRM editorial paywall subscriptions

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Around the World with 16 Meeting Points



CONGRESS

- 1 **World News Media Congress**
28-30 Sep
Taiwan, TAIPEI

MEDIA LEADERS SUMMITS

- 1 **APAC**
07-08 Apr
Virtual
- 2 **Middle Eastern**
14-15 Apr
Virtual
- 3 **LATAM**
11-12 May
Virtual
- 4 **Francophone**
tbc May
Virtual
- 5 **Indian**
23-24 Aug
Virtual
- 6 **Spanish**
tbc Dec
Virtual

DIGITAL MEDIA CONFERENCES

- 1 **India**
02-04 Mar
Virtual
- 2 **Africa**
27-29 Apr
Virtual
- 3 **LATAM**
02-04 Nov
Mexico City, MEXICO
- 4 **Europe**
09-10 Nov
Vienna, AUSTRIA
- 5 **Middle East**
24-25 Nov
Riyadh, SAUDI ARABIA
- 6 **Asia**
01-03 Dec
HONG KONG

NEWSROOM SUMMIT

- 1 **International Newsroom Summit**
08-09 Jun
Virtual

PRINTERS SUMMIT

- 1 **Indian Printers Summit**
25-26 Aug
Chennai, INDIA
- 2 **World Printers Summit**
26-27 Oct
Frankfurt, GERMANY

APA-IT Informations Technologie GmbH

Vienna, Austria

Phone: +43 1 36060-1234

Email: salesdesk@apa.at

www.apa-it.at

APA-IT Informations Technologie GmbH offers support with a focus on media solutions and IT-outsourcing. As a subsidiary of APA – Austria Press Agency, we are responsible for the IT of the Austrian news agency as well as numerous other media enterprises. This expertise and insight into the industry make APA-IT an expert for IT solutions for publishers and media-related companies.

Existing systems and tools are constantly developed and tailored to individual customer needs. As such, APA-IT is always available – from conception to operation.

- Establishment of APA-IT Informations Technologie GmbH: 2002
- Managing Directors: Alexander Falchetto, Clemens Prerovsky
- Employees: 140
- Revenues 2018: EUR 26.7 m

TAGS CMS archive digital publishing distribution e-paper editorial system hosting media solutions outsourcing video

Chartbeat

New York, United States

Phone: +1 908 256 0404

Email: melissa@chartbeat.com

www.chartbeat.com



Chartbeat's analytics and optimisation tools give content creators mission-critical insights – in real time and across desktop, social and mobile platforms – to turn visitors into loyal audiences. Chartbeat helps content creators understand what, within their content, keeps people engaged.

Partnering with more than 60,000 media brands across 60+ countries, Chartbeat's software and frontline tools help the world's leading organisations measure and value the attention earned by their content.



TAGS analytics audience engagement content intelligence media publishing reader behaviour

InterRed GmbH

Siegen, Germany

Phone: +49 271 30377-0

Email: info@interred.de

www.interred.de



InterRed: Future Publishing Solutions

InterRed offers future-proof print, web, tablet and mobile solutions for publishers, corporate publishing and content marketing. InterRed is one of the leading providers of content management systems (CMS), editorial systems, multi-channel publishing and offers print-, web- and mobile-solutions for newspapers, magazines and periodicals, corporate publishing and catalogs.

InterRed's line of products consisting of the overall solution InterRed ContentHub, the editorial system InterRed Print, the web content management system InterRed Online, the app-solution InterRed AppPublishing and additional AI and reporting modules has something in store for every line of business and every use case.



TAGS AI & knowledge management app content hub content management system (CMS) cross media publishing e-paper editorial system multi channel publishing online print

Marfeel

Barcelona, Spain

Phone: +34 9173412540

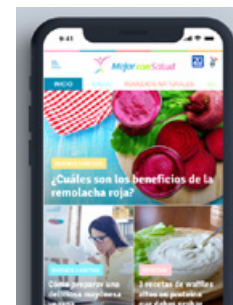
Email: hello@marfeel.com

www.marfeel.com



Marfeel is a publisher platform that revolutionizes the way publishers create, optimise and monetise mobile websites. Marfeel's proprietary technology analyses publishers' unique audience – user habits, behavior and usage patterns – and dynamically adjusts the mobile site layout to maximise readership, engagement, page views, loading time, and ultimately ad revenue.

Marfeel's exclusive partnerships with over 20,000 global ad networks and exchanges ensure top-paying ads from premium advertisers. Marfeel's mobile website conversion and monetisation solution has been recognised by Google and Facebook, leading to strategic alliances with the search engine in 2015, and with the social network in 2017.



TAGS PWA adtech advertising Marfeel mobile monetisation publishing technology

Ninestars Information Technologies Pvt.Ltd

Bangalore, India

Phone: +91 9880597937

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www.ninestars.in

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- We provide photo digitisation services with meta-tagging and discovery via a front end application to search the repository
- We have been providing Digitisation and Digital solutions/services to Print Media since 1999

TAGS SaaS mobile photo digitisation

PEIQ by multicom | GOGOL

Augsburg, Germany

Phone: +49 821 907 844-16

Email: contact@peiq.de

www.peiq.de



PEIQ assists over 600 newspapers in creating successful stories (PEIQ CREATE), in publishing and monetising (PEIQ PORTAL) and in efficiently constructing the printed newspaper (PEIQ PRINT). In the cloud, with intelligent assistance functions and proven best practices.



TAGS ad booking ad production CMS digital publishing digital storytelling e-paper editorial system news portal online marketing modules page planning

PressReader

Richmond, Canada

Phone: +1 604-278-4604

Email: publishing@pressreader.com

www.about.pressreader.com



We're on a mission to improve the way people discover stories that matter. With offices in Vancouver, Dublin, and Manila, we're building a place for people to find great content from anywhere in the world. That's why we've partnered with thousands of publishers to give readers unlimited access to leading newspapers and magazines.

We're all about choice. Using their Phone: or tablet, readers can browse content online or download entire issues using the PressReader app. They can subscribe for unlimited access, or get the full experience sponsored by one of our partners. The possibilities are endless.



TAGS digital content digital media digital media provider enews epaper magazines newspapers online newspapers

PUBLISH, Inc.

Seoul, South Korea

Phone: +82 2 6332 2245

Email: info@publishprotocol.io

www.publishprotocol.io



PUBLISH is an award winning blockchain-based digital media start-up. Its mission is to secure the editorial and financial independence of newspaper and magazine businesses, especially as it relates to content management, tokenization, platform gamification, and information authentication and verification.

Its initiatives include a blockchain media protocol and platform, a consortium of media enterprises and technology providers tasked with the objective of developing the PUBLISH ecosystem, a blockchain-based content management system facilitating the launch of PUBLISHprotocol-based tokens, a cryptocurrency wallet, and a cryptocurrency exchange.



TAGS CMS blockchain content management system cryptocurrency fact-checking fake news gamification

Quintype

Bengaluru, India
Phone: +91 9019218218
Email: sales@quintype.com
www.quintype.com



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TAGS digital publishing audience engagement content management

Stibo DX

Aarhus, Denmark
Phone: +45 8733 5588
Email: info@stibodx.com
www.stibodx.com



Stibo DX develops content and digital asset management systems for media companies all over the world. We help our customers create engaging content, reach new audiences, and run a profitable media business.

Our CUE publishing platform reinvents storytelling in every digital format. It enables media companies to create compelling content and engage with audiences across all channels: on the web, on mobile, on social media, in apps, in print, and beyond.

With key features such as media-neutral content creation, multichannel publishing, and open platform extensibility, CUE supports today's story-first newsrooms like no other digital publishing platform.



TAGS CMS content management system DAM
digital asset management digital publishing e-paper extensibility
headless CMS multichannel publishing publishing platform

Twipe

Leuven, Belgium
Email: contact@twipemobile.com
www.twipemobile.com



We help publishers engage more readers and monetise premium content.

We offer a state-of-the-art digital publishing and analytics SaaS platform, developed in close collaboration with leading newspapers. At Twipe, we are innovation and technology leaders in the area of edition based publishing. Every month more than 8 million digital editions are downloaded from our platform. We help newspapers including The Telegraph, Le Monde and DuMont grow their subscription and reader revenues. Solutions include Replica editions, mobile-optimised Next-Gen editions, and our personalisation technology JAMES.

Contact our team today to learn more about our technology and how we can help you grow.



TAGS analytics artificial intelligence digital digital edition
ePaper machine learning personalisation publishing

Visiolink ApS

Viby J, Denmark
Phone: +45-70233544
Email: support@visiolink.com
www.visiolink.com



We grow businesses. Can we help grow yours?

With more than 2,000 newspaper and magazine titles, Visiolink is a market leading and well-renowned supplier of digital publication solutions to the European media industry. We focus our work on generating new readers, advertising revenues and exceptional publishing platforms to our customers. By further enriching the ePaper with engagement increasing features, such as Podcasts, Narrated Articles and Interactive Crosswords, our clients can rely on long-lasting relationships with their subscribers.



For more information, please feel free to contact us.

TAGS business intelligence clickable ads digital archive
digital newspaper digital publishing e-magazine e-paper
podcast software solutions

WoodWing Software

Zaandam / Amsterdam, Netherlands

Phone: +31 756 143400

Email: info@woodwing.com

www.woodwing.com



WoodWing Software helps magazines, newspapers, and book publishers create and manage content across teams, and publish across channels.

Our solutions enable large teams to efficiently work together on content processes, within systems that are easy to manage. This enables publishers to increase content quality, reduce costs, shorten time-to-market, develop new revenue streams, and ultimately realize the full potential of their content.

We have a global network of solutions partners, and customers include Hearst, Forbes, Axel Springer, Aller Media, Persgroep and many more.



Experience your greatest efficiency yet

TAGS content management digital asset management editorial mobile multichannel online print publishing software workflow



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Your advertisers should be able to make ready-to-print ads, place them in your newspaper and pay for them in just a few minutes. They should be able to make ads from any device at any time. Your employees should be able to manage all your publications from a smartphone. They should be able to adjust prices, deadlines and customer types with just a few clicks or taps on the screen.

Your newspaper should have a complete DIY ad solution.

With adwonce – you could.



TAGS DIY SaaS accessible ads advertising classifieds death notices mobile advertising smartphone user friendly

AntiAdblock.com, s.r.o.

Prague, Czechia
 Phone: +420 724 356642
 Email: sales@antiadblock.com
www.antiadblock.com



ANTIADBLOCK is an ad-recovery solution that helps digital-content publishers increase their revenue through enabling the display of advertisements to users who use an ad blocker in their browsers.

Initially, ANTIADBLOCK enables publishers to gain awareness of the size of blocked ad inventory, by detecting and measuring the amount of content consumed with an ad blocker installed.

Engaging ANTIADBLOCK, publishers regain the ability to monetise their content consumed by users with an ad blocker as a part of their ad inventory.

ANTIADBLOCK was developed with maximum focus on the requirements of a digital-content publisher.



TAGS ad recovery adblock bypassing adblocking digital revenue boost monetisation unblocking

Axate Systems Ltd

London, United Kingdom
 Phone: +44 7739808020
 Email: publishers@axate.com
www.axate.com



Axate is the simplest, quickest and most scalable way for publishers to monetise content online.

Axate offers a frictionless, innovative payment system that lets consumers pay casually for the content they want, without having to commit to a subscription.

We're live on tens of sites already, and the network is growing fast. Implementation is free.

Get in touch at publishers@axate.com for more information.

TAGS casual payment digital media micropayment news publishing pay per article

Blink

California, United States
 Phone: +1 6503130380
 Email: contact@blink.net
www.blink.net



Blink offers a suite of tools designed to convert your anonymous users & monetise content. We focus on improving every step of the funnel, offering a seamless user experience & custom built placements and popups.

Blink Identity

- Single sign-on means one account across the Web
- Blink has integrated with social network logins

Blink Donate

- Audience segmentation & targeting
- Seamless payment flows
- Support for a variety of payment methods, including Apple Pay, Google Pay & PayPal

Blink Subscribe

- Leverage rich first party data to segment and target your audience
- Access audience analytics & targeting through our publisher dashboard
- Fastest flows from anonymous user to subscriber

TAGS analytics conversion donations funnel monetise content payments revenue subscriptions targeting user experience

Distribution Innovation

Oslo, Norway

Phone: +47 228 27800

Email: info@di.no

www.di.no



Distribution Innovation is a leading technology company developing and operating services for the newspaper and logistics industries. DI is owned by Norwegian companies Schibsted Media Group and Amedia and we are the industry standard in the Nordic countries.

DI's newspaper services cover the printing, subscription and distribution information flows for customer service, printing plants, packing facilities, transporters, distribution centers, carriers and retailers. The services for logistics companies covers various services for online stores, parcel delivery and logistics in general. DI does business development on top of the carrier networks, and has developed the consumer services www.morgenlevering.no and www.megtildeg.no, and the delivery tool www.planandgo.no. DI has the last two decades helped media houses and distribution companies in two waves of digital transformation, where last mile goes from being a challenge to an opportunity.

TAGS address services business development distribution technology e-commerce Innovation newspaper distribution newspaper logistics parcel delivery services Route planning and optimisation subscription

Fewcents

Singapore, Singapore

Phone: +1 415 358 5346

Email: publisher@fewcents.co

www.fewcents.co



Fewcents helps digital publishers unbundle and monetise premium content.

Fewcents enables pay-per-content in 52 currencies without fixed transaction fees. Publishers can embed Fewcents easily, monetise better than ads, and increase revenue from non-subscribers.

For Publishers, Fewcents is an extremely efficient paywall.

For Users, we are a convenient, local e-wallet to unlock global content without subscriptions.



TAGS adtech analytics customise fintech micropayments pay per article pay per content paywall reader revenue wallet

Pool

Bordeaux, France

Phone: +33 613669304

Email: hello@pool.tech

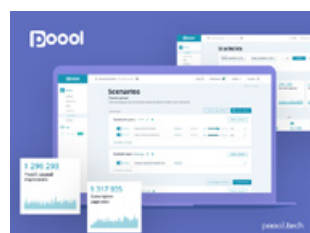
www.pool.tech



Pool is a tech startup that aims to reshape the way people access and finance content.

Our products – from our emblematic dynamic paywall to our brand new payment solution – help publishers to quickly test strategies based on acquisition, engagement and monetisation and to operate them with ease. Put simply, to maximise their average revenue per user!

We also accompany our clients through the design and implementation of their monetisation strategies via our consulting offers and we are proud to be launching the first Digital Media Review, a French Observatory about premium content access.



TAGS ARPU content engagement monetisation payment paywall personalisation revenue subscription

PUBLISH, Inc.

Seoul, South Korea

Phone: +82 2 6332 2245

Email: info@publishprotocol.io

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PUBLISH is an award winning blockchain-based digital media start-up. Its mission is to secure the editorial and financial independence of newspaper and magazine businesses, especially as it relates to content management, tokenisation, platform gamification, and information authentication and verification.

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TAGS CMS blockchain content management system cryptocurrency fact-checking fake news gamification

Rubrikk Group AS

Oslo, Norway

Phone: +34 622010373

Email: marco@rubrikkgroup.com

www.rubrikkgroup.com



Rubrikk brings back Classifieds Revenue to publishers.

Actively looking for top Publishers in top countries. Some of our partners: El Mundo, Libero.it, Focus.de, Newsnow.co.uk, NoticiasAoMinuto, Excelsior.com.mx.

Rubrikk provides a Classifieds Aggregator as a White Label, that can become part of a Publisher property. This generates additional traffic, new visitors, from SEO long tail: 5% to 10% extra traffic for your site.

We take care of technology and monetisation. No investments, only profit at 100% Gross Margin.



TAGS SEO automotive classifieds content employment real estate revenue subfolder white label widgets

smartocto

Nijmegen, Netherlands

Phone: +31 850606628

Email: info@smartocto.com

www.smartocto.com



Smartocto is a smart editorial analytics system that brings actionable data into the newsroom. We analyse every story with actionable notifications, crystal clear modular big screens and insightful historical reports. This gives you the power to go from data to action, optimise and steer towards online success whether your game is impact, engagement or conversion.

We come from the media ourselves, we know the dynamics of newsrooms and that's why we have a different approach to data. With metrics going far beyond the standard pageviews and reach, we connect the dots between publishers and their audience. We are the Waze of the content industry!

Our features include:

- A/B testing and orchestration
- Big screens
- Historical reports
- Smart notifications
- Predictive analysis

TAGS audience behaviour dashboard data editorial analytics notifications optimisation reader engagement realtime reports

Strossle

Stockholm, Sweden

Phone: +46 700 460 319

Email: leo.heijbel@strossle.com

www.strossle.com

Strossle provides media companies with technologies and solutions that disrupt old media models. We offer content discovery built on predictive analysis. No tagging, no guessing, no human mistakes. Just super relevant recommendations based on millions of observations.

Our platform allows media companies to share users and traffic in an eco-system of quality media. Let your readers find the best articles on other media sites. And get new engaged readers in return.

Yet again, this cross-promotion technique is based on intelligent recommendations. But you control who you want to share traffic with. It's time to reclaim the digital ad spend from Facebook and Google.



TAGS content discovery mediatech native advertising widgets

United Robots

Malmö, Sweden

Phone: +46 708800384

Email: cecilia.campbell@unitedrobots.ai

www.unitedrobots.ai



United Robots provide automated editorial content on topics ranging from sports to traffic, weather, real estate sales, stock markets, company registrations and more. We deliver texts enriched with images, maps, videos, graphics = top quality content straight to your site, app, newsletters... We have a proven track record: >3 million texts delivered since 2015 to some 100 news sites across Europe and North America.

Robot texts work for many publishing use cases:

- Immediate updates (traffic etc)
- Hyperlocal targeting (sports, real estate sales etc)
- Providing bulk of content for new local sites or verticals (weather, traffic, sports, company registrations etc)
- Personalised newsletters (sports, stock markets etc)
- Free up reporters' time to do quality journalism

TAGS automated content automated content software automated texts automatic sports texts news automation news automation software robot journalism robot texts robot writer robot journalism software

ViewPay

Paris, France

Phone: +33 967266164

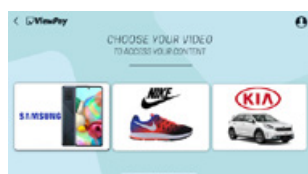
Email: publishers@viewpay.tv

www.viewpay.tv



ViewPay is an innovative technology allowing press publishers to treat digital readers differently depending on their interest: frequent readers are detected and pushed into the subscription funnel (Enroller) while occasional readers are encouraged to unlock articles by watching a user chosen video ad as a payment mean (AdvertPayment).

ViewPay is the solution for publishers willing to gain subscribers AND monetise their premium content while respecting their readers digital experience. The AdvertPayment module enhance many dynamic paywalls on the market.



TAGS adtech advertising advertpayment
markelys subscription viewpay

WordProof

Amsterdam, Netherlands

Phone: +31 620946272

Email: jelle@wordproof.com

www.wordproof.com



The Dutch startup WordProof (2019), winner of the 'Blockchains for Social Good' contest by the European Commission, is on a mission to restore trust in the internet. Fraud and fake news make the internet unreliable. WordProof's Timestamp Ecosystem enables consumers, social platforms and search engines to verify the authenticity of your content.

To save the world, we need more truth on the internet. To achieve this, publishers need to be rewarded for making a shift towards more transparency and accountability.

For the first time in history, an open, simple and therefore inclusive solution is available to make transparency and accountability the default on the internet: timestamping.

We believe that publishers have the power to change the internet for the better. Together with advertisers, policy makers and big-tech, we invite you to become part of the journey towards the Trusted Web.

TAGS SEO accountability blockchain monetisation plagiarism
revisions structured data timestamp transparency trust



Digital Media Europe's reader revenue part of the programme was focused on the many aspects of subscription marketing. This report covers the five core topics laid out in that programme, featuring 13 publisher case studies and numerous advice from industry experts.

Download this and other reports here:

www.wan-ifra.org/insights

ABB

Baden, Switzerland

Phone: +41 58 586 8610

Email: damian.staedeli@ch.abb.com

www.abb.com/printing

ABB Printing is a leading automation supplier to the newspaper industry worldwide. We are specialists in modular press control and drives-retrofit solutions for newspaper presses from all leading manufacturers. Our solutions give you the opportunity to replace the controls or drives on selected press units, thereby freeing up spare parts for the rest of the press and minimising the cost of keeping the presses in reliable production. This is normally done without taking the press units out of production.

Our completely integrated production-management and press-automation systems provide end-to-end control over the entire newspaper-production process, and provide management information essential to improving profitability. These solutions also allow the integration of existing systems, thereby protecting your previous investments.

Our customers include some of the largest press-retrofit and integrated-workflow installations in the world.

TAGS delivery management drives lifecycle management mailroom automation multisite integration press control production management production tracking & analysis reel handling retrofit

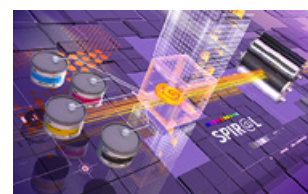
Agfa

Mortsel, Belgium

Phone: +32 3 444 2111

Email: graphics@agfa.comwww.agfa.com

Agfa offers dedicated newspaper solutions that provide workflow automation in the cloud, coupled with enhanced production control from data input up to the press. Proven and cost-effective prepress systems provide a comprehensive solution for economical operation, cost saving and profitability.



TAGS cloud and SaaS services CTP newspaper systems ecological & economical plate solutions financing solutions ink saving solution prepress workflow automation press management integration pressroom chemicals professional service & support remote services

DCOS Sweden AB

Kinna, Sweden

Phone: +46 704 173624

Email: mattias.andersson@dcos.sewww.dcos.se

DCOS is the leading single-source automation provider focused on the printing industry; Retrofits, Inspection-, Drive & Control Systems.

We are experts in solutions to future-proof the drive and control systems of existing press equipment to ensure maximum waste efficiency, uptime and productivity.

DCOS Closed-Loop Print Inspection System is the most sold closed-loop density system in newspaper applications over the last years with unrivaled performance and waste savings.



TAGS automation camera closed-loop color control control system drive system efficiency productivity quality retrofit

EAE Engineering Automation Electronics

Ahrensburg, Germany

Phone: +49 4102 480 0

Email: info@eae.comwww.eae.com

EAE is a supplier of controls, automation solutions and software for newspaper printers. EAE keeps setting new standards with its "Less is more" approach for its control console Desk7, offering more flexibility and lower manning.

Centralised multi-section control via one single control console offers the possibility to have fewer controls consoles than machine sections.

Press control via mobile platform.



TAGS control console Desk7 multi-section control press control via mobile platform press planning reelmanagement reelstand retrofit specialist press automation press retrofit press software automation

FotoWare

Oslo, Norway

Phone: +47 92 43 97 33

fotowaremarketing@fotoware.com

www.fotoware.com



FotoWare is a Norwegian software company that helps people and organisations to work better with their visual content. Our Digital Asset Management (DAM) solution makes it easy to store, manage, find and share all of your important files, and is available as a cloud service or on-premise.

With more than 20 years of experience, FotoWare is one of the world's leading DAM providers with more than 4,000 customers, among them Axel Springer, Financial Times and Thomson Reuters.



TAGS brand asset management cloud services content administration digital asset management media management SaaS visual files

IcemanMedia Ltd

Stockholm, Sweden

Phone: +46 70 591 7866

Email: sales@icemanmedia.com

www.icemanmedia.com



IcemanMedia Ltd offer a unique set of cloudservices to improve any editorial workflow. IcemanMediaDropBox™ optimizes the in-flow of content from any field activity, agency, free lance provider or project, into the chosen CMS solution, channel or desk.

IcemanMediaHub™ connects any solution or service, without timeconsuming integration projects. A large number of unique micro solutions and services, such as ge positioning, semantic search, translation, image recognition, machine learning and AI, are available. IcemanMediaHub™ is optimised to take advantage of elastic cloud environments and is fully scalable regarding the amount of content or solutions connected.

OpenStore™ is the flagship archiving service with extensive inbuilt tools for a fast and efficient support of editorial workflows.

IcemanMedia Ltd is a proud partner of Schibsted Media Group, Bonnier News, Swedish National Television and Swedish National Radio, TR Media and ATG

TAGS archives CMS solutions cloud editorial workflow geosition semantic search image recognition integration machine learning micro services

Kodak

Watford, United Kingdom

Phone: +32 2 352 2878

Email: katleen.verbeeck@kodak.com

www.kodak.com



Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other companies – hardware, software, consumables and services to customers in graphic arts, commercial printing, publishing, packaging, entertainment and commercial films, and consumer products' markets.

With our world-class R&D capabilities, innovative solutions' portfolio and trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives.

Follow us on Twitter @KodakPrint, or like us on Facebook at Kodak.

TAGS CTP computer-to-plate digital plate making plates platesetter prepress process-free thermal violet

Koenig & Bauer Digital & Webfed AG & Co. KG

Würzburg, Germany

Phone: +49 931 9090

Email: henning.dueber@koenig-bauer.com

www.koenig-bauer.com

KOENIG & BAUER

Koenig & Bauer Digital & Webfed in Würzburg develops, plans and markets tailor-made web presses for digital and offset printing. This Koenig & Bauer subsidiary has long been a trend-setter when it comes to high-tech newspaper presses. This is in addition to highly automated systems for commercial and publications printing.

Koenig & Bauer Digital & Webfed is also active in the growing high-volume digital printing market with its RotaJET presses.



TAGS digital & webfed presses

Krause-Biagosch GmbH

Bielefeld, Germany

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Email: s.jansen@krause.de

www.krause.de



Krause is known as a technology leader in Computer to Plate Systems – CTP. From a ready page to the ready plate Krause offers workflow solutions, platesetters, processors and OEM punch benders for all market segments.

The JetNet is a scalable workflow from load balancing up to a fully automated plate production controlling various sites.

The Krause PlateStream is the first platesetter with 100 to 400+ plates per hour incorporating Industry 4.0 and 3D printed components.

The BlueFin processor complements the Platestream to a fully integrated production system and is open to work with any available plate for Violet technology.



TAGS (BlueFin) Processor CTP computer to plate Krause
pallet loading plate production PlateStream Platesetter
violet technology workflow

MakroSolutions GmbH

Schkeuditz, Germany

Phone: +49 34207 4040-0

Email: info@makrosolutions.com

www.makrosolutions.com



MakroElectronics

- Repair of PLC components, operator panels, programming units, industry PCs and drive components of any manufacturer (Ferag, Schur, Muller Martini, ...)
- Buy and Sale of Spare parts
- System analysis
- Software development

MakroSolutions

- Trade of Mailroom and Post-Press equipment and installation
- Industrial assembly
- Plant inspection, maintenance and production support
- Spare Parts & RetroFit

TAGS production maintenance industrial assembly trade & sell production equipment

manroland Goss Group

Augsburg, Germany

Phone: +49 821 424 0

Email:

publicrelations@manrolandgoss.com

www.manrolandgoss.com



manroland web systems and Goss International become one company: The manroland Goss Group.

We aspire to be an exceptional supplier serving global print markets with value-adding products and services.

By combining the strengths and opportunities of two leading web offset equipment and service suppliers, we will create a truly global entity, offering the broadest portfolio available on the market, with a lower cost structure focused on lean operation principles.

TAGS print printing prepress postpress
automation service solutions

MWM Group AB

Stockholm, Sweden

Phone: +46 8 5000 8770

Email: bjorn.nickau@mwm.se

www.mwm.se



MWM Group supplies system solutions for printing and media companies.

Our Print 365 is a suite of modules from estimation, scheduling, tracking and invoicing for printing companies.

Media 365 is a data warehouse platform for publishers for digital tracking of online subscribers.

TAGS MIS-Systems Media 365 Print 365 digital behaviour
digital tracking estimation invoicing pre calculation
production planning production tracking

New Proimage Ltd

London, United Kingdom
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 Email: izzet.edige@new-proimage.com
www.new-proimage.com

PROIMAGE

New Proimage Limited is a leading developer of software products for the newspaper publishing industry. Workflow management, print production and colour management are the areas where our products excel.

Our flagship workflow solution, NewsWay, is well-known and widely used. It offers full flexibility and scalability for both plate-making in print plants and managing workflow and transmission at publishing sites. Fully web-based and recently redesigned to address cutting-edge software and web technologies, NewsWay is a future-proof solution for both on-premise and cloud operations.

Our colour management solutions OnColor and OnColor ECO have a proven track record in solving colour management requirements in the newspaper environment.

With an extensive track record of successful implementations worldwide, we are dedicated to serving our customers' needs by providing new solutions whenever and wherever needed.

TAGS CTP color RIP fanout pre-press printing
 register repro transmission workflow

News Hub Media

Plymouth, United States
 Phone: +1 248 412 8810
 Email: sales@newshubmedia.com
www.newshubmedia.com



News Hub Media is a global software development company that specializes in innovative systems for digital and print publishing and printing. NHM provides impactful software solutions, using the latest technology to achieve improved production management, quality, and efficiency.

The NHM solutions, Automator and WebImposer, are automated prepress workflow system designed for the newspaper industry. Other News Hub Media products include ColorSaver for ink optimisation, Claro and AI4Images.com for automated image enhancement, ARK for digital asset management, and GoMediaHub for pre-media process management.

For a complete client list, click:
<https://www.newshubmedia.com/customers>. Contact NHM at +1 248-412-8810.



TAGS ai4images automatedpreflight digitalassetmanagement
 imageenhancement inksavings pagepairing prepressworkflow saas

Newstech

Mumbai, India
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 Email: rca@newstechindia.com
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TAGS AGVs UV curing systems consumables
 content management systems ink pumping systems
 mailroom systems presses production & distribution

Papierfabrik Palm

Aalen, Germany
 Phone: +49 7361 577-0
 Email: j.lange@palm.de
www.palm.de



PALM is a leading company in the European paper industry and specialised in the production of Newsprint and Corrugated Case Material. All products are manufactured in an environmentally friendly way from 100% recycled fibres.

Besides standard newsprint for coldset, heatset and flexo printing PALM also produces the improved newsprint grades Palm Print and Palm Top with a whiteness of ISO 68%.

PALM operates five paper mills with a production capacity of 2.2 million tonnes per year.



TAGS Palm News Palm Print Palm Top

ppi Media GmbH

Hamburg, Germany
 Phone: +49 40 22743360
 Email: info@ppimedia.de
www.ppimedia.de



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.

TAGS ad booking & management business innovation
 content creation digital assembly line digital transformation
 magazine multichannel publishing newspaper output management
 production automation

Q.I. Press Controls B.V.

Oosterhout, Netherlands
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QIPC develops innovative, high quality optical measure and control systems. IDS-3D is an 'all in one' fully image based colour and register control system. Gain even more efficiency with the Smart Presetting for damp and ink-keys.

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We are globally active in the newspaper and magazine printing industry. Our total solutions are supported by a worldwide service network.



TAGS smart ink presetting colour control damp control
 image based colour control print defect detection register control

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Sputnik is one of the largest international media companies offering country-specific and regional multimedia websites in 32 languages, analog and digital radio broadcasting in Russian, English, French and other languages in more than 90 cities and online.

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Sputnik is part of the Rossiya Segodnya media group with its headquarters in Moscow.

TAGS news newsfeed news agency social networks mobile apps
 radio radio broadcasts press center photo photo database

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Stora Enso is the second largest paper producer in Europe with an established customer base and a wide product portfolio for print and office use. Customers benefit from Stora Enso's broad selection of papers made from recycled and virgin fibre as well as our valuable industry experience, know-how and customer support.

TAGS newsprint recycled paper sustainability

techniweb

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Looking for a cost-effective and reliable solution in web press cleaning? Technocleaner is the reference solution for modernisation. Cleaning directly with the web, the microemulsion agent is sprayed on both sides. Blankets, satellites, inking, dampening rollers, web leads are cleaned by the same system, one per web, out of the printing unit. techniweb provides a global cleaning method "ALL IN ONE WASH" for all type of newspaper presses with many references around the world.

No limitation in the process, your machine is clean whatever the web width changes.

ROI: Optimal cleaning methods, top-quality printing, non-stop production and no maintenance cost.



TAGS blankets washing common impression cylinders cleaning dampening rollers cleaning global cleaning guide rollers cleaning inking rollers cleaning maintenance costs savings microemulsion cleaning agents press cleaning web cleaning

TechNova Imaging Systems

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TAGS adhesives automation blankets CTP systems digital offset plates FOGRA printing chemicals rollers SHE software & workflows

The Printers House Pvt. Ltd.

New Delhi, India

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Email: tphho@tphorient.com

www.tph.co.in

We are globally renowned manufactures of high precision 'Orient' range of 2 x 1 Web Offset Presses. Our Company was established in the year 1946 and is a pioneer in the field of Web Offset Press manufacturing in India.

'Orient' Web Offset Presses are most suitable for printing newspapers, books & periodicals. We have been providing impeccable service to the Newspaper & Printing community around the world for several years and our company is considered as one of the most reliable & reputed sources of Web Offset Printing Machines in the world.

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- Orient Super – 30,000 cph
- Orient X-Cel – 36,000 cph
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TAGS Orient Super value for money X-Cel X-Press book web high precision newspaper web tph web offset

TMI Service GmbH

Ahrensburg, Germany

Phone: +49 171 41 42219

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www.TMI-Service.EU

The TMI Group is a specialist in newspaper production.

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Our services:

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Take advantage of our wide-ranging expertise in newspaper, freesheet and commercial production.

TAGS newspaper production maintenance

UPM Communication Papers

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TAGS MFS SC WFC WFU newsprint



This report features the crucial takeaways from WAN-IFRA's World Media Leaders eSummit, all focused around how publishers are responding to 9 strategic challenges posed by the Coronavirus pandemic.

Download this and other reports here:

www.wan-ifra.org/insights

Distribution Innovation

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Distribution Innovation is a leading technology company developing and operating services for the newspaper and logistics industries. DI is owned by Norwegian companies Schibsted Media Group and Amedia and we are the industry standard in the Nordic countries.

DI's newspaper services cover the printing, subscription and distribution information flows for customer service, printing plants, packing facilities, transporters, distribution centers, carriers and retailers. The services for logistics companies covers various services for online stores, parcel delivery and logistics in general. DI does business development on top of the carrier networks, and has developed the consumer services www.morgenlevering.no and www.megtildeg.no, and the delivery tool www.planandgo.no. DI has for the last two decades helped media houses and distribution companies in two waves of digital transformation, where last mile goes from being a challenge to an opportunity.

TAGS address services business development distribution technology e-commerce innovation newspaper distribution newspaper logistics parcel delivery services route planning and optimisation subscription

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TAGS production maintenance industrial assembly trade & sell production equipment

MSS Modular Software Solutions GmbH

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www.mss-vip.de



MSS provides its all-in-one "V.I.P." application for production-planning, insert- and storage-management as well as production tracking and reporting. V.I.P. digitalises the complete production, starting with insert- and printing-orders, ending with creation of FERAG- or Müller-Martini-Data. An intelligent plan board provides the whole resource and stuff usage on one screen. One-click-optimisation of feeder-assignments is one of the most valuable features of V.I.P. Localisation of the needed inserts and transport to the machines is organised by the V.I.P. storage plug-in.

V.I.P. integrates a lot of isolated other systems via well approved standardized interfaces and can connect several printing plants on one system.



TAGS feeder-assignment insert-management insert-storage-management intelligent graphical planboard multi-site-system production-planning production-tracking reporting standardised interfaces workflow-management

Müller Martini Druckverarbeitungs-Systeme AG

Zofingen, Switzerland

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Intelligent Muller Martini mailroom systems, with a performance up to 100,000 copies per hour, process and convey in time printed newspapers automatically from press to loading dock. But punctual publishing of the newspaper is no longer the sole criterion in the mailroom. Every day, not only daily but especially weekly newspapers are supplemented with billions of commercial inserts and preprinted sections using high-performance inserting systems. Counting up to 40 inserts per issue, the challenge lies in the reliable assembly and secure handling of very thick copies. Nevertheless, they need to stand up to the same requirements regarding zoning according to target groups.



TAGS commercial Inserts connectivity economically Finishing 4.0 inserting mailroom newspaper reporting workflow zoning

Newstech

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TAGS AGVs UV curing systems consumables
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