

# Technology Guide & Directory 2021-22

Helping publishers connect with today's innovators

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World Association  
of News Publishers



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# "Strength in numbers"

**That rallying cry is often used in sport when a certain team has (quality) depth on its roster, or the collective of the team is stronger than any one star. Strength in numbers takes on a new meaning when a team faces inevitable adversity or challenges throughout a long season.**

The same could be said of news organisations as they seemingly face a different challenge at every turn: an even greater fragmented market, or "hyper-fragmentation," as McKinsey's Adam Bird called it during our recent World News Media Congress, as publishers enter the "all-out battle for on-screen attention;" consumer expectation of the same UX they just had on Spotify or Netflix; delivering the right content and product to the right audience... just to name a few.

The logical way forward? Strength in numbers. Or simply put: collaboration, but collaboration both internally and externally.

We are seeing it in every aspect of the business – some of it totally new, some not. Group-wide newsrooms sharing resources and content. Publishers, competitors, sharing printing and distribution capacities. Newsrooms across the world collaborating on investigative projects. Publishers, competitors, creating consortiums to procure investments in technology. National advertising alliances to pool tech, data, and marketing resources to better compete in the complex and monopolised digital ad ecosystem. Regional and local publishers joining initiatives like WAN-IFRA's Table Stakes Europe programme to not only jumpstart their respective transformation strategies but also to share their experiences with their publishing peers. A slack channel of publisher data gurus from

all over the world sharing best-practice, insights and advice every day (yes, another nice WAN-IFRA member benefit!).

Collaboration. Strength in numbers. The list goes on and on.

And this is such a positive development because we as an industry have a tendency to wallow in our own misery. But there is indeed an odd thing brewing at the moment: authentic optimism.

We released the initial findings of our World Press Trends Outlook survey during our Congress (29 November), and one of the lead slides in that presentation was the one you see below.

Yes, about 80% of the 160 media executives answering the survey believe their publishing companies are positioned well to succeed during the next few years. They also told us they plan to invest across the board, including in print activities (see pages 14-15).

Call that strength in figures ...

Another odd thing: while the pandemic initially impacted publishers' operations and business, it is becoming increasingly evident that much of the industry has weath-

ered the crisis quite well. As the pandemic raged on late into 2020, we heard a lot more of the "it's now or never for the industry" commentary as the initial bounces in trust in media started to wane. But credit to publishers who showed their mettle, experimenting on the fly and accelerating product development and general transformation strategies to stay in step with equally accelerating changing consumer behaviour.

And in times of crisis, it is reassuring to know you have partners you can lean on to help you not only get through tough times but also thrive during them.

The opportunity of partnership is inherent in every topic we chose to cover in the Guide part of this publication. And it is never more apparent than the partnerships you can form with the great technology and solutions providers featured in the Directory (starting on page 16).

There's strength in partnerships.

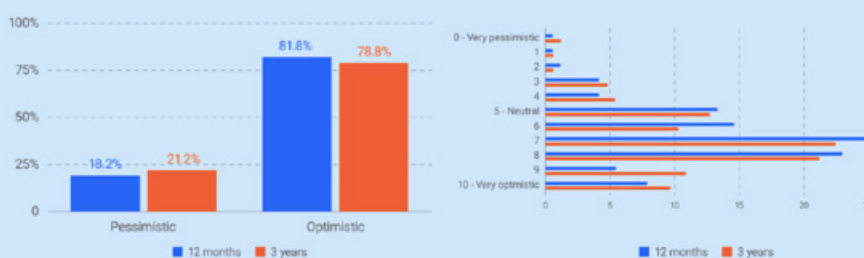
**Dean Roper**

Director of Insights  
WAN-IFRA



## Glass more than half full

*How do you feel about your company's business prospects: For the next 12 months, the next 3 years?*



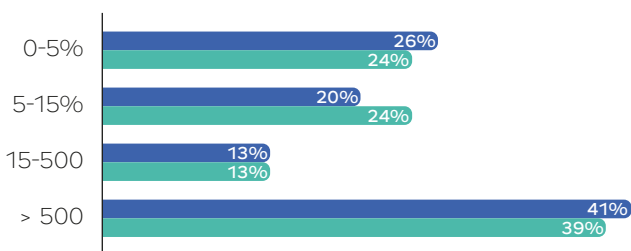
# Publishers planning to ramp up AI adoption and investment

By Ole Martin, Senior Data Scientist;  
Schickler Consulting

**WAN-IFRA will publish a report in the coming weeks about how Artificial Intelligence and automation are playing a role in publishers' reader revenue and publishing strategies. We surveyed a number of data specialists, editors and commercial executives earlier this year to gauge their adoption and deployment of AI in this regard. While adoption has been slow, publishers have big plans for AI. Here are some broad results of that survey.**

The survey respondents work at publishers of all sizes including small publishers with less than 50,000 subscribers as well as big groups with more than 1 million subscribers. Further, the publishers are at different stages of their digital transformation journeys as their different share of digital subscribers and digital revenue shows. The average share of digital subscribers and digital

■ Percentage digital subscribers of total subscribers  
■ Percentage of digital revenue of total revenue

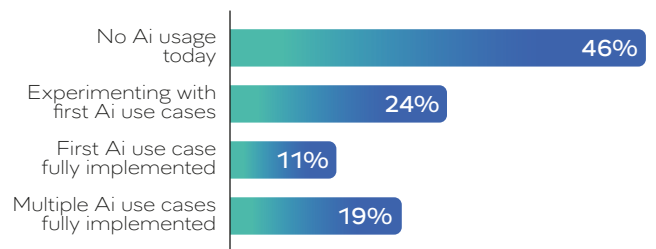


revenue was 25% and 24%.

## Current state and expectations for AI adoption

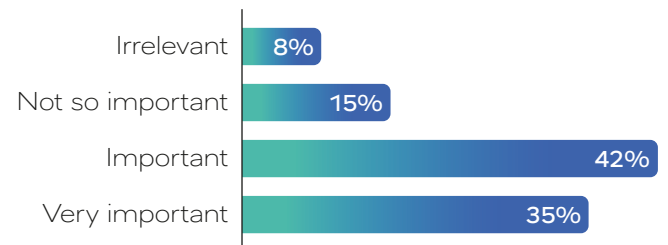
According to the survey, AI adoption is still at an early stage within the news publishing industry. Roughly half of the survey respondents said that they do not use AI at all. 35% of publishers are at an early stage of AI adoption, either still experimenting with AI or having a first AI use case implemented. Only 19% of publishers are already at a mature stage of AI adoption having multiple AI use cases fully implemented.

What is your level of AI implementation in 2021?



Contrary to the current state of AI adoption, newspaper publishers put high importance on AI use cases in the coming years. 77% of publishers think that the successful adoption of AI use cases will be important or very important to their economic success by 2024. Only a minority of 8% think that AI is completely irrelevant to their business.

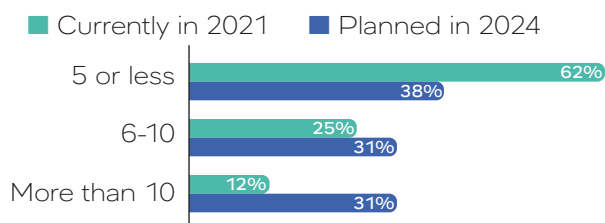
How important will AI be for the success of your business in 2024?



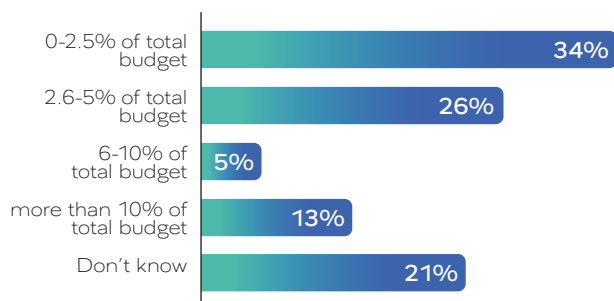
**Publishers therefore have a big gap to fill between their business aspirations with AI and today's reality of low adoption.** The pressure to implement multiple AI use cases within the coming years could be palpable. On top of that, they need to carry out organisational and cultural changes so these AI use cases integrate seamlessly and successfully with existing workflows.

But to achieve these goals, **publishers say they do indeed plan to invest heavily until 2024.** From the specific numbers the respondents gave us, we derive an average planned increase of the employee headcount with data-related tasks of roughly 50% from 2021 to 2024. Further, publishers plan to spend an average of 4% of the total budget for the areas of editing, B2C marketing and user subscription management on AI use cases.

How many people who have mostly data-related tasks (Data Scientists, Data Analysts, Data Engineers) do you employ in your organisation?

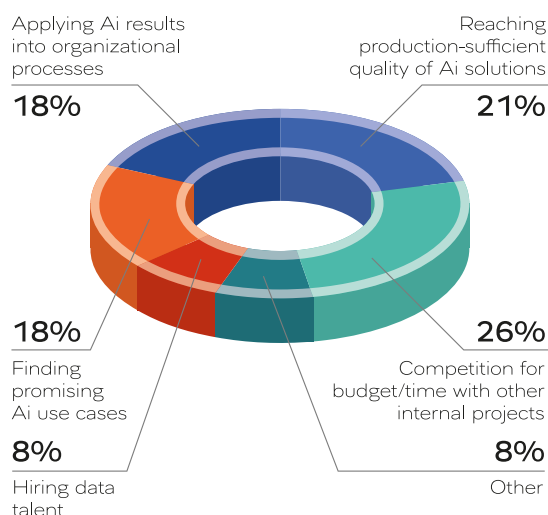


How much of the total budget for the areas of editing, B2C marketing and user subscription management do you plan to invest in AI until 2024?



Any adoption of a new technology brings its own set of obstacles and challenges, and AI is certainly not an exception. Publishers told us **their biggest challenge is a lack of funding in the budget and time compared with other projects**. Not far behind this is the difficulty in developing actual production-ready AI use cases, followed by identifying promising use cases and technically applying AI results to the business processes. Finding the right people to build AI use cases does not seem to be a big problem anymore: only 8% of publishers state that hiring data talent is their biggest challenge for AI adoption.

What is the biggest challenge you face with the adoption of AI?

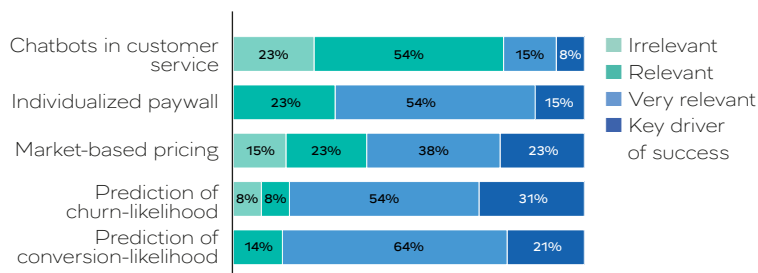


## AI Use Cases in Reader Revenue

**Reader revenue might be the most natural fit for news publishers to apply AI use cases.** The customer base is typically large, hence big datasets from customers can be collected and automating processes in an intelligent manner creates huge leverage. We asked publishers about the five most commonly applied AI use cases in the media industry today. "Chatbots in customer service" is the only use case not considered to be very relevant or a key driver of success by the majority of the surveyed publishers.

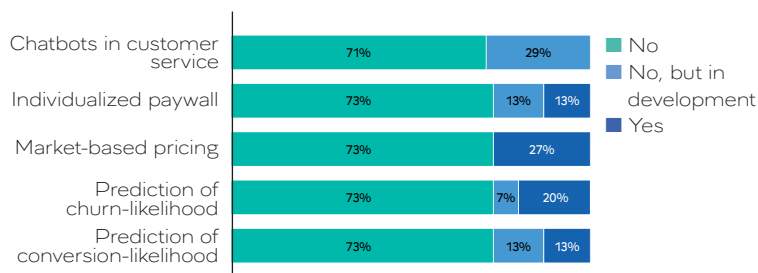
On the other end of the spectrum, **predictions of churn- and conversion-likelihood are the most important AI use cases to publishers**. It is interesting to see that while agreeing on the general relevance of the AI use cases, only few publishers valued them as "key drivers of success". This means that these use cases are expected to positively benefit consumer revenues. However, it also suggests that they are not considered to be indispensable for publishers' business processes.

How relevant do you think the adoption of this use case is to the success of your business?



A look at the current implementation progress of the five use cases reflects the current low level of AI adoption among news publishers. For all use cases the majority of publishers have not yet started their development. The most widely implemented use case is "Market-Based-Pricing" which describes the automatic assignment of customer-individual prices to exploit different price-elasticities.

Do you have this use case implemented in 2021?



In stark contrast to the current implementation is the planned development of the use cases until 2024. For all five use cases at least half the publishers plan to have them in production by 2024. Again the usage of chatbots is the least planned use case while prediction of churn-/conversion-likelihood is, with more than 90% of publishers, the most desired one.

# There's still plenty of good money to be made from advertising

**While reader revenue initiatives have grabbed most of the headlines and interest of news publishers during the past couple of years, advertising of all kinds is still an incredibly important source of income for most publishers.**

For example, in our forthcoming edition of the annual World Press Trends report, publishers taking part in our annual survey said their **digital advertising revenues in 2020 were up an average of 16.5 percent** over the previous year.

In addition, although respondents reported their print advertising revenues had declined by 8.7 percent during the same period, print advertising still makes up 30.3 percent of their overall revenues. Digital advertising now accounts for an additional 21.6 percent.

The report draws on responses from 162 news executives from 58 different countries in September/October 2021. The full World Press Trends report will be published in early 2022.

Furthermore, this past year, the worldwide ad economies have expanded at their fastest rate ever, according to an article by FIPP based on predictions from three top US forecasting companies published as we were finalising this publication.

## It's time to own your data

While digital advertising is clearly growing, there are also a number of issues surrounding it, most notably the much greater need for first-party metrics as Google sunsets third-party cookies. As some publishers have noted, this development is not necessarily a bad thing as it means they now have an important opportunity to develop stronger direct relationships with their readers.

Likewise, countries around the world have been ramping up privacy regulations, so developing data privacy-compliant platforms will help publishers avoid hefty fines while rewarding them with users who trust them and will consent to letting their information be used for advertising and other purposes.

## Branded content continues to deliver

Branded content continues to be a growth area that can offer great potential for news publishers.

**A key thing for publishers to keep in mind though is to make sure the branded content is clearly labelled as such** in order to be abundantly transparent with readers, according to Melanie Deziel, author and a leading branded content expert.

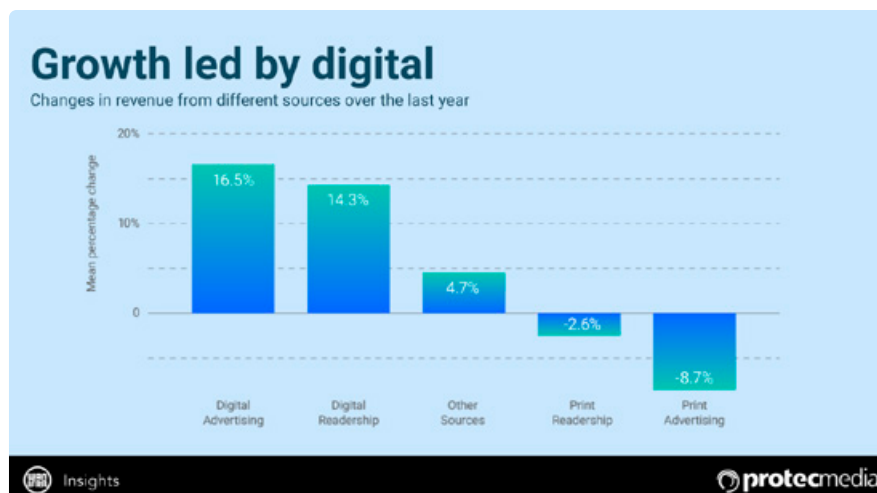
She also noted that publishers should “ensure the content is compelling and interesting and look for a source of tension, to hook the audience: Why should the audience care about the content? What’s at stake for them in this conversation? What are the benefits?”

Speaking during WAN-IFRA's World News Media Congress, Ken Doctor, who founded Lookout Local Santa Cruz in California just over a year ago, said his site's business model is based on reader revenue and branded content.

“Importantly, advertising is huge for us, and it's all branded content. It works very well,” he said.

Doctor added that his site is 75-77 percent of the way towards his 2023 financial goals for it after only one year.

“The promoted content plays very well, and it's clearly marked as promoted content and not editorial,” he continued. “The newsroom doesn't touch it. And it's kind of a unique position for these advertisers. It is not sold on the basis of CPM, it is sold on the basis of scarcity and it is going very well.”



### Podcast ad revenue soars for some

As more publishers embrace audio, especially through podcasts, the revenue potential is rapidly expanding.

For example, from 2015 to 2019 US-based National Public Radio (NPR) saw its podcasting revenue grow 10-fold. Things were tougher in 2020 due to the pandemic, though NPR still managed a small amount of growth, but things are now bouncing back big time.

"It looks like this fiscal year, podcasting is going to be up at least 30 percent from last year. It has rebounded, and it's definitely where we see the most growth in the future," said Bryan Moffet, COO at National Public Media, a subsidiary of NPR.

While network radio has been NPR's longest-running business, podcasts now represent more than half of the company's sponsorship and are almost twice the size of the network radio business, Moffet told participants of WAN-IFRA's LATAM Media Leaders eSummit 2021 conference.

NPR podcasts reach more than 21 million people, and the most popular shows have over 5 million listeners every month. Moffet said NPR's podcasting numbers are comparable to that of prime time television in terms of advertising reach for a brand.

NPR began selling its first podcast ads in 2005. Only pre-rolls (promotionals played before the programme) were offered until 2012, and its podcast revenue was around \$1-2 million a year.

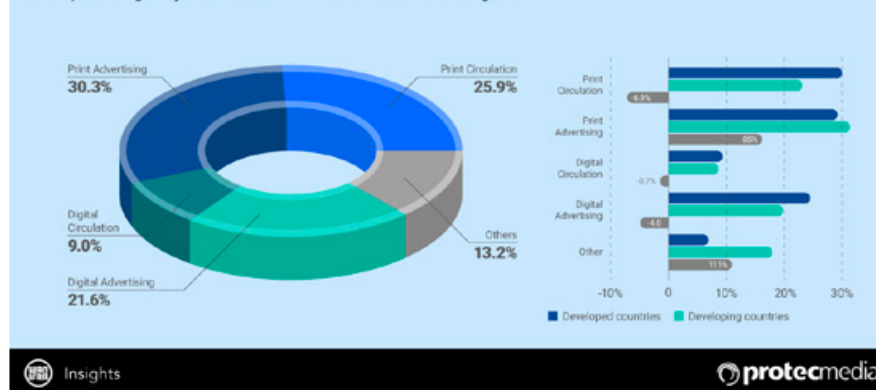
In 2012, things changed with the introduction of mid-rolls. After that, revenue started doubling every year.

In 2015 dynamic mid-rolls were added, and in 2017 NPR entered the custom audio space. Branded podcasts were introduced in 2021.

The biggest driver of NPR podcast's revenue is baked-in mid-roll.

## But... print remains very important

What percentage of your total revenue comes from the following sources?



"This is because in a longer show you can get two breaks," Moffet said. "During 30 minutes of content, we'll put two 30-second mid-rolls in each break. So that's four 30-second mid-rolls we can sell in each episode, which is a lot more than one pre-roll."

### Potential in programmatic advertising

Programmatic advertising, which is the automated process of buying and selling digital advertising space across multiple channels in real-time, has tremendous potential in Asia although content owners and advertisers still face several issues.

During our 2021 Digital Media Asia conference, Gai Le Roy, CEO of IAB Australia, and Larry Asalim, General Manager of Indonesia's GDP Network, discussed recent developments in programmatic advertising.

Streaming video or CTV ads are becoming increasingly popular, while the industry is still trying to develop better business models for digital games and outdoor advertising.

For advertisers and media owners, the issues that need to be addressed are mainly technical such as creating video content that can fit different platforms and measuring the effectiveness of such ads.

Media owners want greater control over the type of advertising that appears on their sites, while brands share similar con-

cerns about not wanting to associate their products with certain kinds of content.

### Consider joining forces

As the old adage goes, there's power in numbers: This can be an extremely effective way for publishers to sell advertising across a number of brands and exponentially increase reach.

For example, the United Kingdom and Singapore respectively, Danny Spears spoke for The Ozone Project (Ozone), a publisher-built digital advertising platform that serves ads to 44 million readers of the UK's major publications, and Michael Chng spoke for the Singapore Media Exchange (SMX), an advertising exchange jointly established by two local media giants in Singapore, Mediacorp and Singapore Press Holdings.

Spears said Ozone's mission is "to help premium publishers extract as much value from the market as possible."

He said the alliance differentiates from the big tech platforms by providing premium content in quality environments, with qualified users, and real consumer attention to build a brand's message in the UK, then that's where Ozone can value-add.

Similarly, Chng said SMX focused on driving the uptake of private market deals so the revenue can be maximised for their publishers.



# Tips and tactics for creating successful newsletters

## More and more news publishers agree that, when done right, newsletters are highly effective tools for driving subscriptions.

So, how does one create an effective newsletter? Like nearly everything else in the news industry, there is no one-size-fits-all approach, but there are a number of key factors for success.

Two expert speakers taking part in a WAN-IFRA webinar described their morning daily newsletters and their major areas of focus.

### Know your audience

Chief among these is to know your audience and to keep learning about them. This can be done through surveys and by regularly analysing data on the articles they click on and the ones they don't.

**Publishers should also routinely ask newsletter readers for their opinions, advice and feedback** in a variety of ways as well as encouraging reader-generated contributions through, for example, regular photo features (Photo of the Day, etc).

Those are just a few suggestions shared by Benjamin Quiring, Head of Editorial Development at Germany's Kölner Stadt-Anzeiger, and Ashley Hoffman, Newsletter Strategist, of the US-based Philadelphia Inquirer, during WAN-IFRA's "The art of creating engaging newsletters," webinar earlier this year, which drew some 120 participants from six continents.

"We did several surveys asking our readers who they are, what they are interested in, what they are not interested in, which sections they like, why they subscribe to the newsletter, etc. Then we created two personas that help the editors to have an idea of the average reader of the morning briefing," said Quiring (above) of their Stadt mit K morning newsletter.

Based in Cologne, the country's fourth largest city, Stadt mit K, which translates as "City with K," (in German, Cologne is spelled Köln) launched in February 2020 and now has around 45,000 subscribers. Quiring said their open rate is 42 percent, "so about 20,000 to 25,000 people read it every day."

### Publish early and often

Having a frequent, and early, publication time is clearly important for both publishing houses.

Stadt mit K and the Philadelphia Inquirer Morning Newsletter, which has 170,000 subscribers, are each published daily.

Both speakers said their newsletters are planned to reach readers' inboxes around 7:00 am.

Quiring also encouraged participants to make it as easy as possible for people to subscribe to the newsletter by not requiring excessive amounts of details. "To be successful, an email address is all you need," he said.

### Building the habit with great content

When it comes to the content, both speakers said they aim to put their very best journalism from all sections of their newsrooms into their newsletters.

"The thrust of the newsletter is to really get people to read the entire feature story on Inquirer.com," Hoffman said. "It's very good for building habit for both subscribers and non-subscribers who can sample our very best journalism."

Quiring recommended having a mix of sections.



“Our newsletter is built on different sections, and there are three sorts of sections,” he said. The first is fixed sections, which include an editorial and a pull quote, and a Picture of the Day.

“People send their pictures of the city to us and we publish them in the newsletter,” he said.

Stadt mit K also has regular daily features including: Corona cases and numbers, Things to do during the pandemic, Long read of the day, and a fun fact about Cologne.

They also have non-regular sections, recurring sections that include:

- Good news of the day
- Special stories
- Raffles
- Surveys
- Question of the day / week
- News of the night

Thirdly, they have special sections for certain days, such as economy or culture.

“We had an advent calendar in December and every day there was a raffle to win Christmas presents if you subscribe to the newsletter,” he added.

### ‘A very time-intensive process’

Publishers should also keep in mind that creating successful newsletters requires a regular, substantial time commitment from a dedicated team.

“This is a very time-intensive process,” said Hoffman. “It might look fun with all the pictures in the end, but it’s gruelling and people are working very, very diligently at the Inquirer to make sure that every turn of every story is thoroughly checked and up to our standards.”

“At The Philadelphia Inquirer, newsletters are very formally embedded in the way that we all work together,” she continued. “We have very high standards for the portfolio and that is so wonderfully foregrounded and reinforced by the leadership because it’s technically ‘extra.’

She added that it’s crucial in terms of getting everybody’s buy-in to show them the results, and how well their work is doing.

“You can spam a million people on social media and other important platforms that we need to keep growing on, but to have that sort of door-to-door inbox connection, delivering what people asked for and having their emails, I think that’s going to be so vital to that long term connection surviving,” she said.

### Crafting effective newsletter subject lines

The subject line is incredibly important for the open rate, so it’s essential to make it as enticing as possible.

Hoffman described the process the Inquirer uses.

First, they have a newsletter channel brainstorm that begins with a thorough read of the story for the thrust of the piece to present to our audience.

Next, they come up with a list of subject lines, usually five.

Then, whoever is available from the main newsletter team of about six people votes to pick the favourite.

The winning entry is recognised with an emoji trophy.

### Feedback, feedback, feedback

Both speakers repeatedly returned to the theme of how essential it is to listen to the audience and encourage regular feedback from them.

“It is really important to listen,” said Hoffman. “It is constant. You are heat-mapping these newsletters every day to see what people actually desire. We want to surprise and delight them and not just inform them. And often they will surprise us. It’s constant, constant tending that garden, and not ‘Ok, this is who our audience is. This is what they like.’ It’s evolving.”

The Philadelphia Inquirer and Kölner Stadt-Anzeiger are both part of the Table Stakes community. Table Stakes is a programme primarily conceived for local and regional news organisations to help drive digital revenue growth by re-focusing on audiences.

The Inquirer was an early participant in the original US version of the programme, and Kölner Stadt-Anzeiger has been a participant of the Table Stakes Europe programme, which is a collaboration of WAN-IFRA and Table Stakes architect Doug Smith in partnership with the Google News Initiative Digital Growth Programme.

“The mentality of Table Stakes is audience first,” noted WAN-IFRA’s Nicole Frankenhauser, who moderated the webinar.

### ‘Imagine that you are writing to friends’

Additionally, newsletters offer publishers a chance to connect with their audiences in a less formal, more personal way.

“Newsletters aren’t newspapers or news websites,” said Quiring. “Imagine that you are writing to friends. Ask them questions. Respond to their questions if they write to you. Ask for their knowledge, ideas, pictures, tips, etc. And you can build up on that and start the next morning briefing with the ideas.”

He also recommended that publishers should “try out new things every month to keep the newsletter alive. And if they don’t work, or you get bad feedback, you can change it the next day.”

## Watch Webinar

WAN-IFRA Members can replay this webinar by clicking here:  
<https://wan-ifra.org/insight/replay-the-webinar-the-art-of-creating-engaging-newsletters>

# What's required of a CMS today?

**The pandemic has served as a stress test for publishers and newsrooms on many fronts. For example, where do they stand on their digital transformation journey? How can they produce quality content remotely (the decentralised newsroom)? How should they tweak (or start) their paid-content strategies? It has also served as a good gauge of how their content management systems can – or cannot – help advance or manage all of the above. WAN-IFRA has just published a new report on this topic, of which this article is an excerpt.**

For many newsrooms it remains a struggle to implant a digital-first culture in the minds of staff when, let's face it, many of their strategies, contents and products still revolve around print – which, by the way, still brings in most of the revenue. But the pandemic laid bare those publishers and newsrooms that are digital- and audiences-first ready – and those that are not.

A key tool in any newsroom's operation is its CMS. The right choice and optimal implementation of a modern CMS can go a long way to help make the cultural shift necessary to meet your audiences' demands. But what is required of a CMS today?

Indeed, **the selection of a CMS has become a strategy-related move**, rather than just a joint IT/editorial decision. That reflects the current trends in newsroom organisation: embedded in the newsroom are data teams, audience engagement teams, social media, and audio/video. In addition, marketing and commercial teams work more closely with editorial than ever before, thanks in large part to paid-content strategies. So there is more at stake today.

With that in mind, many publishers involve numerous departments in the selection process. At Nederlands Dagblad, an independent niche newspaper publisher in the Netherlands, ICT Manager Jaap Meijer said, "From the outset, we brought each department internally involved on board, which is important to increase the robustness of the selection and the implementation of the CMS."

## **From coupled to uncoupled or headless**

With new kinds of content – newsletters, audio, video, and so on – under constant development, it is becoming essential that a CMS have both a solid, service-oriented architecture at the back end and flexible management at the front end to serve media consumers in their demand for more personalised offerings.

The need for flexibility is driving the current trend toward so-called "decoupled" and "headless" CMSs, away from traditional "coupled" systems. In a coupled CMS, the content is created, stored and managed in an integrated system. For the editors, it is easy to use: you see what you get.

A decoupled CMS, as the term indicates, has a back end for content creation and storage that is more or less separate from the front end, which can present the content in a variety of ways. Still, the back end ultimately determines what is possible at the front end. The two components talk to one another via APIs (application programming interfaces).

**"The publishing landscape is constantly changing, making it essential to choose a solution that can respond effectively to new opportunities, and even anticipate them. A CMS investment is always significant in terms of both time and money but has implications far beyond the purchase of the system itself."**

A decoupled CMS delivers raw and formatted content to any front-end environment. You still have templates that users must adhere to, but you get more flexibility. The separation of back end from front end facilitates output to multiple channels and platforms.

The back end and front end must communicate well to ensure that the newsroom's operations are smooth and efficient. A good API can make a significant difference in daily use.

A true headless CMS is built from the outset as an API-first CMS, rather than enabling APIs to be attached later via extensions or plug-ins. Such a system is suitable for personalisation and reader engagement via multiple channels.

No defined front-end system is offered; there are no pages or web sitemaps, and there is no presentation functionality. Content is organised in its pure form, and is distributed only on demand to any given device or channel by means of an API.

Because a headless CMS can make content available to pretty much all platforms and devices, each with its own design, the concept is rapidly gaining traction with publishers.

"We are moving toward a so-called headless CMS," says Koen Vandaele, CIO of Mediahuis Group in Belgium. "The CMS, with a strong ecosystem of content management, provides a set of APIs that we can tap into to build the front end ourselves, according to our own needs and different brands."

#### Key requirements: agility and paid content

To sum up, the CMSs currently on the market can be categorised primarily by the degree of flexibility each one offers at the back and front ends. Thus it is not surprising that in our survey, which was taken by nearly 80 respondents from 30 countries, **agility was the most frequently-cited requirement of a CMS**, being mentioned by 60 percent of respondents.

Closely following it were requirements related to paid content, such as paywall opportunities and content monetisation, and, to fulfil those needs, prioritising digital output. Those three requirements were cited as being very important by one in two respondents.

So the trend toward charging for online content plays a significant role in evaluations of CMSs. A detailed look at the survey results, in fact, reveals great interest in how a CMS can help in developing new



and better models that satisfy a reader's willingness to pay for content.

Ulrich Kutsch, Chief Digital Officer of Medienhaus Aachen, Germany, says, "Offering subscriptions based on readers' needs is the next step we are going to implement. We can focus on core users, on those who are promising in terms of subscriptions."

Regarding specific features sought by survey respondents, 71 percent said a well-performing recommendation engine was the most important feature they

needed moving forward. Other features frequently mentioned were newsletter functionality (66 percent), automated tagging (61 percent), news alerts (61 percent), and audio/podcasting (41 percent).

#### Download Report

WAN-IFRA members can download the report at: <https://wan-ifra.org/insight/trends-in-cms-redefining-the-key-requirements-of-todays-content-management-system>



# How products can boost audiences and drive revenue diversification



**From newsletters to podcasts, product thinking seems to be the way forward for news media companies to engage their audiences and build themselves a sustainable future through diverse revenue avenues.**

Media products that intrigue, engage and retain audiences are, in fact, crucial for the future of quality journalism itself. With the realisation that a single product and a heavy reliance on advertising is no longer the route to a successful news media business, publishers are becoming increasingly innovative and audience savvy.

## **Moving away from silos to collaborative teams**

Until relatively recently, the culture of working in silos worked pretty well for most news organisations, but new challenges need the kind of original thinking that can best be achieved by bringing together people from different disciplines. This means breaking down interdepartmental walls, building a product culture within the organisation and developing a collaborative approach.

Schibsted-owned, Norway-based VG is among the publishers that are trying to move away from the silos that have developed in recent years as more and more products have developed.

“For us, it has been a fact for years that we have been working in silos. ... we’re too silo-driven, and that’s important to talk about right now because we need to gather internally to make a product that fits the users. And then we need to meet the digital expectations of beyond ‘man, 47’ because he is not the solution for our future,” said Ola Stenberg, VG’s Chief Product Manager during WAN-IFRA’s Digital Media India 2021 virtual conference.

But just coming up with lots of new product ideas is not an answer either.

“The problem has been that we have been too full of ideas – internal ideas – from people like me, from editors, from other people in management. But it’s not up to us to define what we should do, it’s up to the users. Before you come along with great ideas, you should get together with users and understand what their needs are.”

Stenberg shared their list of questions that need to be asked and answered before VG starts developing any new product:

- What problem are you solving? What’s the job to be done? (Value proposition)
- Who does it solve a problem for? (Target group)
- How many do we solve a problem for? What is the potential?
- What are the alternatives for this problem? (Competitors, etc)
- Why do we have to solve this?
- Why now? (The right timing)
- How is this solution going to be exposed and get users?
- What is success? (Metrics, business model)
- What are the most critical prerequisites to succeed?

These questions, and how they are answered, will help to open up more creativity around user needs and you will end up with more outcome, Stenberg said. “And outcome is really important because you need outcome, not output.”

## **The Wall Street Journal’s multi-disciplinary approach**

At The Wall Street Journal, they have adopted a MACU-focused approach to work across disciplines to develop products.

MACU, which stands for Members, Audiences, Customers and Users, brings together several disciplines including the newsroom, customer service, product design and technology and membership to work for a common purpose.

“Your teams at every level have to understand what you are driving towards and why. Part of what MACU-focused thinking allows you to do is to give real clarity that everyone in all these different teams is working towards the same thing,” said Louise Story, former Chief News Strategist and Chief Product and Technology Officer at The Wall Street Journal at the WAN-IFRA Newsroom Summit 2021.

Internal alignment of departments also helps companies that face resource scarcity. However, given how differently each department functions, it is no mean to ask to bring everyone under a common goal and sharing insights with the departments from user research helps.

### Engaging your audience

To be successful, news outlets need to think about how the output is a product that connects the audience to every part of the organisation, including editorial, business, technology, and strategy.

At The Washington Post, the podcasting vertical sits at the top of the company's subscription-based strategy funnel. The brand aims to attract (and retain) new subscribers through their free podcasts and subsequently engage them with their journalism.

The company believes in building deep relationships with its audience. The brand's paying users, who also listen to podcasts, tend to be the youngest subscribers and fall in the 18-44 age group, thus making podcasts crucial to the company's overall revenue strategy.

The Washington Post found success in having subscription call outs with personal appeals from podcast hosts to convert listeners into paying users.

**The Post measures podcast growth month over month, downloads, year over year, average monthly listens per user, and top performing episodes.** It also tracks engagement by working out what part of the podcast struck a user as interesting – topic, title or related promotions. Its listenership spiked 20 percent during the pandemic.

### Data driven and data informed

To be data informed means to look at analytics to test your hypothesis to make better decisions. It also means to have a North Star and business metrics. **Organisations that strive to develop a product culture should use leading and lagging indicators to tell where they are headed and also rely on trend analysis.**

Gaurav Sachdeva, Chief Product Officer at Singapore Press Holdings, said predictive modelling has proved to be helpful for his company. This model involves listening to signals from the customers' behaviours and pulling them into a machine learning model, which further helps in predicting future customer behaviour and moving your metrics towards your targets.

Speaking during the Asian Media leaders e-summit 2021, Sachdeva noted that SPH intentionally created “habit loops,” by trying to create new habits in readers through techniques like gamification, reward points and campaigns. This helped in a spike in traffic and generated additional advertising revenue.

Using analytics data, they were also able to serve more targeted and personalised content by listening to over 50 behavioural signals.

Data can also be incorporated into decision-making about products. Speaking at the same event, Becca Aaronson, Interim Executive Director at the News Product Alliance from the U.S. said, “The most challenging part of changing from a traditional newsroom to a product culture is how to integrate the audience needs into the newsroom strategy.

By properly following up, a strategy to improve audience engagement can be built and improvement to retention made. This makes building a new revenue stream or increasing revenues possible.”

### Metrics for success

Newsroom innovation is sprouting up everywhere. How, then, do publishers fully realise the potential of work that goes beyond page views and time spent, and ensure their products contribute to the subscription revenue?

Wirecutter has grown over the years through trying to get SEO right, in addition to tracking metrics such as page views and unique users, while the investments in marketing have been minimal.

The company uses the Earnings Per Click (EPC) efficiency metric for monetisation employed across businesses, products, categories and partners. EPC helps in equal and fair evaluation of partners across the board.

“The formula is simple for us – how much money did we make per click? We have a certain EPC that we know we drive by category and partner. When we're evaluating a new partner, we need to ensure they are going to be a value addition in driving incremental value and not be an opportunity cost,” said Leilani Han, Director, Business and Development Partnerships at WAN-IFRA's LATAM Media Leaders eSummit 2021.

The company's business runs primarily on the cost per acquisition model (CPA), and on the cost per click (CPC) model for a few partners.

“Typically, on a CPC, you're going with budgetary caps – the partner is not going to necessarily want to blow their own budget because you might have a campaign running that drives it to scale and hence, caps are more frequent,” said Han. “Merchants still have budgets that they have to manage even with a CPA, but there tends to be more flexibility.”

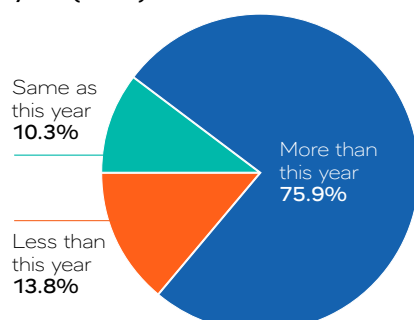
# Printing community upbeat on 2022 outlook

**Newspapers' printing operations across the world are looking ahead to 2022 with a sense of hope. After a year of big challenges in 2020, 2021 turned out to be fairly positive in terms of revenue, according to the WAN-IFRA World Printers Forum Outlook 2021-22 survey. And that's not all. The results of the survey, powered by data market research specialist Syno International, indicate an upbeat 2022 as most respondents expect an even better financial result.**

## Increasing revenues

The WAN-IFRA World Printers Forum Outlook survey is conducted each year to understand the trends and predictions in the printing industry. Printing executives from across the globe who are members of the World Printers Forum and part of the WAN-IFRA Global Media Trends Panel take part in the survey sharing their plans and insights.

**What is your expectation for the coming year compared to this year (2021) in terms of revenue?**



The survey saw 73 respondents from 17 countries.

Most of the publishing houses that participated in the 2022 Outlook survey had average paid weekly circulations between 100,000 and 4 million copies.

While more than 57 percent of them recorded increased revenues in 2021 compared to the previous year, around 67 percent were hopeful of even greater turnover the next year.

A significant number of respondents, after seeing increased weekly circulation this year, feel certain their numbers will improve further in 2022.

## Majority looking for expansion

With the days ahead looking more positive, printing companies also are looking at expansion plans in 2022. The majority of survey participants expressed hopes of continuing expanding the business with external customers.

While around 47 percent of respondents are also printing materials such as books, catalogues, magazines, brochures and so on, the remaining currently print only newspapers. With many thinking about expansion plans, that ratio might well change in the near future.

According to Paul Huybrechts, Managing Director of Coldset Partners, the printing division of Mediahuis Belgium, it's important that print managers have a wide range of different products they are able to print for commercial customers since newspaper printing only occupies a portion of the plant's capacity in many cases. These other products could be other

newspapers, free sheets, cultural publications, magazines and so on.

**Mediahuis invested almost 40 million euros between 2017 and 2019 in its printing plant on the border of the Netherlands and Germany**, which is also close to France. Delivering the keynote presentation at WAN-IFRA's European Printers Summit in Frankfurt, Huybrechts said greater flexibility is one of the main reasons they invested in presses in 2017-2019. He noted that semi-commercial printing is becoming a larger portion of the work they are doing, and that it is working well for them.

"Whatever the customer wants," he said, "and if we can't do it, we'll outsource it. Cooperation is very important. We try to work with everyone and that makes us stronger also."

## Outsourcing and closure plans decline

During the peak of the crisis, several publishing houses shut down their own printing plants and outsourced the work to external printers. However, the situation seems to have improved since.

**More than 90 percent of the participants said they had no plans to close printing plants.**

Around 44 percent of the survey respondents also made it clear they do not intend to outsource printing jobs to external printers in the immediate future. However, almost a third of the participants did seem to be considering the possibility.

## No hiring, no layoff

Hiring plans seem to be on the backburner



for now. Massive layoffs connected to the pandemic-induced economic crisis affected the printing industry too, and a majority of the participants – more than 55 percent – recorded a headcount less than that in the previous year. However, the silver lining is that no further layoffs seem to be on the horizon. Almost half the number of respondents plan to maintain the current headcount in the coming year too.

Huybrechts noted that going forward it is imperative that the staff are flexible.

“Printers in our case are working in the print shop and also in the mailroom. They are flexible. It just depends on the work to be done. Our printers, or operators, are well paid, but we expect a lot of them,” he said. “We have a good staff, good people, following us on this journey. And that makes the print plant strong.”

Going hand in hand with that is training, he added.

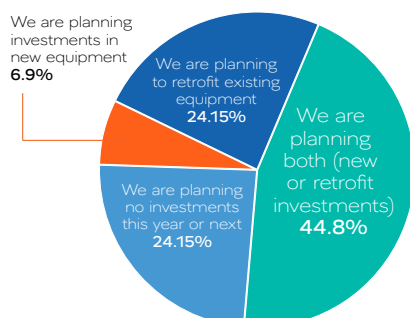
“Training of people is key,” Huybrechts said.

It’s very difficult to find people with the necessary skills today, he noted. “But you can train them yourself, and we have had a very good experience with that,” he said.

### More than 75 percent eyeing investments

The highlight of the first edition WAN-IFRA Printers Forum Outlook survey, which was conducted in 2021, was the enthusiasm expressed by the printing community to make new as well as retrofit invest-

#### Are you planning new or retrofit investments this year or next?



WAN-IFRA’s World Printers Summit 2021 took place in Frankfurt, Germany.

ments despite a difficult 2020. Similar to the previous year when more than 70 percent of the executives revealed their plans for investments, this year **too close to 70 percent respondents said they would be investing in the coming days.**

More than 39 percent of participants plan both new as well as retrofit investments, around 24 percent plan to focus only on retrofit investments. The share of those who have solely new investment plans is relatively low at 6.1 percent.

In the prepress segment, most investments – retrofit as well as new – would be in CTP hardware/software according to the survey results. While most investments in printing would be in automation, the postpress area recorded relatively lower interest from the respondents in terms of investing.

With sustainability as the primary driving force, there have also been cases of media houses investing in efficient energy management systems and tweaking their operations to attain carbon neutrality in the future.

For example, Germany’s Funke Medien-gruppe in 2015 introduced energy management systems in its printing plants according to DIN ISO 50001 standards. In 2020, it was expanded to environmental management systems as per DIN ISO 140001 standards. These systems have helped create transparency allowing the team to focus systematically on measures to reduce energy consumption and emissions.

In 2021, the publishing house installed carbon dioxide calculators in its printing plants. Klemens Berkold, Managing Director for the printing business at Funke Mediengruppe, said this calculator helps to determine the carbon footprint for individual print orders. He was speaking at the recent WAN-IFRA’s World Printers Summit 2021.

“Starting next year we will operate our printing plants with green electricity. This measure will further reduce our carbon footprint,” he said.

# WAN-IFRA Technology Directory 2021-22

**EDITORIAL****17****ADVERTISING/MARKETING****27****COMMERCIAL/CRM****35****MOBILE****38****STARTUP****42****PRESS (INCLUDING PRE-PRESS)****46****POST-PRESS****51**

**AFP – Agence france presse**

New Delhi, India

Phone: +91 88005 99886

Email: gaurav.singh@afp.com

[www.afp.com](http://www.afp.com)

AFP is a leading global news agency providing fast, comprehensive and verified coverage of the events shaping our world and of the issues affecting our daily lives.

Drawing from an unparalleled news gathering network across 151 countries, AFP is also a world leader in digital verification.

With 2,400 staff representing 100 different nationalities, AFP covers the world in six languages, with a unique quality of multi-media storytelling spanning video, text, photos and graphics.

**TAGS** News editorial and management system  
multimedia news rich platform

**African News Agency**

Cape Town, South Africa

Phone: +27 488 4001

Email: vernon.adams@africannewsagency.com

[www.africannewsagency.com](http://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

[alfamedia.com](http://alfamedia.com)

For 40 years now, a strong and reliable partner to the media industry! Our web-based solutions combine quality and reliable day-to-day operations with an optimal workflow, for lowering total cost of ownership. Our offerings include:

- The ideal cross-channel platform for optimal media organisation and publication, including resource and topic planning.
- An advertising system with simplified digital workflows and a modern, future-proof working environment that offers maximum flexibility and mobility.
- Transparent planning of complex product structures and almost complete workflow automation.
- Support in selecting and setting up the optimal IT environment, tailor-made IT infrastructures, including SaaS and cloud solutions.

With a range of flexible financing models (purchase, leasing, software-as-a-service, cloud computing) we respond individually to the needs of each customer.

**TAGS** advertising cloud (SaaS) collaboration digitalassetmanagement editorial mobile newsroom online advertising planning production

**Anygraaf Oy**

Helsinki, Finland

Phone: +358 424 22171

Email: sales@anygraaf.fi

[www.anygraaf.com](http://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



## APA-IT Informations Technologie GmbH

Vienna, Austria

Phone: +43 1 36060-6070

Email: [it@apa.at](mailto:it@apa.at)

[www.apa-it.at](http://www.apa-it.at)



APA-IT offers premium solutions focused on the areas of digital content and managed services. As a subsidiary of APA – Austria Press Agency, we are responsible for the IT systems of APA – Austria Press Agency and numerous other media enterprises.

This know-how and understanding of the industry make APA-IT an IT solutions specialist and consultant not only for the media industry. Established systems and tools are continually developed and tailored to individual customer needs.

APA-IT is a reliable partner for its customers – from conception to operation.

**TAGS** consulting container content management  
editing system housing and hosting managed services  
media mobile publishing news agency outsourcing

## Atex

London, United Kingdom

Phone: +44 7500 433157

Email: [amari@atex.com](mailto:amari@atex.com)

[www.atex.com](http://www.atex.com)



Atex is a leading software company selling solutions for media-rich industries. We are committed to helping companies build revenues and reduce costs through products that are increasingly personalised, localised, collaborative, contextually relevant, and available on-demand.

With hundreds of customers all over the world, Atex solutions power the whole content and advertising management workflow, from production to delivery on digital and print channels, of some of the most prestigious, high performing, and award-winning media-focused companies.

**TAGS** advertising digital digital asset management  
editorial systems web cms web publishing

## BERNAMA – Malaysian National News Agency

Kuala Lumpur, Malaysia

Phone: +6 03 2696 9933

Email: [helpdesk@bernama.com](mailto:helpdesk@bernama.com)

[bernama.com](http://bernama.com)

## Branded Editions

Vancouver, Canada

Phone: +1 604 278 4604

Email: [be@pressreader.com](mailto:be@pressreader.com)

[www.brandededitions.com](http://www.brandededitions.com)



Branded Editions' reader-first features help your audience embrace technology while matching your premium content with an unparalleled reading experience – via the web, iOS, Android and Amazon platforms.

Built with PressReader's proprietary technology, our white-label digital publishing solution powers more than 2,000 publications across the globe, including The New York Times, The Washington Post, The Times (of London), The Guardian, Dish Magazine, Kiosko y Más, and more.

For content creators, Branded Editions offers a wide range of integration options, including:

– Web and live feed content – Video, photo and audio for editorial and advertorial content – Proprietary and third-party analytics – Google Ads – Subscriber and print user authentication – Multi-title bundling – You produce incredible content.

Don't your readers deserve the very best digital platform?

**TAGS** digital publishing digital publishing solution  
e-magazine e-newspaper

**TAGS** News Agency Radio TV

**Chartbeat**

New York, United States

Phone: +1 908 256 0404

Email: melissa@chartbeat.com

**chartbeat.com**

Chartbeat's analytics and optimization 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 organizations measure and value the attention earned by their content.



**TAGS** Analytics Audience Engagement Content Intelligence Media Publishing Reader Behavior

**COMYAN GmbH**

Gilching, Germany

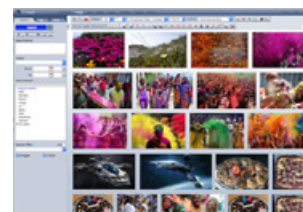
Phone: +49 8105 779390

Email: peter.resele@comyan.com

**comyan.com**

The COMYAN Media System is more than a Digital Asset Management System and E-Paper. It connects all your existing and future production systems into a single content infrastructure, enabling sharing of content of the highest possible quality, enabled by our unique integration framework that has already been adapted to 18 vendors. Based on our neutral, reusable digital format, it automatically creates beautiful and highly acclaimed digital editions and e-papers.

Customers include Kleine Zeitung, Süddeutsche Zeitung, Times of India, Der Standard, Gulf News and Die Presse. COMYAN has been developing innovative digital newspaper editions and asset management since 1993.



**TAGS** Content Backbone Content Engine Content Hub DAM Digital Archive Digital Asset Management Digital Edition E-Paper Image System Video Asset Management

**D-Share S.p.A.**

Milano, Italy

Phone: +39 02 92 865 783

Email: cirus.coliai@dshare.com

**www.dshare.com**

D-Share provides media companies and large organizations with end-to-end projects, industrial-strength software solutions, tools and services for creating, distributing and monetizing digital content across all channels.

Thanks to our technological skills, combined with extensive research and a deep knowledge in digital media, we support clients with a wide range of professional services (webCMS, news mobile apps and digital editions, news design and concept development). Our commitment to excellence has allowed us to create advanced solutions for some of the most important companies in the world, such as The Huffington Post Media Group, GEDI Group, RTI-Mediaset, RCS MediaGroup, Eni, Il Sole 24 ORE, Gremi Media, The Irish News, Ferrari Automotive, Coop Genossenschaft, Unidad Editorial, Infront, Lietuvos Rytas Media Group, Salini Impregilo, Touring Club Italiano, Radio Italia.

D-Share is a company subject to the management and coordination of Eni S.p.A.

**TAGS** digital cms editorial video mobile cms native apps for publishing performance and security

**Eidosmedia S.p.A.**

Milano, Italy

Phone: +39 02 3673 2000

Email: info@eidosmedia.com

**www.eidosmedia.com**

Eidosmedia technology is used by many of the world's leading news-media organizations to deliver quality news content via digital channels from web and mobile to voice interactive, traditional newspapers and magazines. Using the seamless connectivity of their mobile applications, news teams work securely from any location at home or in the field with a full set of story authoring and coordinating tools and workspaces.

The majority of Eidosmedia platforms are now cloud-hosted, making their operations even more independent of physical infrastructure, in addition to opening up integration with innovative news technologies from AI-assisted journalism to data analytics and visualization.



**TAGS** Augmented journalism Cloud hosting content management digital delivery digital publishing digital storytelling mobile authoring open technologies print publications workflow

## Fiare

Helsinki, Finland

Phone: +358 40 504 8820

Email: [info@fiare.com](mailto:info@fiare.com)

[fiareconsulting.com](http://fiareconsulting.com)



Fiare helps media companies to run successful businesses by enabling them to unlock the value of their content and audience by providing marketplace solutions, digital publishing solutions and consultancy services.

**Marketplaces Solution:** We have been providing sophisticated white-label solutions for running online marketplaces and eCommerce sites for over 20 years. Our solutions are trusted by clients from multiple industries and run their businesses in 15 different countries.

**Bold CMS:** Our commitment to unlocking media companies' immense potential has led to our partnership with the leading digital publishing solutions provider – Quintype Technologies. Fiare now makes it easy to empower media organisations across Europe by leveraging Quintype's Bold CMS. A CMS specifically designed for modern media space and lets authors and editors create, curate, and distribute content effortlessly.

**TAGS** audience engagement classifieds content management system (CMS) digital publishing headless CMS marketplace solution online newspaper reader revenue

## FotoWare

Oslo, Norway

Phone: +47 949471

Email: [fotowaremarketing@fotoware.com](mailto:fotowaremarketing@fotoware.com)

[www.fotoware.com](http://www.fotoware.com)



FotoWare is a Norwegian software company that helps people and organizations to get the most out of their visual content. Our Digital Asset Management (DAM) solution makes it easy to store, manage, find, and share all your important files, and is available as a cloud service or on-premises. The solution is highly configurable and offers media companies worldwide the opportunity to have image workflows tailored to meet their exact needs.

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 Editorial system Media Management SaaS Visual Files image management image workflows

## IcemanMedia Ltd

Stockholm, Sweden

Phone: +46 70 591 7866

Email: [sales@icemanmedia.com](mailto:sales@icemanmedia.com)

[www.icemanmedia.com](http://www.icemanmedia.com)



IcemanMedia Ltd offer a unique set of cloudsolutions to improve any editorial workflow.

**IcemanMediaDropBox™** optimizes the inflow 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 geopositioning, 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 Geoposition Semantic Search image recognition integration machine learning micro services

## InterRed GmbH

Siegen, Germany

Phone: +49 271 30377-0

Email: [info@interred.de](mailto:info@interred.de)

[www.interred.de](http://www.interred.de)



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, the social media tool InterRed Social 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



**Mather Economics**

Atlanta, United States

Phone: +1 770 993-4111

Email: matt@mathereconomics.com

**mathereconomics.com**

mather:

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 partners with publishing clients to accelerate digital transformation and drive recurring revenue growth with agile subscription models.

eSuite is a SaaS platform which reduces time-to-market and total cost-of-ownership by centralising the entire reader life cycle by optimising customer acquisition, revenue and retention. eSuite arms enterprises with the flexibility, agility and scalability essential for monetising any product or service. Our best-of-breed tools enable clients to create tailored bundles, promotions and price plans to maximise recurring revenue. Essential to our clients' success, eSuite also supports the widest range of global payment types and generates extensive data insights to shape growth strategies.

With offices throughout Europe, North America and Asia Pacific, our clients include McClatchy, Torstar, L'Équipe, SF Anytime, Daily Mail, Berliner Verlag, Jysk Fynske Medier, American City Business Journal and The Yomiuri Shimbun.

**TAGS** Identity management acquisition billing churn reduction  
payment optimisation payroll print and digital bundling  
reader retention revenue optimisation subscription management

**MWM Group AB**

Stockholm, Sweden

Phone: +46 8 5000 8770

Email: bjorn.nickau@mwm.se

**www.mwm.se**

MWM Group

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 behavior  
digital tracking estimation invoicing pre calculation  
production planning production tracking

**Naviga**

Kalmar, Sweden

Phone: +46 480 36 20 00

Email: jonas.bringe@navigaglobal.com

**navigaglobal.com**

Naviga Content Engagement Platform – the only end-to-end content monetization platform enabling media companies to create, enrich, deliver, and monetize 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 CRM  
Content Management System Digital Advertising  
Newspaper software Subscription software

**Newsback**

Paris, France

Phone: +33 155432190

Email: info@newsback.com

**newsback.com**

NEWSBACK

Newsback technology supports the idea that any information created is unique. It should be traceable from its origin throughout its dissemination and identified when potentially manipulated.

Understand the chronology of information provides a better confidence in the sources. It allows media professionals, public organisations but also any citizen to form a better judgement and act accordingly with informed decisions.

Newsback provides tampered-proof content registries thanks to an effective and exhaustive coverage of print, radio, television and web combined with high-quality recognition technology and efficient Artificial Intelligence at scale.

Newsback users can easily find the origin of any information, detect any editing, deletion, distortion or misuse throughout its dissemination and fight fake news.

**TAGS** SaaS chronology content protection cross-media fact-checking fight fake news news newsroom origin verification

**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 monetizing digital content (PEIQ PORTAL) and in creating the printed newspaper efficiently (PEIQ PRINT).

A cloud infrastructure with intelligent assistance functions and proven best practices.



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

**Pongrass Publishing Systems**

Sydney, Australia

Phone: +61 293696100

Email: sales@ponggrass.com.au

**www.ponggrass.net**

ponggrass

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 CMS

**ppi Media GmbH**

Hamburg, Germany

Phone: +49 40 22743360

Email: info@ppimedia.de

**ppimedia.com**

Transforming the News Media. As a market leader for print, ppi Media has accompanied the changes in the media industry for more than 35 years.

What's more, the software solutions for the publishing industry developed in Hamburg are a digital revolution.

Driven by the motivation to publish on all media channels both now and in the future, ppi Media offers publishers innovative information solutions which always focus on content, from the time it is entered through editing, saving and transmitting to retrieving.

**TAGS** ad booking content management digital publishing editorial solution online advertising page planning print production publishing platform publishing workflow social media advertising

**PressReader**

Vancouver, Canada

Phone: +1 604-278-4604

Email: publishing@pressreader.com

[about.pressreader.com](http://about.pressreader.com)

Our world-class B2B network is what sets us apart from other distribution platforms. When you partner with us, your titles get in front of hundreds of millions of potential readers as an eco-friendly benefit for airline passengers, a sustainable perk for hotel guests, an invaluable source of knowledge for library patrons, and more.

It's an opportunity to increase reach and revenue while aligning your brand with the world's leading names in aviation, cruise and marine, hospitality, libraries, healthcare, and more. With 20+ years of service to the publishing industry, we guarantee the best digital reading experience on the market through apps and via the web. We constantly upgrade and develop our features with one goal: make your content stand out.

Reach an untapped distribution network, drive discoverability and get paid for your premium content – all through one partnership.

**TAGS** content monetization digital magazines digital newspapers digital publishing distribution platform e-magazine e-paper

**Project Syndicate**

Prague, Czechia

Phone: +420 22 6218355

Email: commentary@project-syndicate.org

[www.project-syndicate.org](http://www.project-syndicate.org)**Project Syndicate**

Project Syndicate is the leading provider of opinion commentary and analysis by the world's most respected thought leaders.

Through careful consultation with our partners, we build bespoke print and video content feeds which allow publishers to elevate the quality, breadth, and range of their editorial offerings.

More than 500 publishers in over 150 countries rely on Project Syndicate to bring important ideas by some of the world's most recognised statesmen, Nobel laureates, leading economists, academics, and social and cultural thinkers to their readers.

Notable contributors include Joseph Stiglitz, Bill Gates, Christine Lagarde, Anne-Marie Slaughter, Raghuram Rajan, Yuriko Koike, Jeffrey Sachs, Ian Buruma, Nina Khrushcheva, Dambisa Moyo, and many more.

**TAGS** Commentary Editorial Multimedia Opinion Video

**Protecmedia**

Madrid, Spain

Phone: +34 626242781

Email: marenas@protecmedia.com

[www.protecmedia.com/cover](http://www.protecmedia.com/cover)

Protecmedia has evolved with its clients to supply the most innovative solutions for content, news, advertising, analytics, subscriptions and digital asset management. Close cooperation with our clients and independent media advisors has led us to pioneer in the use of Artificial Intelligence and Machine Learning for news-making. Not having to rely on third-party suppliers for these services constitutes a quality and stability assurance for our clients. Our Milenium Digital Experience Platform (MDXP) and its associated solutions Iter WCMS, Ad-on-Line DXP, Shipo Subscriptions & Circulation, Ecommerce DXP, MAS, QUAY, are currently improving the workflows of more than 500 clients in 30 countries.



**TAGS** DXP Artificial Intelligence SEO positioning Audience analysis Smart Data Digital Subscriptions Advertising Management CMS Newspaper software Media Cloud

**Scope Content AG**

Zurich, Switzerland

Phone: +41 44 533 00 55

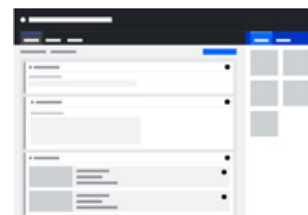
Email: hello@thescope.com

[www.thescope.com](http://www.thescope.com)

Editorial newsletters, like the Morning Briefing linking to the best articles of the day, have become an important driver for audience engagement and paid subscriptions.

However, editing newsletters often involves a series of tedious, time-consuming and error-prone "copy/paste" operations. Thus, many publishers only push one newsletter when the audience would better be broken down into smaller groups.

Our software Scope solves these problems, connecting to both the CMS and newsletter tool, automating tasks such as importing, copy/pasting or image cropping and sorting content into the relevant output channel – so the newsroom team can better focus on actual editorial tasks.



**TAGS** audience engagement content marketing curation newsletters retention

**Sophi.io**

Toronto, Canada

Phone: +1 416-585-3355

Email: jrubenovitch@globeandmail.com

**www.sophi.io**

Sophi.io was developed by The Globe and Mail to help content publishers make important strategic and tactical decisions. It is a suite of AI and ML-powered optimization, automation and prediction tools designed to improve the metrics that matter most to your business, such as subscriber retention or acquisition.

- **Sophi Site Automation:** Autonomously curates digital content.
- **Sophi Social:** Autonomously posts best performing content to social media.
- **Sophi Dynamic Paywall:** Real-time, personalized paywall that analyses content and user behaviour to determine when to ask a reader for money and when to leave them alone.
- **Sophi Analytics:** Advises editors what to produce more or less of, what to promote more or less, and what's over and under-performing.

**TAGS** Analytics Artificial Intelligence Automation Curation  
Editorial Support Newsroom Support Paywall Personalisation  
Personalization Technology

**Sputnik News Agency and Radio**

Moscow, Russia

Phone: +7 495-645-6601 (7358)

Email: feedback@sputniknews.com

**sputniknews.com**

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.

Sputnik newsfeeds deliver 24/7 content to leading international media around the world in English, Arabic, Spanish, Chinese and Farsi. Sputnik websites get more than 60 million visitors. Twenty-two bureaus around the world, from Tokyo to Montevideo, employ more than 1,000 people from dozens of countries.

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

**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

**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 organization 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](http://www.ap.org)



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



## United Robots

Malmö, Sweden

Phone: +46 708800384

Email: cecilia.campbell@unitedrobots.ai

### unitedrobots.ai/for-newsrooms

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: >4 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 journalism Automated news

Automated texts Automatic sports texts News automation

News automation software Robot journalism Robot texts Robot writer



## UpScore

Hamburg, Germany

Phone: +49 163 6159708

Email: info@upscore.com

www.upscore.com

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

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.

All analytics for free and premium content, including subscriptions, leads, paywalls.

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 HP-optimisation and content recommendation engines that help maximising recirculation and user engagement.



**TAGS** Analytics Audience Engagement Content Intelligence

Content Score Media Publishing Reader Behavior Recommendations

## Visiolink

Viby J, Denmark

Phone: +45 70233544

Email: support@visiolink.com

visiolink.com

Digital publishing beyond software

We bring your publications to life across platforms – Android, iOS and web. But that's just the beginning. Using data tracking, our services aim to take your publication beyond digital publishing and use it as a base for your overall business strategy.

With more than 2000 newspaper and magazine titles, Visiolink is a market leading supplier of digital publication solutions.

We focus our work on helping our clients generate new readers, advertising revenues and exceptional publishing platforms. Enriching epapers with engagement increasing features, such as Podcasts, Text-to-Speech and Archives, our clients can create long-lasting relationships with subscribers.



**TAGS** Business Intelligence Digital edition Digital publishing

User engagement eMagazine ePaper



## 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 75 614 3400

Email: [info@woodwing.com](mailto:info@woodwing.com)

[www.woodwing.com](http://www.woodwing.com)



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

Our solutions enable larger 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.



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

## Xalok

Miami, United States

Phone: +1 305 733 7070

Email: [info@xalok.com](mailto:info@xalok.com)

[www.xalok.com](http://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

**1plusX**

Zurich, Switzerland

Phone: –

Email: [info@1plusx.com](mailto:info@1plusx.com)[www.1plusx.com](http://www.1plusx.com)

1plusX is a global marketing technology company helping media companies and marketers to unlock the full value of their marketing data. 1plusX's core product, our AI-driven marketing intelligence platform, takes in a client's data, enriches it, turns it into precise customer and asset profiles in real-time and finally activates it on relevant online channels. With enhanced data quality, expanded reach, and increased targeting accuracy, users of the platform can substantially improve their bottom line.

Our company's name '1plusX' is a formula for modern marketing success, where data plus AI-predictions create the stepping stone for a competitive edge. Our founding team includes CEO Jürgen Galler (ex-Google), Thomas Hofmann (ex-Google; ETH Zurich), and Joachim Schoss (founder of Scout24).

Today, 1plusX operates in Europe, Asia and the US.

**TAGS** DMP adaptive tracking contextual targeting data clean room data privacy first party data machine learning marketing technology predictive technology real-time data

**AdOps Latam**

Lima, Peru

Phone: +51 954692221

Email: [jose@adops.pe](mailto:jose@adops.pe)[www.adopslatam.com](http://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.

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 optimization adserver advertising media agency programmatic rich formats

**adwonce a/s**

Copenhagen, Denmark

Phone: +45 38 10 62 00

Email: [info@adwonce.com](mailto:info@adwonce.com)[www.adwonce.com](http://www.adwonce.com)

Your readers can prepare their own ads, pay for them as they go and place them in your newspapers in just a few minutes

Your employees can manage all of your publications, even from a smartphone. They can verify ads, adjust deadlines and prices as well as setup new templates

Your newspaper can have a complete DIY ad solution  
With adwonce – you can



**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](mailto:vernon.adams@africannewsagency.com)[www.africannewsagency.com](http://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

**alfamedia.com**

For 40 years now, a strong and reliable partner to the media industry! Our web-based solutions combine quality and reliable day-to-day operations with an optimal workflow, for lowering total cost of ownership. Our offerings include:

- The ideal cross-channel platform for optimal media organisation and publication, including resource and topic planning.
- An advertising system with simplified digital workflows and a modern, future-proof working environment that offers maximum flexibility and mobility.
- Transparent planning of complex product structures and almost complete workflow automation.
- Support in selecting and setting up the optimal IT environment, tailor-made IT infrastructures, including SaaS and cloud solutions.

With a range of flexible financing models (purchase, leasing, software-as-a-service, cloud computing) we respond individually to the needs of each customer.

**TAGS** advertising cloud (SaaS) collaboration digitalassetmanagement editorial mobile newsroom online advertising planning production

**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 monetize 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 monetization 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**

London, United Kingdom

Phone: +44 7500 433157

Email: amari@atex.com

**www.atex.com**

Atex is a leading software company selling solutions for media-rich industries. We are committed to helping companies build revenues and reduce costs through products that are increasingly personalised, localised, collaborative, contextually relevant, and available on-demand.

With hundreds of customers all over the world, Atex solutions power the whole content and advertising management workflow, from production to delivery on digital and print channels, of some of the most prestigious, high performing, and award-winning media-focused companies.

**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](http://www.danads.com)

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

With our wholly customizable and white-labeled solution DanAds, 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

Email: neel@datability.co

[www.izooto.com](http://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 monetize 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

**Fiare**

Helsinki, Finland

Phone: +358 40 504 8820

Email: info@fiare.com

[fiareconsulting.com](http://fiareconsulting.com)

Fiare helps media companies to run successful businesses by enabling them to unlock the value of their content and audience by providing marketplace solutions, digital publishing solutions and consultancy services.

**Marketplaces Solution:** We have been providing sophisticated white-label solutions for running online marketplaces and eCommerce sites for over 20 years. Our solutions are trusted by clients from multiple industries and run their businesses in 15 different countries.

**Bold CMS:** Our commitment to unlocking media companies' immense potential has led to our partnership with the leading digital publishing solutions provider – Quintype Technologies. Fiare now makes it easy to empower media organisations across Europe by leveraging Quintype's Bold CMS. A CMS specifically designed for modern media space and lets authors and editors create, curate, and distribute content effortlessly.

**TAGS** audience engagement classifieds content management system (CMS) digital publishing headless CMS marketplace solution online newspaper reader revenue

**Kirchner + Robrecht management consultants GmbH**

Alzenau, Berlin, Munich, Germany

Phone: +49 6023 94353 0

Email: info@kirchner-robrecht.com

[www.kirchner-robrecht.com](http://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-Systeme Process optimisation Prozessoptimierung Six Sigma +Lean

## Lineup Systems

London, United Kingdom  
Phone: +44 2034402400  
Email: [contact@lineup.com](mailto:contact@lineup.com)  
[www.lineup.com](http://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

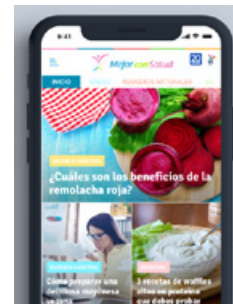
**TAGS** Adpoint Lineup Media Multi-channel Sales Solution

## Marfeel

Barcelona, Spain  
Phone: +34 9173412540  
Email: [hello@marfeel.com](mailto:hello@marfeel.com)  
[www.marfeel.com](http://www.marfeel.com)



Marfeel is a publisher platform that revolutionizes the way publishers create, optimize and monetize mobile websites. Marfeel's proprietary technology analyzes publishers' unique audience – user habits, behavior and usage patterns – and dynamically adjusts the mobile site layout to maximize 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 monetization solution has been recognized 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 monetization publishing technology

## Mikz Licensing AB

Malmö, Sweden  
Phone: +46 70 638 1601  
Email: [christer.bjork@mikz.com](mailto:christer.bjork@mikz.com)  
[www.mikzalliance.com](http://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 30 percent discount on the Mikz Alliance membership fee and can monetize 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 Monetize SSP Self-Service Supply Side Platform White-Label

## Naviga

Kalmar, Sweden  
Phone: +46 480 36 20 00  
Email: [jonas.bringle@navigaglobal.com](mailto:jonas.bringle@navigaglobal.com)  
[navigaglobal.com](http://navigaglobal.com)



Naviga Content Engagement Platform – the only end-to-end content monetization platform enabling media companies to create, enrich, deliver, and monetize 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 CRM Content Management System Digital Advertising Newspaper software Subscription software

**Pongrass Publishing Systems****ponggrass**

Sydney, Australia

Phone: +61 293696100

Email: sales@ponggrass.com.au

**www.pongrass.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.

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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 CMS

**Pooool**

Bordeaux, France

Phone: +33 613669304

Email: hello@pooool.tech

**pooool.tech**

Pooool 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 monetization and to operate them with ease. Put simply, to maximize their average revenue per user!

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

**pooool**

**TAGS** ARPU content engagement monetization payment  
paywall personalization revenue subscription

**ppi Media GmbH**

Hamburg, Germany

Phone: +49 40 22743360

Email: info@ppimedia.de

**ppimedia.com****ppi**

Transforming the News Media. As a market leader for print, ppi Media has accompanied the changes in the media industry for more than 35 years.

What's more, the software solutions for the publishing industry developed in Hamburg are a digital revolution.

Driven by the motivation to publish on all media channels both now and in the future, ppi Media offers publishers innovative information solutions which always focus on content, from the time it is entered through editing, saving and transmitting to retrieving.

**TAGS** ad booking content management digital publishing  
editorial solution online advertising page planning print production  
publishing platform publishing workflow social media advertising

**Protecmedia**

Madrid, Spain

Phone: +34 626242781

Email: marenas@protecmedia.com

**www.protecmedia.com/cover****protecmedia**

Protecmedia has evolved with its clients to supply the most innovative solutions for content, news, advertising, analytics, subscriptions and digital asset management.

Close cooperation with our clients and independent media advisors has led us to pioneer in the use of Artificial Intelligence and Machine Learning for news-making.

Not having to rely on third-party suppliers for these services constitutes a quality and stability assurance for our clients. Our Milenium Digital Experience Platform (MDXP) and its associated solutions Iter WCMS, Ad-on-Line DXP, Shipo Subscriptions & Circulation, Ecommerce DXP, MAS, QUAY, are currently improving the workflows of more than 500 clients in 30 countries.



**TAGS** DXP Artificial Intelligence SEO positioning Audience analysis  
Smart Data Digital Subscriptions Advertising Management CMS  
Newspaper software Media Cloud

## Rubrikk Group AS

Oslo, Norway

Phone: +34 622010373

Email: marco@rubrikkgroup.com

<https://www.rubrikkgroup.com/>



Rubrikk brings back Classifieds Revenue to publishers.

Actively looking for top Publishers in top countries. Some of our partners: Libero.it, Focus.de, Newsnow.co.uk, 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.

We take care of technology and monetization. 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](http://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 SaaS Multimedia Solution any sales channel (Internet, Radio and Print)

## Semrush

Boston, MA, United States

Phone: +1 855 814 4510

Email: pr@semrush.com

[semrush.com](http://semrush.com)



Semrush is a leading online visibility management SaaS platform that enables businesses globally to run search engine optimization, pay-per-click, content, social media and competitive research campaigns and get measurable results from online marketing. Semrush offers insights and solutions for companies to build, manage, and measure campaigns across various marketing channels. Semrush, with over 72,000 paying customers, is headquartered in Boston and has offices in Pennsylvania, Texas, Russia, Czech Republic, Poland and Cyprus.

Semrush is a trusted data provider whose data on search volume, correlations, website traffic and digital trends is used by media outlets around the world (Business Insider, MarketWatch and Forbes). Comprising over 50 products, tools and add-ons across online visibility management, and collecting search data for 140 countries, Semrush provides statistics that can enhance any data-driven piece with up-to-date information and data. Semrush's analytics and research capabilities are able to react to hot topics in a short time period, within updates for some tools as frequently as daily.

**TAGS** advertising SaaS competitive\_research content digital\_pr marketing seo smm web\_marketing

## Smartico

Sofia, Bulgaria

Phone: +49 30 3464 9439-0

Email: cs@smartico.eu

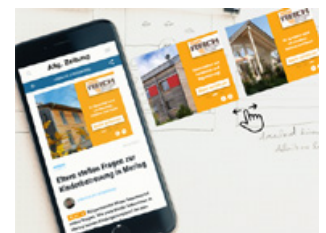
[www.smartico.eu](http://www.smartico.eu)



Creating new local advertising revenues for publishers by transforming local SME advertisers and sales teams into digital. Turn your print advertorials and magazines into native advertising and print ads into mobile-first display ad campaigns with carousels, built-in landing pages, dashboards and sales trainings. Volume-based pricing and rev-share models directly impact your bottom line and make profit from Day 1.

Smartico creates 100.000+ ads per year to allow publishers to "auto-bundle" print ads with online and immediately make significant profitable extra revenues.

Happy to share business cases and best practices from publishers like Axel Springer (DE) or TX Group (CH).



**TAGS** SME advertising advertising advertising revenue auto-bundle banner cross-media display advertising local ads longtail display ads native advertising



## Sputnik News Agency and Radio

Moscow, Russia

Phone: +7 495-645-6601 (7358)

Email: [feedback@sputniknews.com](mailto:feedback@sputniknews.com)

[sputniknews.com](http://sputniknews.com)



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.

Sputnik newsfeeds deliver 24/7 content to leading international media around the world in English, Arabic, Spanish, Chinese and Farsi. Sputnik websites get more than 60 million visitors. Twenty-two bureaus around the world, from Tokyo to Montevideo, employ more than 1,000 people from dozens of countries.

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

## Sophi.io

Toronto, Canada

Phone: +1 416-585-3355

Email: [jrubenovitch@globeandmail.com](mailto:jrubenovitch@globeandmail.com)

[www.sophi.io](http://www.sophi.io)



Sophi.io was developed by The Globe and Mail to help content publishers make important strategic and tactical decisions. It is a suite of AI and ML-powered optimization, automation and prediction tools designed to improve the metrics that matter most to your business, such as subscriber retention or acquisition.

- **Sophi Site Automation:** Autonomously curates digital content.
- **Sophi Social:** Autonomously posts best performing content to social media.
- **Sophi Dynamic Paywall:** Real-time, personalized paywall that analyses content and user behaviour to determine when to ask a reader for money and when to leave them alone.
- **Sophi Analytics:** Advises editors what to produce more or less of, what to promote more or less, and what's over and under-performing.

**TAGS** Analytics Artificial Intelligence Automation Curation Editorial Support Newsroom Support Paywall Personalisation Personalization Technology

## Talea Solutions

Helsinki, Finland

Phone: +358 456777779

Email: [info@talea.fi](mailto:info@talea.fi)

[talea.media](http://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](mailto:avessaud@ap.org)

[www.ap.org](http://www.ap.org)



THE ASSOCIATED PRESS

The Associated Press is an independent global news organization 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](http://www.ap.org)



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

**ViewPay**

Paris, France

Phone: +33 967266164

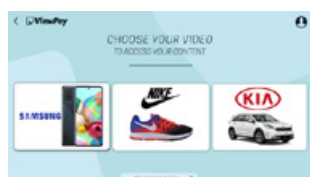
Email: publishers@viewpay.tv

[www.viewpay.tv](http://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 monetize their premium content while respecting their readers digital experience.

The AdvertPayment module enhances many dynamic paywalls on the market.



**TAGS** adtech advertising advertpayment markelys subscription viewpay

**WordProof**

Amsterdam, Netherlands

Phone: +31 620946272

Email: jelle@wordproof.com

[wordproof.com](http://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 monetization plagiarism revisions structured data timestamp transparency trust

# Scale

## local digital advertising and create new profitable revenues

**SMARTICO**

**Print-to-Online (Smart Advertorials)  
Digital-First (Smart Display Ads)  
Digital Only (Smart Marketplaces)**

see business cases from 200+ publishers: [cs@smartico.eu](mailto:cs@smartico.eu)

## AdOps Latam

Lima, Peru

Phone: +51 954692221

Email: jose@adops.pe

[www.adopslatam.com](http://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.

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 optimization adserver advertising  
media agency programmatic rich formats

## AdvantageCS

Ann Arbor, Michigan, United States

Phone: +1 7343273651

Email: cindy.twiss@advantagecs.com

[www.advantagecs.com](http://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 worldwide reputation for superior software and service, AdvantageCS is a trusted partner of many global information companies.

**TAGS** subscription management

## Fewcents

Singapore

Phone: +65 83807077

Email: info@fewcents.co

<https://www.fewcents.co>

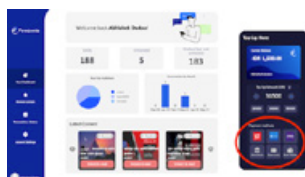


Fewcents helps with incremental reader revenue from non-subscribers.

We are a first party pay-per-content solution to monetize quality content, including articles, videos and podcasts.

On publisher websites, we can embed micropayments in 50+ currencies.

This not only monetizes casual users globally, but also builds a subscriber funnel with first party data.



**TAGS** first party data micropayments per-per-article reader revenue

## Kirchner + Robrecht management consultants GmbH

Alzenau, Berlin, Munich, Germany

Phone: +49 6023 94353 0

Email: info@kirchner-robrecht.com

[www.kirchner-robrecht.com](http://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 optimization  
Prozessoptimierung Six Sigma +Lean

## Lineup Systems

London, United Kingdom  
Phone: +44 2034402400  
Email: [contact@lineup.com](mailto:contact@lineup.com)  
[www.lineup.com](http://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

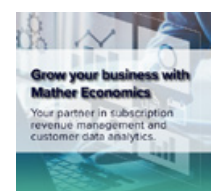
## Mather Economics

Atlanta, United States  
Phone: +1 770 993-4111  
Email: [matt@mathereconomics.com](mailto:matt@mathereconomics.com)  
[mathereconomics.com](http://mathereconomics.com)

mather:

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](mailto:hello@mppglobal.com)  
[www.mppglobal.com](http://www.mppglobal.com)



MPP Global partners with publishing clients to accelerate digital transformation and drive recurring revenue growth with agile subscription models.

eSuite is a SaaS platform which reduces time-to-market and total cost-of-ownership by centralising the entire reader life cycle by optimising customer acquisition, revenue and retention. eSuite arms enterprises with the flexibility, agility and scalability essential for monetising any product or service. Our best-of-breed tools enable clients to create tailored bundles, promotions and price plans to maximise recurring revenue. Essential to our clients' success, eSuite also supports the widest range of global payment types and generates extensive data insights to shape growth strategies. With offices throughout Europe, North America and Asia Pacific, our clients include McClatchy, Torstar, L'Équipe, SF Anytime, Daily Mail, Berliner Verlag, Jysk Fynske Medier, American City Business Journal and The Yomiuri Shimbun.

**TAGS** Identity management acquisition billing churn reduction  
payment optimisation paywall print and digital bundling  
reader retention revenue optimisation subscription management

## Quintype Technologies

Bengaluru, India  
Phone: +91 9019218218  
Email: [sales@quintype.com](mailto:sales@quintype.com)  
[www.quintype.com](http://www.quintype.com)



Quintype was founded in 2016 and is headquartered in Bangalore, India with a global clientele comprising of marquee publishers across the USA, Europe, Middle East, Asia, and Africa. Quintype's award-winning multi-lingual, digital-first publishing solutions empower content creators to deliver superlative experiences to their readers, every single time. Quintype relieves publishers from the challenges of legacy content management systems, through its modern-age SaaS products. Fast ROI at a strikingly low TCO enables the adoption of the products across the board; from large media houses to aspirational start-ups. With Quintype, publishers can now focus on what they do the best: creating high-quality content.



**TAGS** CMS audience engagement platform  
content management software digital publishing platform  
headless cms mobile CMS newsroom software  
seo-friendly CMS subscription software website builder



**S2i Consultoria Informatica, S.A.**

Madrid, Spain

Phone: +34 917 823 420

Email: nlamas@s2i.es

[www.s2i.es](http://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 SaaS

Multimedia Solution any sales channel (Internet, Radio and Print)

**WhiteBeard**

Amsterdam, Netherlands

Phone: +31 634376007

Email: [info@whitebeard.me](mailto:info@whitebeard.me)

[www.whitebeard.me](http://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

## APA-IT Informations Technologie GmbH

Vienna, Austria

Phone: +43 1 36060-6070

Email: [it@apa.at](mailto:it@apa.at)

[www.apa-it.at](http://www.apa-it.at)



APA-IT offers premium solutions focused on the areas of digital content and managed services. As a subsidiary of APA – Austria Press Agency, we are responsible for the IT systems of APA – Austria Press Agency and numerous other media enterprises.

This know-how and understanding of the industry make APA-IT an IT solutions specialist and consultant not only for the media industry. Established systems and tools are continually developed and tailored to individual customer needs.

APA-IT is a reliable partner for its customers – from conception to operation.

**TAGS** consulting container content management editing system housing and hosting managed services media mobile publishing news agency outsourcing

## Branded Editions

Vancouver, Canada

Phone: +1 604 278 4604

Email: [be@pressreader.com](mailto:be@pressreader.com)

[www.brandededitions.com](http://www.brandededitions.com)



Branded Editions' reader-first features help your audience embrace technology while matching your premium content with an unparalleled reading experience – via the web, iOS, Android and Amazon platforms.

Built with PressReader's proprietary technology, our white-label digital publishing solution powers more than 2,000 publications across the globe, including The New York Times, The Washington Post, The Times (of London), The Guardian, Dish Magazine, Kiosko y Más, and more.

For content creators, Branded Editions offers a wide range of integration options, including:

– Web and live feed content – Video, photo and audio for editorial and advertorial content – Proprietary and third-party analytics – Google Ads – Subscriber and print user authentication – Multi-title bundling – You produce incredible content.

Don't your readers deserve the very best digital platform?

**TAGS** digital publishing digital publishing solution e-magazine e-newspaper

## Chartbeat

New York, United States

Phone: +1 908 256 0404

Email: [melissa@chartbeat.com](mailto:melissa@chartbeat.com)

[chartbeat.com](http://chartbeat.com)



Chartbeat's analytics and optimization 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 organizations measure and value the attention earned by their content.



**TAGS** Analytics Audience Engagement Content Intelligence Media Publishing Reader Behavior

## COMYAN GmbH

Gilching, Germany

Phone: +49 8105 779390

Email: [peter.resele@comyan.com](mailto:peter.resele@comyan.com)

[comyan.com](http://comyan.com)



The COMYAN Media System is more than a Digital Asset Management System and E-Paper. It connects all your existing and future production systems into a single content infrastructure, enabling sharing of content of the highest possible quality, enabled by our unique integration framework that has already been adapted to 18 vendors. Based on our neutral, reusable digital format, it automatically creates beautiful and highly acclaimed digital editions and e-papers.

Customers include Kleine Zeitung, Süddeutsche Zeitung, Times of India, Der Standard, Gulf News and Die Presse. COMYAN has been developing innovative digital newspaper editions and asset management since 1993.



**TAGS** Content Backbone Content Engine Content Hub DAM Digital Archive Digital Asset Management Digital Edition E-Paper Image System Video Asset Management

## D-Share S.p.A.

Milano, Italy

Phone: +39 02 92 865 783

Email: [circus.coliai@dshare.com](mailto:circus.coliai@dshare.com)

[www.dshare.com](http://www.dshare.com)

D-Share provides media companies and large organizations with end-to-end projects, industrial-strength software solutions, tools and services for creating, distributing and monetizing digital content across all channels.

Thanks to our technological skills, combined with extensive research and a deep knowledge in digital media, we support clients with a wide range of professional services (webCMS, news mobile apps and digital editions, news design and concept development). Our commitment to excellence has allowed us to create advanced solutions for some of the most important companies in the world, such as The Huffington Post Media Group, GEDI Group, RTI-Mediaset, RCS MediaGroup, Eni, Il Sole 24 ORE, Gremi Media, The Irish News, Ferrari Automotive, Coop Genossenschaft, Unidad Editorial, Infront, Lietuvos Rytas Media Group, Salini Impregilo, Touring Club Italiano, Radio Italia.

D-Share is a company subject to the management and coordination of Eni S.p.A.

**TAGS** digital cms editorial video mobile cms  
native apps for publishing performance and security

## InterRed GmbH

Siegen, Germany

Phone: +49 271 30377-0

Email: [info@interred.de](mailto:info@interred.de)

[www.interred.de](http://www.interred.de)



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, the social media tool InterRed Social

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

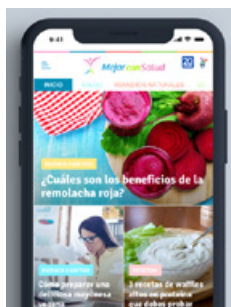
Phone: +34 9173412540

Email: [hello@marfeel.com](mailto:hello@marfeel.com)

[www.marfeel.com](http://www.marfeel.com)



Marfeel is a publisher platform that revolutionizes the way publishers create, optimize and monetize mobile websites. Marfeel's proprietary technology analyzes publishers' unique audience – user habits, behavior and usage patterns – and dynamically adjusts the mobile site layout to maximize 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 monetization solution has been recognized 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  
monetization publishing technology

## PEIQ by multicom | GOGOL

Augsburg, Germany

Phone: +49 821 907 844-16

Email: [contact@peiq.de](mailto:contact@peiq.de)

[www.peiq.de](http://www.peiq.de)



PEIQ assists over 600 newspapers in creating successful stories (PEIQ CREATE), in publishing and monetizing digital content (PEIQ PORTAL) and in creating the printed newspaper efficiently (PEIQ PRINT).

A cloud infrastructure with intelligent assistance functions and proven best practices.



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

**PressReader**

Vancouver, Canada  
Phone: +1 604-278-4604  
Email: [publishing@pressreader.com](mailto:publishing@pressreader.com)  
[about.pressreader.com](http://about.pressreader.com)



Our world-class B2B network is what sets us apart from other distribution platforms. When you partner with us, your titles get in front of hundreds of millions of potential readers as an eco-friendly benefit for airline passengers, a sustainable perk for hotel guests, an invaluable source of knowledge for library patrons, and more.

It's an opportunity to increase reach and revenue while aligning your brand with the world's leading names in aviation, cruise and marine, hospitality, libraries, healthcare, and more. With 20+ years of service to the publishing industry, we guarantee the best digital reading experience on the market through apps and via the web. We constantly upgrade and develop our features with one goal: make your content stand out.

Reach an untapped distribution network, drive discoverability and get paid for your premium content – all through one partnership.

**TAGS** content monetization digital magazines digital newspapers digital publishing distribution platform e-magazine e-paper

**PUBLISH, Inc.**

Seoul, South Korea  
Phone: +82 2 6332 2245  
Email: [info@publishprotocol.io](mailto:info@publishprotocol.io)  
[publishprotocol.io](http://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 Technologies**

Bengaluru, India  
Phone: +91 9019218218  
Email: [sales@quintype.com](mailto:sales@quintype.com)  
[www.quintype.com](http://www.quintype.com)



Quintype was founded in 2016 and is headquartered in Bangalore, India with a global clientele comprising of marquee publishers across the USA, Europe, Middle East, Asia, and Africa. Quintype's award-winning multi-lingual, digital-first publishing solutions empower content creators to deliver superlative experiences to their readers, every single time. Quintype relieves publishers from the challenges of legacy content management systems, through its modern-age SaaS products. Fast ROI at a strikingly low TCO enables the adoption of the products across the board; from large media houses to aspirational start-ups. With Quintype, publishers can now focus on what they do the best: creating high-quality content.



**TAGS** CMS audience engagement platform content management software digital publishing platform headless cms mobile CMS newsroom software seo-friendly CMS subscription software website builder

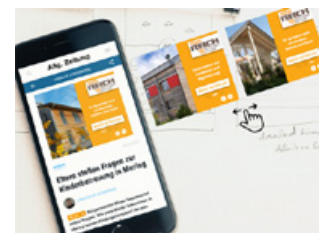
**Smartico**

Sofia, Bulgaria  
Phone: +49 30 3464 9439-0  
Email: [cs@smartico.eu](mailto:cs@smartico.eu)  
[www.smartico.eu](http://www.smartico.eu)



Creating new local advertising revenues for publishers by transforming local SME advertisers and sales teams into digital. Turn your print advertorials and magazines into native advertising and print ads into mobile-first display ad campaigns with carousels, built-in landing pages, dashboards and sales trainings. Volume-based pricing and rev-share models directly impact your bottom line and make profit from Day 1. Smartico creates 100.000+ ads per year to allow publishers to "auto-bundle" print ads with online and immediately make significant profitable extra revenues.

Happy to share business cases and best practices from publishers like Axel Springer (DE) or TX Group (CH).



**TAGS** SME advertising advertising advertising revenue auto-bundle banner cross-media display advertising local ads longtail display ads native advertising



**Stibo DX**

Aarhus, Denmark

Phone: +45 8733 5588

Email: info@stibodx.com

[www.stibodx.com](http://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  
Digital Publishing**

Leuven, Belgium

Phone: +32 488144488

Email: dana.nastase@twipemobile.com

[twipemobile.com](http://twipemobile.com)

We build technology to help newspapers grow and retain subscribers and to monetise their premium content. Leading publishers including Le Monde, The Telegraph, DuMont, Advance Local and Mediahuis use our platform for advanced digital edition management as well as our tools for in-depth ePaper insights, analytics and churn prevention. We invest in research and have developed JAMES – Your Digital Butler, a personalisation technology AI in collaboration with The Times.

JAMES is currently helping publishers across Europe maximise their newsletter reach and better engage their subscribers. Don't hesitate to get in touch to learn more!



**TAGS** Digital Publishing Digital Solutions Edition Analytics  
Habit Formation Technology Mobile apps Newsletter Personalisation  
Replica Subscriber growth ePaper retention

**Visiolink**

Viby J, Denmark

Phone: +45 70233544

Email: support@visiolink.com

[visiolink.com](http://visiolink.com)

Digital publishing beyond software

We bring your publications to life across platforms – Android, iOS and web. But that's just the beginning. Using data tracking, our services aim to take your publication beyond digital publishing and use it as a base for your overall business strategy.

With more than 2000 newspaper and magazine titles, Visiolink is a market leading supplier of digital publication solutions.

We focus our work on helping our clients generate new readers, advertising revenues and exceptional publishing platforms. Enriching epapers with engagement increasing features, such as Podcasts, Text-to-Speech and Archives, our clients can create long-lasting relationships with subscribers.



**TAGS** Business Intelligence Digital edition Digital publishing  
User engagement eMagazine ePaper

**WoodWing Software**

Zaandam / Amsterdam, Netherlands

Phone: +31 75 614 3400

Email: info@woodwing.com

[www.woodwing.com](http://www.woodwing.com)

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

Our solutions enable larger 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.



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

**1plusX**

Zurich, Switzerland

Phone: –

Email: [info@1plusx.com](mailto:info@1plusx.com)[www.1plusx.com](http://www.1plusx.com)

1plusX is a global marketing technology company helping media companies and marketers to unlock the full value of their marketing data. 1plusX's core product, our AI-driven marketing intelligence platform, takes in a client's data, enriches it, turns it into precise customer and asset profiles in real-time and finally activates it on relevant online channels. With enhanced data quality, expanded reach, and increased targeting accuracy, users of the platform can substantially improve their bottom line.

Our company's name '1plusX' is a formula for modern marketing success, where data plus AI-predictions create the stepping stone for a competitive edge. Our founding team includes CEO Jürgen Galler (ex-Google), Thomas Hofmann (ex-Google; ETH Zurich), and Joachim Schoss (founder of Scout24).

Today, 1plusX operates in Europe, Asia and the US.

**TAGS** DMP adaptive tracking contextual targeting data clean room data privacy first party data machine learning marketing technology predictive technology real-time data

**adwonce a/s**

Copenhagen, Denmark

Phone: +45 38 10 62 00

Email: [info@adwonce.com](mailto:info@adwonce.com)[www.adwonce.com](http://www.adwonce.com)

Your readers can prepare their own ads, pay for them as they go and place them in your newspapers in just a few minutes

Your employees can manage all of your publications, even from a smartphone. They can verify ads, adjust deadlines and prices as well as setup new templates

Your newspaper can have a complete DIY ad solution  
With adwonce – you can



**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](mailto:sales@antiadblock.com)[www.antiadblock.com](http://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 monetize 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 monetization unblocking

**Axate Systems Ltd**

London, United Kingdom

Phone: +44 7739808020

Email: [publishers@axate.com](mailto:publishers@axate.com)[www.axate.com](http://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](mailto: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](mailto:contact@blink.net)  
**blink.net**



Blink offers a suite of tools designed to convert your anonymous users & monetize 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, so you don't have to

**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 monetize content payments revenue subscriptions targeting user experience

**Distribution Innovation**

Oslo, Norway  
Phone: +47 228 27800  
Email: [info@di.no](mailto: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](http://www.morgenlevering.no) and [www.megtildeg.no](http://www.megtildeg.no), and the delivery tool [www.planandgo.no](http://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 eCommerce Innovation Newspaper distribution Newspaper logistics Parcel delivery services Route planning and optimization Subscription

**Fewcents**

Singapore  
Phone: +65 83807077  
Email: [info@fewcents.co](mailto:info@fewcents.co)  
**<https://www.fewcents.co>**



Fewcents helps with incremental reader revenue from non-subscribers.

We are a first party pay-per-content solution to monetize quality content, including articles, videos and podcasts.

On publisher websites, we can embed micropayments in 50+ currencies.

This not only monetizes casual users globally, but also builds a subscriber funnel with first party data.



**TAGS** first party data micropayments per-per-article reader revenue

**Newsback**

Paris, France  
Phone: +33 155432190  
Email: [info@newsback.com](mailto:info@newsback.com)  
**newsback.com**



Newsback technology supports the idea that any information created is unique. It should be traceable from its origin throughout its dissemination and identified when potentially manipulated.

Understand the chronology of information provides a better confidence in the sources. It allows media professionals, public organisations but also any citizen to form a better judgement and act accordingly with informed decisions.

Newsback provides tampered-proof content registries thanks to an effective and exhaustive coverage of print, radio, television and web combined with high-quality recognition technology and efficient Artificial Intelligence at scale.

Newsback users can easily find the origin of any information, detect any editing, deletion, distortion or misuse throughout its dissemination and fight fake news.

**TAGS** SaaS chronology content protection cross-media fact-checking fight fake news news newsroom origin verification

**Poool**

Bordeaux, France

Phone: +33 613669304

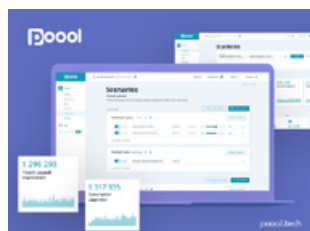
Email: hello@poool.tech

**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 monetization and to operate them with ease. Put simply, to maximize their average revenue per user!

We also accompany our clients through the design and implementation of their monetization 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 monetization payment paywall personalization revenue subscription

**PUBLISH, Inc.**

Seoul, South Korea

Phone: +82 2 6332 2245

Email: info@publishprotocol.io

**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

**Rubrikk Group AS**

Oslo, Norway

Phone: +34 622010373

Email: marco@rubrikkgroup.com

**https://www.rubrikkgroup.com/**

Rubrikk brings back Classifieds Revenue to publishers.

Actively looking for top Publishers in top countries. Some of our partners: Libero.it, Focus.de, Newsnow.co.uk, 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.

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



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

**Tipser**

Stockholm, Sweden

Phone: +46 70 894 74 67

Email: david@tipser.com

**tipser.co**

Media companies and content creators are in need of new revenue sources. Tipser's e-commerce technology allows publishers to monetize their content through embedded shopping. Publishers can sell to their audiences directly, unlike with classic affiliate solutions.

Tipser is an innovative Scandinavian tech company with an international team working on the future of content monetization. Our head office is located in Stockholm with further locations in New York, Wrocław, and Barcelona. Tipser's monetization technology is available in the USA, UK, Germany, Spain, and the Nordic countries.

With Tipser solution publishers gain:

- New revenue
- Reader engagement
- Traffic and data
- Better reader experiences

**TAGS** commerce e-commerce monetization revenue technology



## ViewPay

Paris, France

Phone: +33 967266164

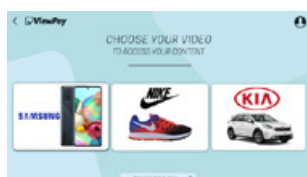
Email: publishers@viewpay.tv

[www.viewpay.tv](http://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 monetize their premium content while respecting their readers digital experience.



The AdvertPayment module enhances many dynamic paywalls on the market.

**TAGS** adtech advertising advertpayment markelys subscription viewpay

## WordProof

Amsterdam, Netherlands

Phone: +31 620946272

Email: jelle@wordproof.com

[wordproof.com](http://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 monetization plagiarism revisions structured data timestamp transparency trust

## Xalok

Miami, United States

Phone: +1 305 733 7070

Email: info@xalok.com

[www.xalok.com](http://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

## Zephr

London, United Kingdom

Phone: +44 203 966 6140

Email: sayhello@zephr.com

[zephr.com](http://zephr.com)



Zephr is a leading subscription experience platform focused on accelerating revenue growth for the world's leading digital publishing and media companies.

With a best-in-breed solution, Zephr combines an intuitive user interface and plug-and-play integrations to let commercial and technical teams develop powerful subscription relationships and deliver personalised experiences for every customer at the right time for the right price.

Unlock your subscription revenue potential with Zephr.

For more information check out <https://www.zephr.com/>.

**TAGS** Intelligent Paywalls media publishing subscription experience platform

**ABB**

Baden, Switzerland

Phone: +41 58 586 8610

Email: damian.staedeli@ch.abb.com

[www.abb.com/printing](http://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 minimizing 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 Retrofit  
Production management Production tracking & analysis Reel handling

**Agfa**

Mortsel, Belgium

Phone: +32 3 444 2111

Email: [graphics@agfa.com](mailto:graphics@agfa.com)[www.agfa.com](http://www.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, cost-effective and scalable prepress systems provide a comprehensive solution for economical operation, cost saving and profitability.

Professional services and support guarantee for a smooth newspaper production day by day.



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

**DCOS Sweden AB**

Kinna, Sweden

Phone: +46 704 173624

Email: [mattias.andersson@dcos.se](mailto:mattias.andersson@dcos.se)[www.dcos.com](http://www.dcos.com)

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 GmbH**

Ahrensburg, Germany

Phone: +49 4102 480 0

Email: [info@eae.com](mailto:info@eae.com)[www.eae.com](http://www.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 automation Press control via mobile platform Press retrofit  
Press software automation Press planning Reelmanagement  
Reelstand Retrofit specialist

**FotoWare**

Oslo, Norway

Phone: +47 949471

Email: fotowaremarketing@fotoware.com

[www.fotoware.com](http://www.fotoware.com)

FotoWare is a Norwegian software company that helps people and organizations to get the most out of their visual content. Our Digital Asset Management (DAM) solution makes it easy to store, manage, find, and share all your important files, and is available as a cloud service or on-premises. The solution is highly configurable and offers media companies worldwide the opportunity to have image workflows tailored to meet their exact needs.

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  
Editorial system Media Management SaaS Visual Files  
image management image workflows

**Kodak**

Watford, United Kingdom

Phone: +32 2 352 2878

Email: katleen.verbeeck@kodak.com

[www.kodak.com](http://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

**Krause-Biagiosch GmbH**

Bielefeld, Germany

Phone: +49 521 4599-7198

Email: s.jansen@krause.de

[www.krause.de](http://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](http://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****manroland | GOSS**

Augsburg, Germany

Phone: +49 821 424 0

Email: [publicrelations@manrolandgoss.com](mailto:publicrelations@manrolandgoss.com)[www.manrolandgoss.com](http://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** automation print printing prepress  
postpress service solutions

**MWM Group AB****MWM Group**

Stockholm, Sweden

Phone: +46 8 5000 8770

Email: [bjorn.nickau@mwm.se](mailto:bjorn.nickau@mwm.se)[www.mwm.se](http://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 behavior  
digital tracking estimation invoicing pre calculation  
production planning production tracking

**New Proimage Ltd****PROIMAGE**

London, United Kingdom

Phone: +44 8454 588600

Email: [izzet.edige@new-proimage.com](mailto:izzet.edige@new-proimage.com)[www.new-proimage.com](http://www.new-proimage.com)

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

**Newstech**

Mumbai, India

Phone: +91 22 243 79266 / 67

Email: [rca@newstechindia.com](mailto:rca@newstechindia.com)[www.newstechindia.com](http://www.newstechindia.com)

NEWSTECH – Newspaper Technologists since 1984. A single window Company representing World's leading Manufacturers for all Newspaper & Publication, Production & Distribution, Systems and Consumables, in Pre-Press, Press and Post-Press operations, with a Network of Offices, Distributors and Dealers around India. Manufacturers: Entry Level Mailroom & Ink Pumping Systems. Distributor for: PROTECMEDIA, Spain: Contents Management Systems for Multimedia. – MITSUBISHI HEAVY INDUSTRIES LTD., Japan: High Speed Web-Offset Presses. – BETZ GmbH, Germany: UV Ink Pumping & Color Mixing Systems. – IST Metz, Germany: UV Curing Systems for High Speed Web-Offset Printing. – SCHUR, Sweden: Fully integrated modular Mailroom Systems, from Press Folder to Loading Bay. – HI-TECH Robotics, India: Automatic Guided Vehicles (AGV) for Newsprint Rolls – TRANSPAK, Taiwan: Automatic Strapping Machines. – DSC, Germany: Printing Chemicals. – MOSCA, Malaysia: PP Straps – CONTI-TECH, Germany: Printing Blankets. Sales & Service Offices at Bangalore, Chennai, Hyderabad, Kottayam, Kolkata and New Delhi with the Head Office located in Mumbai and the Manufacturing Unit near Mumbai.

**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](http://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

**Q.I. Press Controls B.V.**

Oosterhout, Netherlands

Phone: +31 162 408 222

Email: info@qipc.com

[www.qipc.com](http://www.qipc.com)

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.

With the latest feature Enhanced Print Fault Detection, that scans 100% of the image, no defect will stay undetected.

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

**Stora Enso Paper Oy**

Helsinki, Finland

Phone: +358 400686283

Email: terhi.myllymaki@storaenso.com

[www.storaenso.com](http://www.storaenso.com)

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**

Vitry Sur Seine, France

Phone: +33 147187033

Email: info@techniweb.eu

[www.techniweb.eu](http://www.techniweb.eu)

Looking for a cost-effective and reliable solution in web press cleaning? Technocleaner is the reference solution for modernization. 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

Navi Mumbai, India

Phone: +91 9833172510

Email: amit.khurana@technovaindia.com

[www.technovaworld.com](http://www.technovaworld.com)



- Full range of CtP Plates: Conventional Violet, Chem-free Violet, Conventional Thermal, Processless Thermal, Chem-free Thermal & Inkjet
- Violet, Thermal & Inkjet CtP Systems
- Software & Workflows
- FOGRA approved Chemicals
- STP/ETP Solutions
- Adhesives & Glues
- Printing Blankets
- Printing Rollers
- Spray Dampening Systems
- UV Curing Systems
- Pressroom & Mailroom Automation Solutions
- SHE Audits
- Application Support
- 24x7 Total TechSupport

**TAGS** Adhesives Automation Blankets CtP Systems  
Digital Offset Plates FOGRA Printing Chemicals Rollers  
SHE Software & Workflows

## TMI Service GmbH

Ahrensburg, Germany

Phone: +49 171 41 42219

Email: schroeder.heiko@tmi-service.com

**TMI-Service.EU**

The TMI Group is a specialist in newspaper production. We operate in 13 locations across Germany for local publishers and printers in a smooth, punctual and cost-effective manner.

Our services:

- Operating all departments of a printing plant,
- Works and services contracts in individual areas of a printing plant.

Take advantage of our wide-ranging expertise in newspaper, freesheet and commercial production. Come visit us at our booth or get in touch with us.

**TAGS** newspaper production maintenance

## UPM Communication Papers

Augsburg, Germany

Phone: +49 821 310 90

Email: paperinfo@upm.com

[upmpaper.com](http://upmpaper.com)

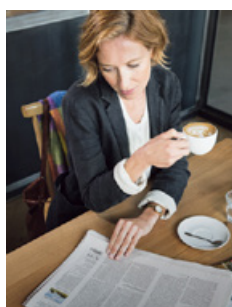


UPM paper for Coldset Web Offset printing enable high quality printed products with exceptional haptic properties.

Our CSWO product portfolio contains Newsprint, MFS, SC, LWC and WFU paper grades.

UPM CSWO papers are suitable for newspapers, supplements, retail flyers, telephone directories and all kind of special publications.

Always up-to-date paper specifications are available in the online paper catalogue [www.upmpaper.com/papers](http://www.upmpaper.com/papers)



**TAGS** LWC MFS SC WFU newsprint

## Distribution Innovation

Oslo, Norway  
Phone: +47 228 27800  
Email: info@di.no  
[www.di.no](http://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](http://www.morgenlevering.no) and [www.megtildeg.no](http://www.megtildeg.no), and the delivery tool [www.planandgo.no](http://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 eCommerce Innovation Newspaper distribution Newspaper logistics Parcel delivery services Route planning and optimization Subscription

## MakroSolutions GmbH

Schkeuditz, Germany  
Phone: +49 34207 4040-0  
Email: info@makrosolutions.com  
[www.makrosolutions.com](http://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

## Müller Martini Druckverarbeitungs-Systeme AG

Zofingen, Switzerland  
Phone: +41 62 745 45 45  
Email: info@ch.mullermartini.com  
[www.mullermartini.com](http://www.mullermartini.com)



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

Mumbai, India  
Phone: +91 22 243 79266 / 67  
Email: rca@newstechindia.com  
[www.newstechindia.com](http://www.newstechindia.com)



NEWSTECH – Newspaper Technologists since 1984. A single window Company representing World's leading Manufacturers for all Newspaper & Publication, Production & Distribution, Systems and Consumables, in Pre-Press, Press and Post-Press operations, with a Network of Offices, Distributors and Dealers around India. Manufacturers: Entry Level Mailroom & Ink Pumping Systems. Distributor for: PROTECMEDIA, Spain: Contents Management Systems for Multimedia. – MITSUBISHI HEAVY INDUSTRIES LTD., Japan: High Speed Web-Offset Presses. – BETZ GmbH, Germany: UV Ink Pumping & Color Mixing Systems. – IST Metz, Germany: UV Curing Systems for High Speed Web-Offset Printing. – SCHUR, Sweden: Fully integrated modular Mailroom Systems, from Press Folder to Loading Bay. – HI-TECH Robotics, India: Automatic Guided Vehicles (AGV) for Newsprint Rolls – TRANSPAK, Taiwan: Automatic Strapping Machines. – DSC, Germany: Printing Chemicals. – MOSCA, Malaysia: PP Straps – CONTI-TECH, Germany: Printing Blankets. Sales & Service Offices at Bangalore, Chennai, Hyderabad, Kottayam, Kolkata and New Delhi with the Head Office located in Mumbai and the Manufacturing Unit near Mumbai.

**TAGS** AGVs UV curing systems consumables content management systems ink pumping systems mailroom systems presses production & distribution

## TechNova Imaging Systems

Navi Mumbai, India

Phone: +91 9833172510

Email: amit.khurana@technovaindia.com

[www.technovaworld.com](http://www.technovaworld.com)



- Full range of CtP Plates: Conventional Violet, Chem-free Violet, Conventional Thermal, Processless Thermal, Chem-free Thermal & Inkjet
- Violet, Thermal & Inkjet CtP Systems
- Software & Workflows
- FOGRA approved Chemicals
- STP/ETP Solutions
- Adhesives & Glues
- Printing Blankets
- Printing Rollers
- Spray Dampening Systems
- UV Curing Systems
- Pressroom & Mailroom Automation Solutions
- SHE Audits
- Application Support
- 24x7 Total TechSupport

**TAGS** Adhesives Automation Blankets CtP Systems  
Digital Offset Plates FOGRA Printing Chemicals Rollers  
SHE Software & Workflows

## Unimail Systems

Oslo, Norway

Phone: +47 920 33139

Email: knut@unimailsystems.com

[www.unimailsystems.com](http://www.unimailsystems.com)



Unimail Systems is a subsidiary of Agraf, now with more than 120 years of important family history within the printing business.

Our clients are web-offset printers, whom we supply with modern mailroom-control systems.

With our unique solution UniMail 4.0, we secure a universal (no matter whether you have Ferag, Schur/Wamac, Müller-Martini or others), flexible and cost-effective solution for production, tracking and distribution.

**TAGS** Ferag Mailroom control systems Realcom Retrofit Unimail





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**CEO**

Vincent Peyrègne

**COO**

Thomas Jacob

**Director of Insights**

Dean Roper

**Contributors**

Luc Rademakers (consultant), Ole Martin (Schickler),  
and from WAN-IFRA: Dean Roper, Simone Flueckiger,  
Neha Gupta, Elizabeth Shilpa and Brian Veseling

**Editing**

Dean Roper, Brian Veseling, Michael Spinner-Just

**Designer**

Gordon Steiger

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