

SAXOTECH Expands Partnership with Berlingske Media to Support Newsroom Convergence Strategy

"This is an exciting time for Berlingske Media and we are pleased with the overall project success of the SAXOTECH implementation. Our goal is to make Berlingske Denmark's most well run and efficient media group addressing the needs of our readers, users and advertisers. With the SAXOTECH Mediaware Center, we have unified our newsrooms and will be able to produce content more efficiently and effectively."

Lisbeth Knudsen, CEO, Berlingske Media.

Business Needs

Berlingske Media allowed each newspaper to maintain its own individual work processes, including individual usage of the implemented IT tools. Thus, each newspaper had its own journalists to cover all areas – culture, sports, domestic, international, etc. and it would have been unheard of to share materials across newspapers or undertake joint planning of how various stories should be covered. At the same time, there was also a clear separation of writing journalistic material for print or the Web, with separate editorial offices to handle them at each paper.

With more than 60 country, regional and local publications, Berlingske Media was looking to change its traditional ways of thinking and exploit the group's competencies across its newspapers while increasing efficiencies without affecting the day-to-day quality of content production in the group.

"Content sharing, joint planning, better online integration and a standardized editorial work process across our titles are the way forward," said Torben Lundberg, IT manager, Berlingske Media.

The overall implementation would need to create one new, unified Berlingske Media.

Selecting SAXOTECH

Berlingske Media set up a comprehensive committee and process to create a new strategy to produce content across the group's editions. SAXOTECH was chosen to serve in a consultative role, as were several other groups who were invited, to work and lend inspiration to the committee in association with setting out to capture the optimum strategy for content production.

The group created a long list of areas that would require both organizational and technological renewal and the entire vision was about creating a completely new culture in the group. SAXOTECH was rewarded for its effort in strategic work and thus received the task of continued partnership with Berlingske Media on the editorial project track known as Newsroom Convergence.

A Vision Realized - One Berlingske Media, One Shared Solution

The SAXOTECH Mediaware Center is a highly configurable workflow-centric content management system that enables Berlingske Media to produce and share content in a streamlined and collaborative environment. The tight integration of the SAXOTECH Mediaware Center's print and digital channels provides Berlingske Media's content producers and editors with the tools to plan stories and manage content based on resource availability. By managing each new story from conception through multi-channel delivery in the same system, producers realize unsurpassed productivity – extending content and online applications to enhance news publishing operations.

The optimization of resources guarantees that none of the editors at Berlingske Media will be working on the same story at the same time. Utilizing the SAXOTECH Mediaware Center and its advanced planning and workflow features, Berlingske Media can send a single reporter out to an event instead of four and with a common template based on the production of articles in the SAXOTECH Mediaware Center, journalists are free to focus writing instead of editing, resulting in better quality stories.

"Before, the Berlingske Media group consisted of a series of completely separate newspapers and environments. Today, as a result of the SAXOTECH Mediaware Center, we can keep up with what each other are doing. We have gained insight into each other's work and we can thus do common planning of any given case and easier collaboration on stories, if applicable. We have all become close colleagues across the group," said Tom Jensen, editor, Berlingske Tidende.

Content Share Solution: Berlingske Media Infinitely More Resourceful

With many of its titles already live on the SAXOTECH Mediaware Center, Berlingske Media's editorial staff is now able to gain access to unprecedented amounts of material across all newspaper properties. Additional benefits of the SAXOTECH Mediaware Center include:

- Open and collaborative work environment enabling better content production.
- Journalists can follow the development of one article and retrieve it from the database to add to it from another angle of more local interest.
- Users interact with the same system no matter which paper they log onto.
- Security measures can be implemented for confidential material.
- Standardized planning ensures visibility into assignments and the ability to adjust resources accordingly.

"People have asked 'What does it mean for newspapers? Are they now all the same?' On the contrary," said Tom, "The opposite has happened. With common access to all stories, one is made more aware of what you want in your own newspaper. What stories and even more, what angles to the stories are best for the paper. The common access to the many stories gives journalists an opportunity for a broader and better coverage of stories and customers (readers) get better content as well. It has been possible for Berlingske to do things smarter and better all at once."

Standardizing on the SAXOTECH Mediaware Center, Berlingske Media will have a common planning tool, workflow and similar way of producing content unifying their newsrooms.

“The cooperation with SAXOTECH on this project has been a success and we are very pleased with the recent go live on one of the largest IT structural changes in Berlingske’s history,” said Torben. “Implementing a common database and a completely new editorial workflow that allows content sharing across titles revolutionizes the way we can produce content. Together with SAXOTECH, we have established a comprehensive solution that fulfills our strategy. We look forward to working with SAXOTECH on further development of this solution.”

To learn more about the SAXOTECH Mediaware Center, or any other SAXOTECH product solution, visit the corporate Web site at www.saxotech.com.

About Berlingske Media

Berlingske Media is Denmark’s largest newspaper publishing group. It is the parent company of 14 daily newspapers and almost 50 local newspapers on Sealand and in Jutland and its printing works services both the group and outside clients. A wide range of internet services, local networks and local and regional radio stations in Jutland are helping the group to achieve its goal of becoming a broad-based media company. As the parent company, Berlingske Media lays down the overall strategy for the media group and coordinates a range of service functions that are shared by the group’s publishing companies creating economies of scale from which the subsidiaries benefit. Since September 29, 2008 Berlingske Media (formerly Det Berlingske Officin) has been owned by Mecom Group plc, a British company which in its publishing principles also emphasizes the importance of journalistic independence. The Berlingske Media group employs about 2,500 people.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH’s solutions are in use by more than 600 news organizations around the world.

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