

Saarbrücker Zeitungsgruppe:

Multi-channel publishing with the InterRed editorial system

Saarbrücker Zeitung was the first publishing house of the Rheinische Post Mediengruppe to successfully transfer its print, online and app production to the InterRed publishing solution. In total, seven publishers will in future be relying on a shared, central editorial system for their print and digital media throughout the company. The large-scale project named GERA16 has thus achieved several milestones on time.

7 publishers, 1,300 jobs, all media: 1 editorial system

A shared editorial system, in order to be able to operate all media (print, online and app), standardise workflows and tools, modernise editorial work practices and simplify processes and structures: Rheinische Post Mediengruppe is pursuing many goals with the GERA16 project. The name stands for „Shared Editorial System and Archive“, the number for the start of implementation in 2016.

One of the publishers involved is now closer to these goals: Saarbrücker Zeitung was the first to successfully introduce the InterRed editorial system. In addition to the website and the app, the print pages are also produced using the fully browser-based publishing solution and thus from as single system without any additional interfaces. Above all, a shared tool for the editorial department means better networking of the digital workflow with previous print production, as well as a reduction in training and operational costs. At the same time, InterRed supports the value chain at a number of other points.

From planning to output with InterRed

With the complete InterRed solution, Saarbrücker Zeitung covers a large part of its vertical value chain: from planning to output on the respective output channels, InterRed as a reliable

companion. Starting with integrated planning tools such as topic planning, to media-neutral creation and management of content including the InterRed LiveLayout (DTP in the browser) integrated browser-based layout tool, to the entire image processing workflow (including rights and utilisation management, automated remuneration and evidence of use/digital print) to the comprehensive archive including all historical data, all components have been unified on the basis of InterRed.

This had allows the daily processes to be mapped even more efficiently. This is thanks not least to modules in the area of intelligent

knowledge management.

Flexibility and automatisms for digital media production

As one of the first German daily newspapers, Saarbrücker Zeitung was already present online as early as 1993. Much has happened since then: the website now offers a regionalisation of the news at city level, social networks are connected, an integrated Paywall (metered model) supports monetisation, and users are



Dr. Joachim Meinhold, Chairman of the Management Board

steered toward thematically similar content by most read and recommended contributions.

The appropriate article is selected by InterRed ContentAgents using intelligent automatisms in the area of recommendation systems. At the same time, the InterRed LiveReporting module supports use analyses and web reporting.

InterRed even provides the technical basis for the newly launched Saarbrücker Zeitung smartphone and tablet app. Available on both iOS and Android, among other things the app offers a flexible template design and the option of integrating and combining various business models (e.g. time passes for e-paper, charged

news areas, subscriptions or display advertisements). This output channel is also suitable for efficient media production, for example, thanks to automated content filling.

Dr. Joachim Meinhold, Chairman of the Management Board of Saarbrücker Zeitung Verlag und Druckerei GmbH: „I am impressed with how cooperative and friendly the work has been during the introduction across all publishing boundaries. A good prerequisite for realising the goals of our digital offensive.“

Franz-Josef Hirsch, General Production Manager of the Saarbrücker Zeitungsgruppe: „Since

2008, Saarbrücker Zeitungsgruppe has been working on a uniform, parametrised editorial system. The introduction of InterRed has made this significantly easier.“



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