

# **Integrated media production: taz.die tageszeitung completes conversion to the central editorial system InterRed**

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With the introduction of the InterRed multi-channel publishing system, the national tageszeitung newspaper is supporting the merger of classic newspaper production with the demands of digital content production and distribution. The transition to a unified content management system was successfully completed in late summer 2015.

## **Print, online, mobile with InterRed**

Both taz.die tageszeitung, the website taz.de and formats for mobile devices are now being produced with InterRed, as well as the weekend edition taz.am wochenende and the German-language edition of French monthly Le Monde diplomatique produced by taz. The primary production site is Berlin. In addition, taz has local offices in Hamburg and Bremen. The current taz circulation (including the e-paper) is 53,000 paid copies. About 250 employees work in the publishing and editorial departments.

## **Integrated page layout planning, intelligent synchronization**

## **and multi-channel publishing**

InterRed is now used to plan, write, edit, layout and publish all content across the print, e-paper and website editions. The page layout planning integrated in InterRed offers templates that cut down the time spent designing the print edition. These templates can be reused for different publication dates and as content templates for each page layout. Editorial work is facilitated by samples already in place.

InterRed also supports direct synchronization of content between print and online media, as well as different regional editions. Intelligent synchronization saves editors a lot of time in their daily work.

## **Successful team - successful project**

When introducing software with such far-reaching impact into the work of a publishing company, the built-in functions are indeed a particularly important requirement. And key to any successful project are the people working on it, as was made abundantly clear in this case. The close, personal collaboration and communication between the project teams allowed challenges to be mastered directly and successfully.

Jan Scheper, one of the taz project leaders, is pleased with the successful conversion to InterRed: "We are now able to manage our content in a media-neutral way that's ready for the future. The close collaboration between the teams on this project was an important factor in its success."

# Future Publishing Solutions

InterRed GmbH develops and distributes software solutions on the basis of the latest information technology. InterRed is one of the technologically leading suppliers in sectors

Content Management (CMS), Editorial system, Multi Channel Publishing, Knowledge Retrieval, Live Reporting (website statistics) and offers print, web, tablet and mobile solutions for magazines, newspapers, Corporate Publishing and catalogues.

The InterRed product family with the content management system InterRed, app solution InterRed AppPublishing, KM solution InterRed ContentAgents, web reporting software InterRed LiveReporting and editorial system InterRed Print provides added value for all applications and all industrial sectors.

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