

“taz” embraces AI: e-paper production automated with InterRed

“taz”, the daily newspaper, is consistently developing its production processes further, whilst continuing to use InterRed as its central editorial system. After more than ten years of successful collaboration, “taz” is now taking the next step and automating the creation of its e-paper layout using InterRed’s AI-based solution. The aim is to increase efficiency and quality in digital production and to relieve editorial workflows in the long term.

Automated layout processes for the digital newspaper experience

With the “Seitenwende” project, taz made the transition from print to digital publication at an early stage. The switch of the weekday edition from a printed newspaper to a purely digital edition attracted industry-wide attention and proved successful: around 90 per cent of subscribers were retained. The digital edition remains a central component of the offering and continues to place high demands on layout and production reliability.

To continue meeting these requirements in the future and make production more efficient, the taz relies on InterRed. The AI-based solution automates page creation and handles key tasks in the layout process. Editorial content is captured digitally first and automatically converted into rule-based page templates. InterRed enables a hybrid approach combining AI and an intelligent control mechanism. Purely rule-based systems are too inflexible, whilst pure AI

generates a high volume of checking work. The InterRed control mechanism combines both, creating reliable, brand-compliant layouts that are flexible, fully automated and produced at high speed.

Digital transformation with a future-proof publishing solution

The implementation builds on a long-standing partnership: InterRed has been supporting taz as a technological platform for over ten years. This forms the basis for integrating new technologies such as AI specifically into editorial processes and making them efficiently usable.

“The transformation of taz is an ongoing process in which efficiency and journalistic standards are equally in focus. By automating our layout processes using InterRed, we are creating the conditions to further develop our e-paper in a cost-effective and high-quality manner,” says Andreas Marggraf, Managing Director of taz.

By further developing its production processes, taz demonstrates how digital transformation, technological innovation and editorial quality can be successfully combined. The combination of a long-standing partnership with InterRed and the targeted use of AI technologies creates a future-proof foundation for the efficient production of journalistic content in the digital space.



Andreas Marggraf, Managing Director of “taz” (Photo: Patrycia Lukas)



Future Publishing Solutions

solutions for newspapers and magazines, corporate publishing and content marketing.

The InterRed product family, comprising the central InterRed ContentHub (DAM), the InterRed Print editorial system, the AI-based print automation solution InterRed SmartPaper, the InterRed Online web content management system, the app solution InterRed AppPublishing, and the modules InterRed ContentAgents (AI) and InterRed LiveReporting (web reporting), offers significant added value for every use case and every industry.

InterRed GmbH develops and distributes software solutions based on state-of-the-art information technology. InterRed is a leading technology provider in the fields of content management (CMS), editorial systems and multi-channel publishing, offering future-proof print, web, tablet and mobile

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