Philadelphia Media Network Integrates its Print and Digital Productions in the Cloud with SAXOTECH's Comprehensive Multi-Channel Publishing Solution

The SAXOTECH Mediaware Center will provide the publisher of *The Philadelphia Inquirer* and *Philadelphia Daily News with greater centralization of workflow, assets and publishing tools for their print and digital media needs.*

Tampa, Fla. - November 17, 2011 - SAXOTECH, a leader in content management, circulation and advertising technology, announced today, editorial workflow and digital media production will now successfully benefit Philadelphia Media Network Inc. (PMN), parent company and publisher of *The Philadelphia Inquirer*, *Philadelphia Daily News*, *Philadelphia Sportsweek* and *Philly.com,* as the company moves to transform its newsroom publishing systems. PMN will combine its print and digital productions into one unified newsroom built on the SAXOTECH Mediaware Center platform. PMN announced earlier this summer their *Project Liberty* initiative, which highlighted the digital transformation for many of their products, while emphasizing their appreciation for innovative, technology resources. SAXOTECH's integration with PMN's current production objectives further complements their *Project Liberty* mission.

The Philadelphia Inquirer, and *Philadelphia Daily News*, has a rich history and well established track record of delivering quality news products to their readers. With SAXOTECH, Philadelphia Media Network will be updating its current content management system to a more efficient, yet versatile solution that is uniquely designed to produce multi-media content for both its digital products and daily

print editions. The largest statewide newspaper in Philadelphia will empower more than 400 staff members who support three print editions and *philly.com* to contribute, coordinate and collaborate on content in a 24-hour news publishing environment using SAXOTECH's multi-channel Mediaware Center.

"We currently have a quilt of applications that we sew together; we can get the job done, but it's not effective and requires a lot of maintenance – we needed a single platform solution to get rid of our existing production silos," said Jeff Berger, vice president and chief information officer, Philadelphia Media Network. "We were looking for a deeply integrated solution that could bring our newsroom into one system. We looked at several solutions in the marketplace and went through an extensive process of evaluating them. We thought SAXOTECH had the most of everything that we wanted in a solution, and they had it available today."

At the core of the SAXOTECH Mediaware Center are the editorial tools needed to provide content producers at Philadelphia Media Network with an intuitive interface for managing news content across multiple media. Newsroom staff will have the same advanced planning, writing and editing functionality for online content that is used for print content management. PMN's newsroom managers will be better prepared to respond to breaking news events by increasing the productivity of the online news staff.

"Within our publishing ecosystem we focus on shortening the distance between newsroom production and publishing," said Anders Christiansen, chief executive officer, SAXOTECH. "This move will provide the end-to-end workflow needed to enable Philadelphia Media Network to reach news consumers based on their preferences. Whether readers prefer the Web, RSS, mobile and tablet devices or other rich media formats, SAXOTECH will provide the production tools needed to serve high volumes of content to multiple digital channels."

The benefits of an integrated newsroom were important to Philadelphia Media Network and Berger added, "The implementation of the SAXOTECH Mediaware Center will create a more efficient workflow. The one content platform brings everything together – the workflow keeps everyone on the same page, from writing a story, editing, page layout, managing assets through final production, all generating greater efficiencies."

Philadelphia Media Network will take advantage of the benefits of cloud computing to provide its news consumers best-of-class online response times, enhanced functionality and with an improved user experience. The centralized solution will be hosted and managed by SAXOTECH's professional services group.

"Having the solution in the cloud was an important component to us when making our final decision," said Berger. "We didn't want to self-host any more. The hardware maintenance was a drain on time and resources, which now can be dedicated to other projects. The cloud also provided a more mobile workforce, whether you are in the office, at home or out on a story, the news gets published, supporting where we need to go as a company."

"Philadelphia Media Network has enjoyed a long history of producing quality news products and we are pleased they have chosen SAXOTECH to take them into the next-generation of news publishing, particularly at a time when PMN's *Project Liberty* initiative is capturing the attention of their readers with unprecedented, technology-driven products and concepts," added Christiansen. "By integrating their newsroom within the cloud, we are confident PMN will be able to leverage immediate publishing benefits, while continuing to focus on their audience and award-winning content."

Philadelphia Media Network is a current customer of SAXOTECH. In 2009, the media company selected SAXOTECH's enterprise-level Circulation, WebCirc and E-solicitor systems.

About Philadelphia Media Network

Philadelphia Media Network, Inc. (PMN) is the owner of The Philadelphia Inquirer, Philadelphia Daily News, Philadelphia Sportsweek, and Philly.com. With its multiple brand platforms and integrated print and digital products, PMN is the region's largest media network and the industry's technological leader and innovator. PMN reaches an average weekly audience of 2.2 million adults – more than the combination of the three evening television news shows or the combination of those radio stations ranked in the top ten during drive-time programming.

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.

SAXOTECH's Circulation tracks subscription revenue, distribution, agent billing, promotions, campaigns, demographics and non-subscribers. Flexible reporting and decision making tools enable newspapers to improve retention and increase their subscriber base, as well as empower marketing executives to make quicker, smarter and more profitable circulation management decisions.

SAXOTECH's corporate headquarters reside in Tampa, Fla. with European headquarters based in Aalborg, Denmark; additional offices include Maryland, Norway and Sweden. SAXOTECH's solutions are in use by more than 700 news organizations around the world. For more information visit www.saxotech.com.