

ppi Media introduces new products at the DCX Digital Content Expo in Berlin

ppi Media will present their latest digital services at the DCX Digital Content Expo, which takes place from October 10-12 in Berlin together with the IFRA World Publishing Expo; they will give first insights into a new self service portal for ads and provide information on all their highly efficient solutions for automatic newspaper production.

September 22, 2017. One of the novelties that ppi Media will present at the fair in Berlin this year will be AdSelf, a new self service portal for ads that has been developed using the latest technology and that will be used by the first customer in just a few months. Numerous other media companies have already registered their interest and are eagerly awaiting the release of the portal. AdSelf will initially be developed for publishers using SAP IS-M/AM as their commercial ad system and ppi Media's ad production system AdMan, other systems can be connected if required. The browser-based solution is a comfortable way for end customers to design and place ads independently. The HTML5-based portal is designed in a responsive style meaning that it is also suitable to be used on mobile devices. Templates are easy to handle and the solution's GUI design by an experienced interface designer ensures that using the portal will be particularly simple for end users. AdSelf can be used both by private customers and by professional users who carry out their customers' orders via the portal. In another step, it will also be possible to place digital ads via AdSelf.

New revenue for media companies generated by “thanks”

In addition to this, ppi Media will present new functions of the location-based online service thanks that generates new sources of revenue for publishers. These include the integration of events and push notifications. Media houses also support the local retail trade with thanks: A publisher or media company provides a new digital network to local retailers in their region; the latter can then use this platform independently and at any time to promote their business through special offers, services or discounts. End customers access this platform via a mobile app showing them which local businesses in their region take part and where to find the best offers. thanks is more than a shopping app - by integrating local news and events, it becomes an invaluable digital companion.

The whitelabel solution is already being used successfully in the form of the “Lokalfuchs” app, which is part of the Nordkurier Media Group's “Lokalfuchs”

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initiative. Representatives of the Nordkurier Media Group will also be present at ppi Media's booth at the fair to talk about the project.

Content-X and solutions for automated newspaper production

The successful editorial system Content-X by Digital Collections and ppi Media has also been used in India since this year. The scalable system with installations in Europe, Asia and the US is suited to the production of dailies as well as magazines and corporate publishing products, as will be shown in Berlin. ppi Media will also have information on their entire leading product portfolio of highly efficient solutions for automated newspaper production.

About ppi Media

ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.

For further information go to: www.ppimedia.de