

Taking Off with ppi Media's Software

The Standard Group, Kenya



Facts and figures

The Standard Group, which was established in 1902, is the oldest multimedia company in Kenya. It operates under the name The Standard Group Limited. It is acknowledged and respected as the leading multimedia house in Kenya with a growing influence on matters of national and international interest.

The publisher focuses on multi-channel publishing and is most active in the field of newspapers, magazines, digital media, TV, radio and billboard advertising. With a circulation of over 150,000 copies, the daily newspaper The Standard and the popular tabloid The Nairobiian are the media company's most successful titles.



Off to a good start

The success story of the Kenyan media company The Standard Group during the last two years is unparalleled. In just six months, it managed to refurbish its entire organization and newspaper production. Obscure, manual processes have given way to automated, transparent processes, productivity has increased manifold, and complicated workflows that hindered production have been replaced by a fully integrated workflow from start to finish. The Kenyan publishing house has switched completely to ppi Media's Publishing Suite and has since scored one success after another.

Structured workflows and secure production

"Before deciding in favour of ppi Media's publishing software, our workflow was lack-

ing transparency. Sometimes we never even knew where articles came from and which media they were to be published in. We had no clear idea of what the production workflow looked like, and sometimes we didn't even manage to publish our newspaper on time. With ppi Media, things are different. Now we no longer miss publishing a story just because the person who's responsible is out for lunch. Today, our workflow is browser-based, which means we can work from just about anywhere," says Francis Munywoki, Managing Director Print Business & Director of Innovation at The Standard Group.

Project completed in record time

Thanks to the highly professional approach on both sides, ppi Media and The Standard Group were able to complete the project

in record time within the defined time and budget. After a period of just six months, ppi Media's workflow had been fully implemented.

The results are impressive: higher productivity, launching The Nairobiian on the market with a rapid increase in circulation figures, stable advertising revenues and fast-growing localised journalism due to The Standard publishing in five new regional editions. This form of reporting is a real breakthrough in Kenya.

The early bird catches the worm

Especially in Kenya, where newspaper subscription is not widely prevalent, success or failure depends entirely on speed: newspapers that appear on the streets first are sold first. Since it has been using ppi Media's



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software, The Standard Group definitely has a head start. For instance, journalists can enter editorial content in Content-X, their multimedia editorial system, from anywhere. The content is published on all channels practically in real time, and automatically assembled pages are transferred to the platesetters. This makes The Standard faster than its competitors.

Automation from A to Z

The Standard Group has decided in favor of ppi Media's software in all areas of publishing. The full package comprises Content-X (editorial), AdX, AdPag, AdMan (advertising), PlanPag (planning), ProPag, OM, OM portal, mediaPreflight, ProofStation (prepress). To round this off, ppiTrack tracks the entire planning and production workflow. The disaster recovery system secures the workflow right through to the printing press. All the systems are integrated and interlinked down to the last detail. They ensure a highly efficient, transparent workflow.

Success story: The Nairobiian

During the past two years, The Standard Group has achieved outstanding success with its weekly tabloid newspaper The Nairobiian. Its motto is: Nairobi Uncovered. With gossip and stories on celebrities, politicians, scandals and critical opinions on state affairs and the government, the editors seem to have hit the mood of the times. "The idea behind The Nairobiian is to cover topics that other newspapers don't. We wanted to create a newspaper that Kenyans can identify themselves with. A newspaper whose content really interests the general public," explains Francis Munywoki. Thanks to ppi Media's software, the Kenyan publisher has achieved just this – with a small team of only 14 editors.

The plan worked. Starting with a circulation of 12,000 copies when it was first published in March 2013, the newspaper now boasts a daily circulation of over 150,000 copies. "Our goal is to become the largest newspaper publisher with the highest readership in Kenya," says Francis Munywoki confidently.

How will their success story continue?

A look ahead

At The Standard Group, the management's spirits remain high. The media company's goal is to continue growing with The Nairobiian and to reach a circulation of 200,000 copies in 2016. In addition, the popular tabloid is not only to be published once on Fridays, but twice a week instead. It may even become a daily newspaper in the future, as is the case with other tabloids around the world.

Currently, Francis Munywoki and his colleagues are investigating whether it would be profitable to expand sales of The Nairobiian to other African countries. Even now, The Nairobiian is sold outside Nairobi, for example in Uganda and Tanzania.

Fit for the future

The Standard Group's decision to invest in highly sophisticated publishing software for automated newspaper production has paid off. For the Kenyan media company, it has paved the way for the future.

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