

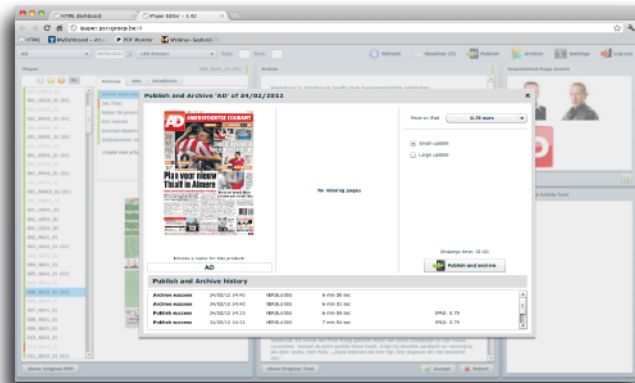
Leading Benelux media group automates 95 percent of iPad and iPhone publishing workflow with Quark Publishing Platform

de Persgroep Publishing distributes over 3 million print copies every day and experiences 200,000 iPad downloads a week thanks to automated content repurposing for over 15 titles

De Persgroep Publishing is a leading bi-national media organization producing newspapers, magazines, financial media, television, radio and Internet news in Belgium and the Netherlands with a total audience of over 10 million people. The leading Benelux media company has long been using Quark's technology to produce print versions of the leading daily, weekly, and monthly publications in the region, including De Morgen, Het Laatste Nieuws, Algemeen Dagblad, De Volkskrant, Het Parool, Trouw, Tijd and Echo. After successfully increasing the number of print regional newspapers they produced with page automation, de Persgroep Publishing is now using Quark Publishing Platform® to publish digital versions of twelve weekly magazines, one monthly magazine and eight newspapers with 40 regional editions. Thanks to Quark Publishing Platform, dio:content, and a suite of Java applications written in-house, de Persgroep now distributes three million copies every day and is experiencing 200,000 downloads a week across all iPad publications.

One minute per page

With a pool of over 1,000 QuarkXPress and QuarkCopyDesk® users, de Persgroep leveraged the content structuring functionalities of Quark Publishing Platform to integrate print and digital workflow and automatically push the print-ready XML content to the iPad, iPhone, and Web through Quark Publishing Platform. The team at de Persgroep used the XML rendition of QuarkXPress pages and CopyDesk files using Quark Publishing Platform and an in-house Java software called 'iPaper Platform.' The development team at de Persgroep also built an interface called the 'iPaper editor,' to



iPad publishing and digital workflow capabilities with Quark's technology: The article components, such as title, introduction, picture, etc. (easily identifiable in green) are automatically transformed into XML, published through Quark Publishing Platform, and reused to create the iPad version of the newspaper in one minute per page.



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check the individual pages, articles and images and to publish the complete publication. When the print version of the publication is ready to go to press, the system generates the files needed for iPad, iPhone, online and other digital outputs, including third parties and archives. In the 'iPaper editor,' the editorial staff runs a final check before publishing on the iPad. Guy De Bruyn, de Persgroep's Corporate ICT Manager, explains, "The tablet publishing process is completely integrated in the print editorial workflow. When they hit the publish button, we build an XML file that is moved to the Web servers and content is published automatically to the selected device. Thanks to Quark Publishing Platform, publishing to the iPad takes one minute per page."

Automated production for cost-efficiency

This high-performance publishing process allows de Persgroep to automate 95 percent of the digital workflow and repurpose content to produce numerous newspapers and supplement magazines at no extra cost. A key element of their print publishing process is the automation of pages for the regional newspapers; using Quark's dynamic publishing technology, de Persgroep can create business rules that automate the creation of pages for the local news sections of the regional newspapers. Quark Publishing Platform users create content from templates, add notes, track changes, and manage varied workflows by publication so that iPad apps for different geographies and languages are produced effortlessly.

De Bruyn said, "de Persgroep, as an innovative and modern media company, cannot afford not to be present on the iPad. Nowadays readers are expecting media companies to produce digital editions for smartphones and tablets, but publishers are struggling to find a budget-friendly way of delivering the content they already produce to a host of new devices. We wanted to get our publications onto the iPad, iPhone and online without having to create a separate dedicated tablet team, which would cost money, time and resources. For our digital strategy to be sustainable we had to focus on structuring our content in the right way, streamlining collaboration and reusing our content as much as possible. We had been using Quark Publishing Platform for our print production for years and trusted that it could deliver the type of automation that we needed to be competitive in the digital market."

De Persgroep are making the most of Quark Publishing Platform's automation capabilities and publishing the following titles on the iPad:

- Het Laatste Nieuws and Nina: daily newspaper with 19 zones and weekly magazine
- De Morgen (also available on iPhone), Dmuze and Dmagazine: daily newspaper and 2 weekly magazines
- De Tijd, Netto, Sabato: daily newspaper and 2 weekly magazines
- L'Echo, Mon argent, Sabato: daily newspaper and 2 weekly magazines
- De Volkskrant (also available on iPhone), de Volkskrant Magazine: daily newspaper and weekly magazine
- Algemeen dagblad: daily newspaper with 21 zones
- Het Parool and PS van de Week: daily newspaper and weekly supplement
- Trouw (also available on iPhone): daily newspaper

For an overview of de Persgroep Publishing's iPad and iPhone apps on the App Store, please see <http://bit.ly/lfkQSA>.



Writers, editors, and reviewers create and edit their content from a structured page on QuarkCopyDesk, the desktop application that integrates with Quark Publishing Platform. A collaborative workflow means you can reduce errors, save time, and speed up the publishing process.

dePers Groep Publishing
Brussels, Belgium
<http://www.persgroep.be/>

Challenges

- Publish to the iPad fast and cost-efficiently
- Go digital with over 17 publications and several regional editions
- Publish to the iPad without a new separate digital team
- Deliver a full-color interactive experience with high-quality design

Quark Solutions

- Quark Publishing Platform with QuarkXPress and Quark CopyDesk. Quark's dynamic publishing solutions help publishers cost-effectively develop design-rich content that can be automatically published to print, Web, and digital channels.

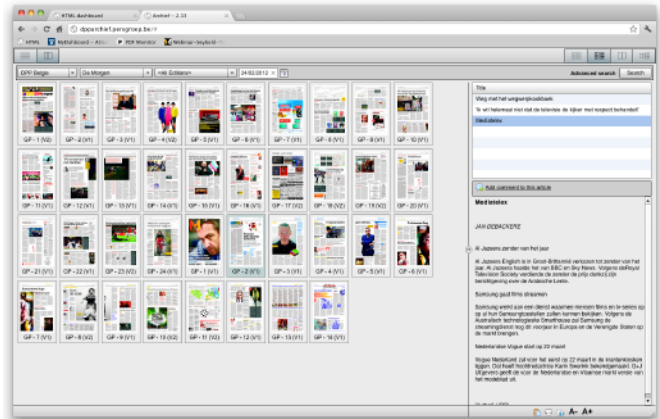
Results

- Fully-integrated print and digital workflow
- Focus on structured content to maximize reuse, streamline collaboration and support automation
- 95 percent automation in the digital publishing process
- Publishing to the iPad in one minute per page
- No extra staff needed
- Three million newspaper copies distributed every day
- 200,000 downloads a week across all iPad publications

Flexibility and stability

The development team at de Persgroep Publishing supports all the group's different newsrooms as a self-integrator. As Quark Publishing Platform Server is an open platform, de Persgroep were able to develop software to integrate it with the different applications they use for newspaper and magazine production, like advertising, editorial, printing plant, monitoring and tracking. Quark Publishing Platform also allows de Persgroep to flawlessly connect to their databases and digital asset management. De Bruyn explains, "Using the Spring Framework we have been developing software integrating with Quark's technology since Quark Publishing System 7 and our relationship with Quark's product and support teams has always been excellent. We have always made a point of working with an open standards-based system and Quark's technology is key for us because it has empowered us to reach our publishing goals. Quark Publishing Platform enables us to work in a flexible, yet stable environment, thanks to well-designed APIs."

John McGrann, Sales Director for Northern Europe at Quark Inc., said, "de Persgroep is one of the world's largest media companies that has chosen an innovative and forward-looking approach to their publishing platform. By taking best of breed publishing solutions from Quark they not only drive substantial efficiencies through publishing automation, they are perfectly positioned for any future technology their customers might demand. This is the essence of dynamic publishing; create structured content, pair it with rich design and highly automate the publishing process to print, Web and digital devices such as the iPad. We look forward to a long partnership with de Persgroep and companies like them that want to move to the next generation of publishing automation."



Using Quark's dynamic publishing technology, de Persgroep can create business rules that automate the creation of pages for the local news sections of the regional newspapers.



Founded in Denver in 1981, Quark's vision was to create software that would lay the foundation for modern publishing. For 30 years, Quark has delivered on that promise. Quark's dynamic publishing solutions are setting new standards in automated cross-media publishing by

combining the power of XML with flexible layout and design to automate the delivery of customized, intelligent communications across print, the Web, and digital media.

Revolutionizing Publishing. **Again.**[™]

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