

Press Release

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The Portuguese newspaper **A Bola**, available in e-paper, tablets and smartphones with **Protecmedia** viewers

About Protecmedia, S.A.
Protec is an international software engineering and services company providing innovative solutions for media businesses. The current range of products includes cross-media advertising management, planning of editorial work, content management, multichannel editing and production, management and sale of editorial assets and monitoring of circulation and subscriptions. At present, MILENIUM Cross Media software is used in more than 400 publications in 21 countries.

For more information:

www.protecmedia.com

The Portuguese newspaper **A Bola** has made the move into mobile devices and is now available on tablets and smartphones and in e-paper format. This represents a great leap forward for the leading sports newspaper in Portugal, whose readers can now enjoy all of the options offered by these devices.

Through **Protecmedia** viewers, **A Bola** places its contents in these media, both in the Android platform as iOS and e-paper version, giving them significant added value thanks to different audiovisual elements, which include videos, photo galleries or different pop-ups to supplement the information. The net result is a new visual experience for readers when enjoying the publication.

With these new versions, **A Bola** not only improves the contents which it offers its readers, it also offers advertisers new alternatives, opening up to them these devices' full range of audiovisual possibilities so that they can present their products in a novel and very attractive manner.