

German news publishers turn to CUE for digital transformation

Four large German media companies have already announced their transition to CUE in 2019.

[CUE](#), the publishing platform developed by [CCI Europe](#) and [Escenic](#), has recently increased its footprint in the German media landscape. In the last few months, [BNN](#), [Handelsblatt Media Group](#), [Der Tagesspiegel](#), and [Verlagsgruppe Ippen](#) have all announced their upcoming implementation of CUE.

“As the need for digital transformation increases and new business models arise, we are happy to see that the market trusts in CUE to be the publishing platform that will support and lift their media businesses now and in the future,” says Dan Korsgaard, CEO of CCI.

Freedom and agility

When asking the German media companies why they chose CUE, it is clear that they are all preparing for a digital future in a fast-evolving media landscape.

“In the future, we will have to use our content faster and on a greater variety of channels,” explains Rainer Haendle, Deputy Editor-in-Chief at BNN. “Therefore, we have been looking for [a very flexible system](#) to which we can attach new channels and tools at any time.”

For Christian Bigge, Project Manager at Der Tagesspiegel, it is the freedom that CUE offers, which is one of the publishing platform’s greatest advantages.

“CUE is extremely flexible and open. It allows us to experiment with the new digital products that we are planning. Our developers can customize the publishing platform by themselves because of its flexibility,” Bigge says.

About CUE and CCI

CUE is a browser-based platform for multichannel content creation and publishing. The four media companies will use CUE for all of their online activities. BNN, Handelsblatt Media Group, and Der Tagesspiegel will also use CUE for their print publications.

The four media companies join CCI’s already strong German customer base consisting of Axel Springer, dfv Mediengruppe, Focus Online, mh:n digital, and [more](#).