

CUE to be used for news websites throughout Germany

Content will be produced in CUE for websites such as Münchner Merkur, tz, HNA, Frankfurter Rundschau, and all other titles of the Ippen publishing group.

In the future, editors and journalists will create and manage content in [CUE](#) for all of Ippen's digital news products all over Germany, from Fehmarn on the Baltic Sea to Schongau close to the Alps. With 25 newspaper titles including Frankfurter Rundschau, Frankfurter Neue Presse, HNA, Gießener Allgemeine, and Westfälischer Anzeiger, and more than 60 news portals as well as advertising papers, Ippen is among the top 5 news publishing groups in Germany.

Jan Ippen, CEO of Ippen Digital, explains the decision to go with CUE: "CUE is the only solution we could find on the market that is able to provide the granular content structure that is needed in today's data-driven digital news business to drive our concept of "Intelligent Content". CUE's powerful and innovative interfaces are also exactly what we need to combine it with our [Ippen Digital](#) platform."

Daniel Schöningh, CEO of the news publishing group, continues: "For the Ippen Verlagsgruppe with its many newspapers and weeklies, it is highly important to future-proof our organization. This is best done with a flexible system like CUE, that we will pilot for online publishing."

Ippen Verlagsgruppe has built its own platform for digital news publishing called Ippen Digital, which it will integrate with the CUE editor.

"Ippen Digital is an impressive platform, and we look forward to seeing the close partnership between our companies and our platforms evolve," says Dan Korsgaard, CEO of CCI Europe, the company behind CUE.

About Ippen and CUE

Headquartered in München, Ippen Verlagsgruppe is one of the largest news media groups in Germany with 25 newspapers and more than 60 websites and weeklies. Ippen follows a string of other German publishers announcing their jump to CUE, which you can read about [here](#).