

Centre Presse strengthens its “local DNA” thanks to Protecmedia’s ITER Web CMS

The publication, which belongs to the Journaux du Midi Group, involves all of its journalists in contributing and enriching content for a new

website that is more focused on its community's interests.

*“More dynamic, more responsive, more stylish and closer to citizens”. These are the distinguishing features of **Centre Presse’s** new website that are highlighted by the professionals who have led this redefining and start up project, based on **Protecmedia’s CMS ITER Web**.*

The project has caused something of a revolution in the way the newsroom works. Along with a more attractive design, a change of paradigm in the workflow has been achieved: the whole newsroom now participates in the preparation of content, not just the journalists from the web team, and accordingly, the previous Print-to-Web orientation has gone back to a “Digital first” workflow.

Another consequence of putting **ITER Web** at the heart of the newsroom has been to allow the journalist to publish live content on social networks from his own work interface, with a link to the content of the article if he so wishes. It is expected that increased interactivity with the audience generates a positive synergy that results in more traffic and dwell time.

The fact that it is close to its territory of influence – the French department of *L’Aveyron* – has always been part of the DNA of **Centre Presse**. The newspaper has taken advantage of this change to increase the amount of local content and improve its classification according to age groups to make it accessible from home. Local sports have increased their presence significantly. Also, the state of traffic, cinema, ideas about what to do in free time, and nature, are new content categories that help to form a benchmark website for the community of *L’Aveyron*.

The construction of the new website took only a couple of months and the aim of the new responsive redesign is to facilitate browsing on smartphones and tablets devices. As regards formats, videos and photo galleries are highly important.

Centre Presse belongs to the **Journaux du Midi group**, recently acquired by **Groupe Dépêche du Midi** (Toulouse), which was using **Protecmedia’s** solutions since 2002, the first French company to do so. Following this acquisition, newspapers owned by the Journaux du Midi group implemented the editorial solution **MILENIUM** and joined The Dépêche newsroom network in a centralised configuration in the CPD at the Toulouse headquarters.