

# Press Release

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## “With MILENIUM we have reduced the working time in the editorial area by at least one hour”

**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](http://www.protecmedia.com)

The newspaper **Vanguardia Liberal**, part of the Colombian group **Galvis Ramírez**, decided to carry out an overhaul of its editorial system and, with this in mind, chose **MILENIUM** in its search for a modern convergent newsroom so that it could face, fully prepared, the current challenges in the sector.

After having carried out the implementation, it is time to evaluate the experiences with the new solution. **René Di Marco**, technical director of **Vanguardia Liberal**, is clear about the improvements that **MILENIUM** has brought to the newspaper’s day-to-day work: “It is a very useful tool in the production area of the newspaper. It greatly improves and facilitates the production of all printed products.”

But the benefits are not only felt in the production area. “A major plus is the ease with which advertisements can be handled, from our own advertising program, including the automatic placement of pages,” points out **Di Marco**, who also praises the flexibility of **MILENIUM**: “The ease with which last-minute changes can be made to the production area, such as using other press settings or a different printing press.”

All of these improvements translate into tangible benefits, such as the time required in the different phases for the preparation of the newspaper. “We have reduced production time and, in particular, we have reduced the time spent in the editorial area by at least one hour. We have also reduced errors in the production area, particularly with respect to the flatplan,” explains **René Di Marco**.

**MILENIUM**’s simplicity of use has also made its implementation easier and meant that the **Vanguardia Liberal** has hardly noted the change of system: “In less than a week all of those working on the newspaper had adapted very well to the new tool and were able to start getting the most out of it.”