

Press Release

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World Publishing Expo 2013: Global convergence... the key to success

Once again **WAN-IFRA** is organising the most important trade fair in the publishing sector, the **World Publishing Expo**, which this year will take place in Berlin from 7 to 9 October. **Protecmedia** will be there with a stand (Hall 1.2, Stand 340), demonstrating and explaining its solutions which are designed to help publishers to be present on all media in the most effective manner without having to increase costs.

During the three days of the trade fair, **Protecmedia** will explain why it is convinced that the key to enabling publishers to achieve success is convergence as a global concept for the company, and how this is based on three pillars: the publishing area, advertising and audiences. Quick and effective management of these three areas is, then, the key of success.

Protecmedia's solutions make it possible for publishers to publish on all channels and to do so in a quick and simple manner through the same workflow. In addition, they make it possible to make the most of significant advantages provided by digital channels—tablets, smartphones and e-Paper- offering readers a new users' experience within the digital world.

The multichannel presence is also essential in relation to advertising, since new digital channels offer the possibility of producing much more attractive advertisements and of interacting with readers, something that, without doubt, may also attract the interest of advertisers when investing. In this area, **Protecmedia** simplifies every process so that the professional can make the most of it.

With respect to audiences, **Protecmedia** makes available to publishers the tools required to discover their tastes and preferences. Once such data is available new sources of revenue can be found, and new readers and subscribers attracted, which are of vital importance nowadays.

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.

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www.protecmedia.com