The Récord newspaper, an example of an integrated and convergent newsroom

The sports newspaper **Récord**, a member of the Mexican publishing group **Notmusa**, has concluded a process of integration for which it already has a totally convergent or 360 degree newsroom, one capable of producing content both for print and web and digital channels, all through the same interface and in the same workflow. For this purpose, **Récord** has used **Protecmedia's** solutions, which have allowed it to achieve these objectives in a simple and effective manner.

The Mexican newspaper is very satisfied with the development of the project, as **Joel Silva**, the **Notmusa's** group's technology manager, explains: "Integrating state-of-the-art technology into our content generation process has allowed us to diversify our publication channels, integrating print media, web and digital channels in a single process in which our content is adjusted, oriented and enriched for each platform. This allows us to reach a larger audience irrespective of the way in which readers wish to consume our information."

In addition, Récord has been able to achieve the principal goal which it set itself: "The other main advantage of this project has been the creation of the 360 degree newsroom in which the same team creates content to feed **Récord's** print, web and digital platforms," notes the newspaper's technology manager.

Through the **MILENIUM** editorial system, **Récord** has managed to optimise the functioning of its newsroom and the improvement of various aspects. "**MILENIUM** offers a range of tools which allow the coordinated work of the different individuals who work in content creation, such as designers, journalists and editors. These tools can be classified into two groups: those which make it possible to define and control a workflow, and those which allow the more efficient creation of content. These two groups of tools are of vital importance for our products," says **Joel Silva**.

To manage its webpage, **Récord** uses **ITER Web**, **Protecmedia's** solution for this area which has also offered the newspaper advantages. "The main advantage of **ITER Web** is its integration with **MILENIUM** as CMS. This makes it possible to strengthen the concept of the 360 degree newsroom which we were looking for," explains **Silva**, who underlines the importance of using the same tool, whatever the output channel: "It is important that the same tool can be used to generate content for different channels. This means that publishers are familiar with the process regardless of the channel on which content is published.