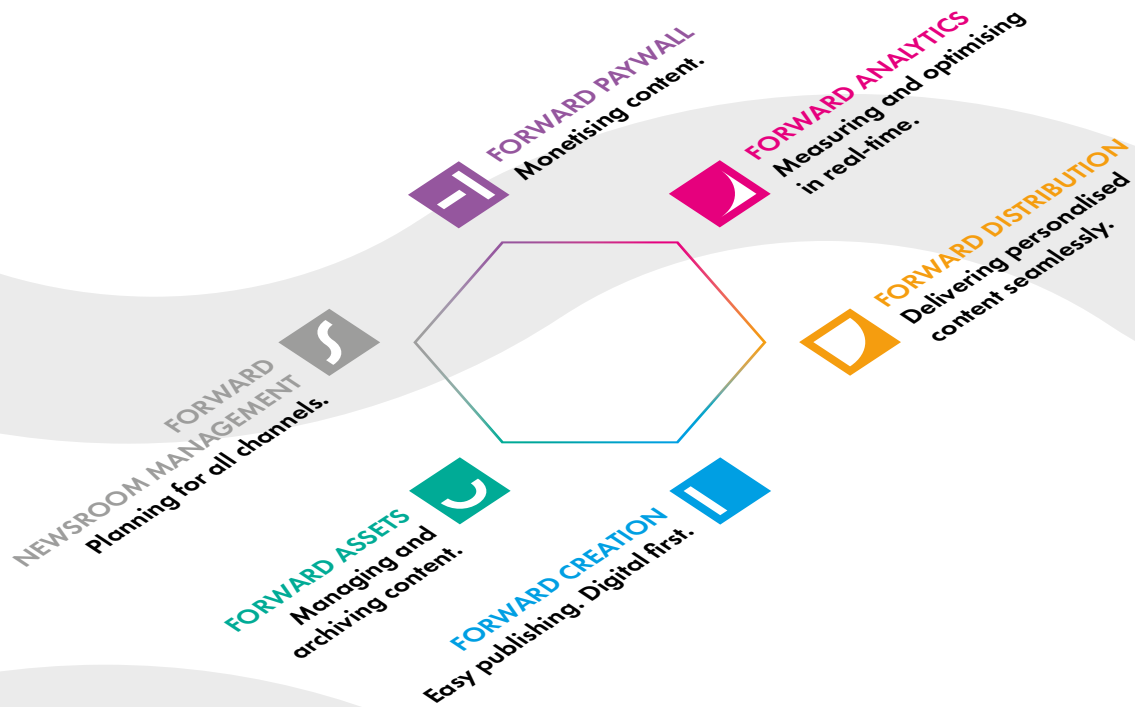**FORWARD** PUBLISHING

Boosting transformation
of digital newsrooms.

Ready for tomorrow, today.

Flexible interaction in the publishing cycle.

The closed publishing cycle orientates itself on actual user behavior. Publishers can plan flexibly and react to changes in real time.

FORWARD PAYWALL
Monetising content.

FORWARD ANALYTICS
Measuring and optimising in real-time.

FORWARD DISTRIBUTION
Delivering personalised content seamlessly.

FORWARD NEWSROOM MANAGEMENT
Planning for all channels.

FORWARD ASSETS
Managing and archiving content.

FORWARD CREATION
Easy publishing. Digital first.

Sustainable future strategy.

The technical infrastructure of publishing companies is often not harmonised. Over time, standalone solutions for separate content editors, CMS/web deliveries, apps, asset management systems, tracking/analytics have emerged that hinder modernisation and innovation.

Forward Publishing enables publishing companies and newsrooms to have a smooth transition and transformation to a digitally optimised content workflow. Its set of highly approved software tools and integrated processes builds up and improves the modern publishing cycle.

Thanks to user data analysis, decision-making has become much easier. Using AI technology (machine learning), Forward Publishing supports the prioritisation of content, thus driving customer relations. Internal management processes are optimised all the way from scheduling, resource planning, content creation, subscription services and special offers for readers.

Due to comprehensive integration, Forward Publishing enables a consistent, data-driven approach to the implementation of a successful publishing strategy.

Guaranteed success.

Best of breed. Our modern publishing system integrates the best software solutions available in the publishing industry.

Modular integration. We provide a completely integrated system or upgrade your publishing environment step by step.

Easy to learn. Our content editor products are extremely easy to use, yet powerful. New employees or freelancers hardly require any training.

Shorter processes. Long control stretches are eliminated, thus editorial offices gain time.

Digital first. We come from a digital and mobile first world and support existing print systems.

Available anywhere. Without installation. In-house editors, freelancers and foreign correspondents all work with the same online content editing tool.

Multi-Channel and Multi-Tenant. Automated distribution to all relevant channels and devices. The architecture is designed flexibly, in order to efficiently supply different distributions.

Measuring and controlling. Usage data as well as sales data can be transferred directly into your planning process (closed loop, machine learning).

Extend your sources of revenue. We provide conceptual support for monetization and multiple use of content.

Quick time-to-market. Extensive experience and mature products guarantee a fast implementation of your projects.

Sustainable and cost effective. A monthly service fee covers all license, maintenance and operation expenses. Risks such as lack of IT-resources and unexpected costs are eliminated.

A one-stop solution. Short paths and clear conditions during the entire runtime are guaranteed thanks to the professional handling by Netcetera.

«Online journalism first»

«Publisher's business models have come under strain. Much of what used to be in the classified advertising environment, such as car, real estate or job ads, has disappeared into the digital world. For NZZ it was clear that we earn money with our content and we want to continue to adhere to quality journalism. Therefore, we wanted to create an organisation that could truly focus on content creation and not have to craft content for different digital channels manually.

As a result, a platform of components has emerged that supports these complex tasks while providing an open architecture. In order to focus on new products and processes, we chose technology partners who take great responsibility for realising/creating our digital products and are able to keep up with our pace of innovation.

Today we are working ‹Content first› by separating content creation in the editorial department from the delivery in the channels. This approach not only facilitates all our creation and distribution processes, it also helps us market and improve our products and their usage by consistently learning from the valuable data obtained.»

Andreas Bossecker
CTIO Neue Zürcher Zeitung

NZZ
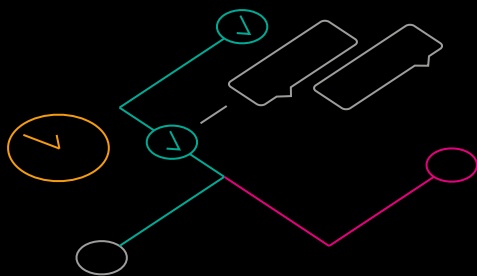
FORWARD NEWSROOM MANAGEMENT

- Story Planning
- Story Coordination
- Task Management
- Appointment Management

Planning for all channels.

Topics should cover all channels and be planned accordingly. Many editorial products push their limits here. With Desk-Net as a seamlessly integrated service of Forward Publishing responsible editorial offices can organise articles for as many channels as they like, for online and offline media: websites, print publications, social media as well as newsletters.
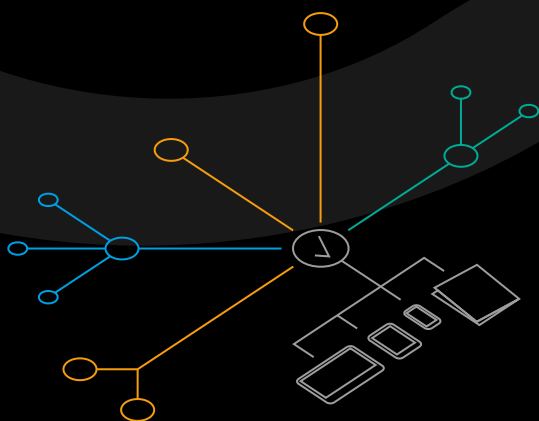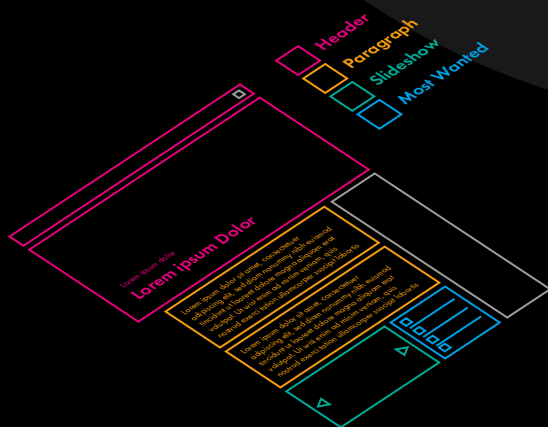
FORWARD ASSETS

- Central Storage Location
- Standard Location for the Latest Asset Version
- Sophisticated Search Options
- Efficient Rights Management
- Use and Earn Multiple Times

Managing and archiving content.

Here we focus on permanent information items (digital assets) for further use: such as texts, images and audiovisual elements, which are prepared in the editorial department and are then automatically made available in the system (huGO+) for the respective output channel. In addition to the storage of assets and the automated assignment of metadata, the system also archives articles and editions. This speeds up the asset search and simplifies crediting royalties.

FORWARD CREATION

- Intuitive Editing
- Perfected for Collaboration
- Decentralised Team Work
- Multichannel Delivery
- Headless CMS
- Smart Assets

Easy publishing. Digital first.

This modern content creation and publishing system is well known in the publishing market as «Livingdocs» and already successfully in use at large publishing companies and newsrooms. With Forward Creation journalists and designers can efficiently create and publish beautiful and outstanding content in an intuitive, wellstructured environment.
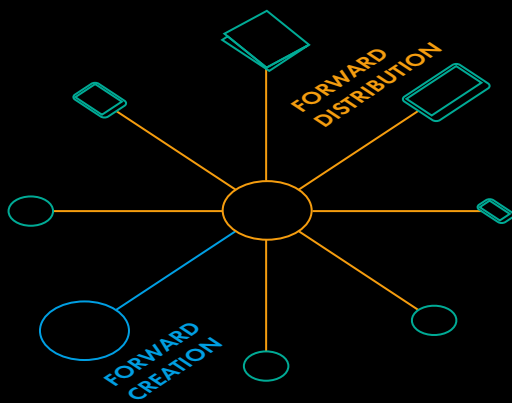
FORWARD DISTRIBUTION

- Numerous Formats and Consumer Devices
- Multi Tenant Ability
- Personalisation of Content
- Native Apps
- Headless CMS Integration
- Delivery of A/B-tests

Delivering content seamlessly.

All content is delivered to an almost unlimited number of channels and devices with high efficiency and in top quality. Publishing companies no longer have to be concerned with the elaborate channel-aligned preparation and distribution of content. Furthermore, Forward Distribution supports «multi-tenant». Meaning, the architecture can publish content on different media (e.g., regions, publications) in an extremely flexible manner. Maintenance efforts can be minimised considerably this way, compared to «copy-pasted» instances.
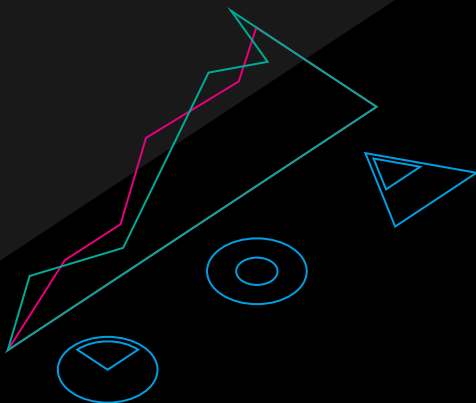
FORWARD ANALYTICS

- Tag Management
- Tracking Integration
- Personalised Addressing of Readers
- AI Based Content Feeds
- Automated Creation of Dossiers

Measuring and optimising in real-time.

Machine learning allows producers to understand how their content is being received and used. In real-time and graspable. Content is measured and optimised according to predefined KPIs using powerful dashboards. This is where we implement a variety of tools, depending on your specific requirements.
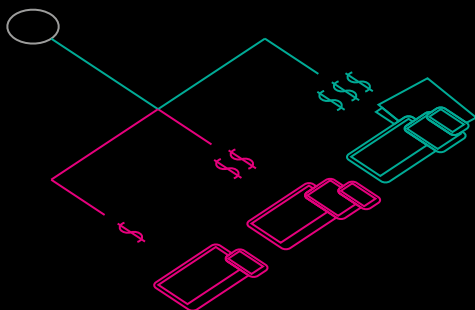
FORWARD PAYWALL

- Premium Content Protection
- Subscription Shop Incorporation
- In-App Payments
- Tracking Readers
- Segmentation of Readers
- Processing of Payments

Monetising content.

To protect and to monetise valuable content is a core element of modern publishing. Each article presents a kind of «moment of truth». Our solutions help publishers develop and process paid content offers, user data management and audience development. Here we believe in «Think big and start small».

Notable references.

Software company Netcetera and CMS producer Livingdocs entered a strategic partnership in November 2018, uniting their extensive publishing expertise. Since 2020 Sternwald has been the third member of the alliance. The outcome is a well-proven, smart and integrated platform for medium-sized and large European publishing companies – presented to you as «Forward Publishing».

As an experienced partner for various large Swiss publishing companies (Ringier, Tamedia and Neue Zürcher Zeitung) Netcetera has developed a variety of products, including award-winning news apps and their necessary backend infrastructure. The software company serves the entire IT life cycle, from strategic work to implementation and operations.

netcetera
www.netcetera.com

Thanks to the advanced and unique usability of its state-of-the-art content editor and powerful CMS, Livingdocs has made a name for itself in the media industry and currently supports more than 1000 journalists in Switzerland, Germany, Austria and Luxembourg. Neue Zürcher Zeitung, Swisscom, Bluewin.ch and Süddeutsche Zeitung are among the major customers.

livingdocs
www.livingdocs.io

Sternwald accompanies news, magazine and special interest publishers on their path of digital transformation. At the core of its activities is Digital Asset Management (DAM). Multiple and enhanced usage of valuable content items for all publication channels is a crucial part of the publishing business. Neue Zürcher Zeitung, Tamedia, Gruner + Jahr and Mainpost are among the (long-standing) customers.

▲STERNWALD®
www.sternwald.com

More information plus demo version:
try.forward-publishing.com

«We have gained 66 man-hours a day.»

«At Bluewin ‹Forward Creation› has been in use as ‹Livingdocs› since January 2018 for bluewin.ch and since June 2018 also for Swisscom TV. Thanks to the corresponding process improvements we have gained 54% of working time every day – at our team size that makes 66 man-hours, which we can now use in the newsroom for other work that needs to be done: Our journalists can update their content more frequently. Articles have become more diverse with longer picture spreads. Desk editors can continuously optimise the online platforms and customise traffic flows more frequently. Our Social Media Manager now triggers more engagement and interaction. And for in-house video productions we have more capacity. In short: quality assurance for our content has improved tremendously. Thereby, we generate higher traffic, more ad revenue and high readers' satisfaction.»

Cyrill Treptow
Head of Bluewin

swisscom