



La Stampa will create convergent newsroom with Méthode

One of Italy's leading dailies has chosen EidosMedia's new-generation platform to bring together its print, Web, mobile and tablet production in a single news operation.

Milan, Italy. May 11th, 2011

Based in Turin in north-west Italy, *La Stampa* is one of the country's most authoritative dailies with a widespread readership in both Italy and abroad. As part of a complete reorganization of its newsroom, *La Stampa* has announced that it will move its editorial operations to EidosMedia's multiple-channel platform, *Méthode*.

"Since 1999 we have been serving our readers through both print and digital editions," said Luigi Vanetti, *La Stampa*'s Managing Director. "The recent addition of mobile and tablet channels has enriched that offer even further, confirming our long-standing focus on new editorial technologies. *Méthode* will allow us to achieve complete integration between these different publication routes and give us a firm foundation for future development and growth."

The *Méthode* platform will foster a thorough reorganization of *La Stampa*'s newsroom operations by driving all publication channels from a common editorial workflow, tailoring output automatically to the requirements of each publication medium, creating synergies and enhancing quality.

"*La Stampa* is a very forward-looking publication with an extensive and demanding readership," said Gabriella Franzini, EidosMedia's CEO. "We are excited to be helping *La Stampa* move forward with this important next step in the newspaper's development."

As well as the daily paper in its print and digital editions, *Méthode* will also be used to produce the paper's print supplements and weekly magazines. It will serve over 250 staff in *La Stampa*'s newsroom and production department, replacing an Atex Hermes system.

About *La Stampa*

Founded in 1867, shortly after the unification of Italy and based in the new nation's first capital, Turin, *La Stampa* has always been an influential voice in Italian politics and current affairs. Today, with a circulation of around 300,000, it is Italy's third largest general-interest daily.

La Stampa also publishes regular science and arts supplements, as well as weekly magazines. The daily is present online with the site **lastampa.it** and also distributes its content through an iPad tablet app and a mobile edition.

www.lastampa.it

EidosMedia

EidosMedia develops new-generation knowledge-management and publishing systems for news and media organizations. EidosMedia *Méthode* allows editorial content to be published simultaneously through multiple channels from print and Web to iPad, e-readers and syndicated distribution. At the same time, it provides an enterprise-wide knowledge resource management platform and workflow environment, highly configurable to meet the needs of the largest, most distributed media organizations. Based on XML, CSS and SVG standards, object-oriented technology and distributed, multi-tier architecture, *Méthode* provides an integrated, ergonomic workspace in which virtual teams can draw on multiple knowledge sources to create high valued-added content for distribution via multiple publication routes.

www.eidosmedia.com

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