



# Digital Transformation of Publishing Companies

Modernization of Strategy, Products, Processes, and Structures –  
Implementing a Future- and Growth-Oriented Corporate Culture

In a world driven by digital innovation, publishing houses face an urgent need to adapt and thrive in the ever-evolving landscape. Despite having implemented their own digital business models, many publishers still find themselves rooted in traditional print-focused approaches, processes and structures: Print revenues are still crucial, veteran employees still prefer the medium print.

We offer publishers a comprehensive range of services that target key areas crucial for success in the digital realm. Our expertise includes:

- New Cross-Media Business Models: Define innovative cross-media business models based on data-driven target group segmentation and implement them through design sprints.
- Customer-Focused Portfolio-Oriented Consulting Sales: Replace product-oriented advertising sales with customer-focused, portfolio-oriented consulting sales.
- Modernizing Editorial Production Processes: Transform editorial production processes into efficient, system-supported multichannel publishing workflows, leveraging the latest advancements in AI
- Revamping Administrative Processes: Identify opportunities to streamline administrative processes and enhance cost-efficiency

**“By working consistently in integrated teams, we empower the entire organisation and replace a frequently pessimistic self-assessment with a future- and growth-oriented corporate culture.”**



**Hans-Jörg Schmidt** | Senior Enabler and Media Strategist

For 30 years “something with media”, for 20 years “something with online” and always everything around “content-driven business”. Consultant, strategist, organiser, business developer, interim manager (and sometimes – depending on the client – punching ball, jester or tamer). Born, raised and studied in Berlin in the 80s, hence reasonably bulletproof. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).