



Press release

16/08/2001

## BONNIER PUBLICATIONS BUILD GROUP-WIDE CONTENT MANAGEMENT STRATEGY ON THE POLOPOLY PLATFORM

Danish media house Bonnier Publications, which publishes magazines, books, videos and multi-media products, will use the Swedish system, Polopoly, as the group-wide content management platform.

Bonnier Publications is one of the Nordic region's leading media players with a wide range of publications, magazines, books, films and multimedia productions. Two of the best-known titles are Illustreret Videnskab (a science magazine) and Bo Bedre (a home and garden monthly). By working with one common publishing platform the objective is to create content management synergies across the different media output channels.

"Long-term the idea is to make our brands as strong in the digital channels, as they historically have been in the more traditional paper-based channels. Polopoly provides us with a technology platform which enables us to easily and cost-efficiently manage our content and our customers across an arbitrary number of media output channels," says Gert Hannibal Jensen, CTO, Bonnier Web Publications.

"The Bonnier Publications case represents an exciting example of a new way of thinking in the media industry," says Gustaf Sahlman, Polopoly's CEO. "Instead of building separate editions with separate technology and separate editorial teams for the different media output channels, they will coordinate news production and distribution across the different channels. This means that it is possible to publish in more channels, such as interactive tv, Internet, wap and sms, without adding new tasks and new costs."

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Polopoly develops platform independent systems for digital content management and customer relationship management (eCRM). Clients include some of the main Scandinavian players within media and retail industries, such as Dagens Nyheter, Göteborgs-Posten, the Swedish

Television, Boxer, K-World, KF, SIDA and Ericsson. More information:  
[www.polopoly.com](http://www.polopoly.com)

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