

Milan, October 2020

Atex deliver 'Tomorrow' today

*Now at newsstands and online is **Domani**, the new Italian national newspaper founded by Carlo De Benedetti and helmed by Stefano Feltri: Digital first with an "inclusive" paywall and a revolutionary production approach is the basis of this editorial project entirely managed by Atex.*

Incepted during full lockdown, in the midst of a pandemic, with a goal to fulfil the need for quality information. Domani, the new national newspaper has now been available on newsstands and online for a number of days; an innovative and ambitious publishing project, entirely managed by Atex.

"We have provided Domani with all the technological infrastructure and editorial products that allow it to be the first Italian newspaper without typography – explains **Federico Marturano, CEO of Atex** – The editorial look and feel is designed directly by the editors and the pages are based on pre-defined templates. The articles are written for the web first and then paginated by journalists, with a minimalist style designed to best transfer digital content to print".

Domani is a newspaper that is firstly produced online, where the paper version adds value and prestige to the digital initiative. It is a 'smart' project, where the entire editorial team can work on the page templates without being in the editorial office, since the entire editorial system created by Atex works in the cloud. Furthermore, the website has already integrated all the tools necessary to develop an editorial strategy based on premium paid content.

"We have also provided Domani with a native application for iOS and Android smartphones," says the CEO of Atex. "Another innovation is a new type of paywall that we have adopted. Unlike what happens today on many news sites, every Domani article is available in two versions, one free and one paid. The free version is organised by topic with three bullet points allowing the reader to understand the concept of the article in a few seconds. Those who want to know more can choose the paid for full version of the article. We define this as an 'inclusive' paywall."

"Atex has been our partner since the beginning – explains **Stefano Feltri, Chief Editor of Domani** – they have empowered us with an integrated digital and print content management solution

that allows us be the first Italian daily to be a “Digital First” publication that you can also buy every day in the newsstands in print”.

The newspaper will not chase breaking news, but instead will make quality analysis and reader-funded surveys its forte. It will be able to do so thanks to the innovative Atex DAM (Digital Asset Management) that allows editorial staff to search and organise any type of content and editorial assets to enable the creation of complex multi-channel stories. In addition, the solution provided to Domani by Atex provides advanced management of collaborators, both through a dedicated portal (which allows the employee to manage personal and billing data) and also through a management portal for reconciliation and reporting, which updates production costs daily.

“We have provided Domani with a ‘turnkey’ publishing solution, a complete package built in just three months, created entirely with our technologies and the solutions of our partners,” concludes Federico Marturano. “It is perhaps no coincidence that we have fully implemented it during a pandemic: Atex has in fact always been a ‘smart’ company, since its inception. And it was able to build a new newspaper from scratch without ever physically meeting the editor.”

Atex Global Media

Atex Global Media is a leading multi-national software and services company in the publishing industry, able to offer cutting-edge end-to-end solutions for content and advertising. As a global organisation, Atex is committed to helping publishing companies by providing turnkey cloud-based solutions for the optimisation of production processes and for the development of their publishing and commercial strategies.

www.atex.com

Smart solutions for the media industry

Atex Global Media

Atex Global Media is a leading multinational software and services company in the publishing industry, able to offer cutting-edge end-to-end solutions for content and advertising. As a global organization, Atex is committed to helping publishing companies develop their business strategies by providing turnkey cloud solutions for the optimization of production processes and for the development of their publishing and commercial strategies.