

## Press Release

### Market overview Web-to-Publish 2023 for 10 years BEST-OF

**Friedberg (Hessen), 15.02.2023. The interactive market overviews Web-to-Publish of the management consultancy Melaschuk-Medien have been among the BEST-OF solutions of the Initiative Mittelstand for 10 years in a row. The annual update has been completed and the research platform is freely available to users.**

The market overviews for providers, systems and services in the fields of marketing, product communication, publishing and cross-media are part of the expert portal Melaschuk-Medien.de. Interested parties can filter systems or services interactively and find providers of system solutions that are based or have active sales in German-speaking countries.

Focuses in the market overview web-to-publish systems:

- Marketing portals, web-to-print/publish platforms
- Editorial systems, digital experience platforms
- Product information management, PIM databases, automation software
- Digital Asset Management, DAM, Media Asset Management (MAM)
- Online editors

Focuses in the market overview web-to-publish services:

- Marketing
- IT
- Media production
- Fulfillment
- Support

A unique selling point is the extensive networking of the market overviews with each other, with news and expert articles, and with the "Crossmedia Book".

To the Web-to-Publish market overviews:

<https://www.melaschuk-medien.de/markt.html> (German)

<https://www.melaschuk-medien.de/en/market.html> (English)

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**Melaschuk Medien**

Melaschuk-Medien offers provider-neutral consulting and workshops focusing on marketing, web-to-print, web-to-publish and cross-media. The services include requirements analyses, system selection, process optimization and profitability analyses for companies from industry, trade, banking, insurance, public institutions and media companies. The reference book by Ira Melaschuk "Web-to-Publish | Web-to-Media: Ways of cross-media media production" has established itself as a standard work and is used as basic literature at universities and educational institutions.



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