

Press release

Market overview Web-to-Publish reflects multichannel market

Friedberg (Hessen), 23.03.18. The Web-to-Publish market overview shows the range of solutions and main areas of application in the area of web-based systems for marketing, product communication, publishing and cross-media. At the beginning of the year, Melaschuk-Medien updated around 140 systems and 50 service offerings on the basis of provider information.

Online users can access the market overviews directly, free of charge and without registration. Systems and services can be selected and displayed according to filter criteria. The market overview entries include links between various offers and to news articles, resulting in an overall picture including current developments.

The Web-to-Publish market overview has been awarded the IT Innovation Prize of the Initiative Mittelstand five times in a row because of its orientation aids in the complex provider and software market.

The filter criteria in the Web-to-Publish systems market overview include various product types that can be ordered, configured or individualized by the solutions. The most frequently supported products include advertising materials and business stationery (88 percent) as well as catalogues, brochures and price lists (86 percent). This is followed by newspapers and magazines, books including teaching aids and packaging each with around 50 percent. The creation of technical documentation supports 25 percent of systems and the configuration of merchandise is possible with 26 percent of systems. At the bottom of the list is the output of large formats for print and digital (21 percent).

Another category of filter criteria are the "media channels". Print products rank first among the media channels supported internally by the systems with 92 percent, followed by websites and web shops with 77 percent. As the output counterpart to print, the e-paper ranks third with 58 percent. The other digital output channels follow: Email (49 percent), social media (46 percent), apps (40 percent), e-books (34 percent), online ads (32 percent), video/audio (32 percent), online marketplaces (15 percent), search engines (12 percent), office applications (10 percent) and finally messenger applications with 4 percent.

Since the beginning of the year, the Melaschuk-Medien.de website and the market overviews Web-to-Publish have also been available in English.

To the Web-to-Publish market overview:

<https://www.melaschuk-medien.de/en/market-overviews-web-to-publish-crossmedia.html>

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Melaschuk Medien

Melaschuk-Medien offers vendor-neutral consulting and workshops focusing on marketing, web-to-print, web-to-publish and cross-media. The services include requirements analyses, system selection, process optimisation and profitability analyses for companies from industry, trade, public institutions as well as printing and media companies. Owner Ira Melaschuk is a lecturer at the University of Wuppertal in the Master's degree course in printing and media technology. Her reference book "Web-to-Publish|Web-to-Media: Wege crossmedialer Medienproduktion" has established itself as a standard work and is used as basic literature at universities and educational institutions.