Press release

Market overviews Web-to-Publish 2020 live on the expert portal Melaschuk-Medien.de

Friedberg (Hessen), 10.03.2020. The annual update of the market overview Web-to-Publish 2020 has been completed and the data is freely accessible - on the platform of the expert portal Melaschuk-Medien.de. Interested persons can search and interactively filter for providers as well as web-based systems or services in the fields of marketing, product communication, publishing and cross-media.

In the market overview for web-to-publish systems there are filter criteria for areas of application, output products, media channels and features. In this way, users are also provided with an orientation regarding the possible performance spectrum of solutions and can better differentiate between them.

In the market overview web-to-publish services, website users will find partners who offer services in marketing, IT and system integration, media production, fulfillment or support.

The " Provider info pool" lists more than 300 providers linked to the respective systems or services, if they are represented in the market overviews.

The market overviews for providers, systems and services are integrated in the expert portal Melaschuk-Medien.de and can be maintained by the providers themselves at any time via a free online account.

Thematic supplements to the market overviews are the "Tech News" about trends, events, new features or customer solutions from providers who are represented in one of the market overviews. A monthly tech newsletter summarizes the news of the previous month. Further in-depth information is available in the "Market" and "Knowledge" categories, such as trend reports, tech portraits or technical terms.

Particularly useful for orientation in the complex software market are the comprehensive links both within the market overviews and to the website areas News, Market and Knowledge.

The web-to-publish market overview has already been awarded the IT Innovation Prize of the Initiative Mittelstand seven times in a row, the last time in 2019, because of its high benefits especially for small and medium-sized businesses.

To the market overviews web-to-publish:

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

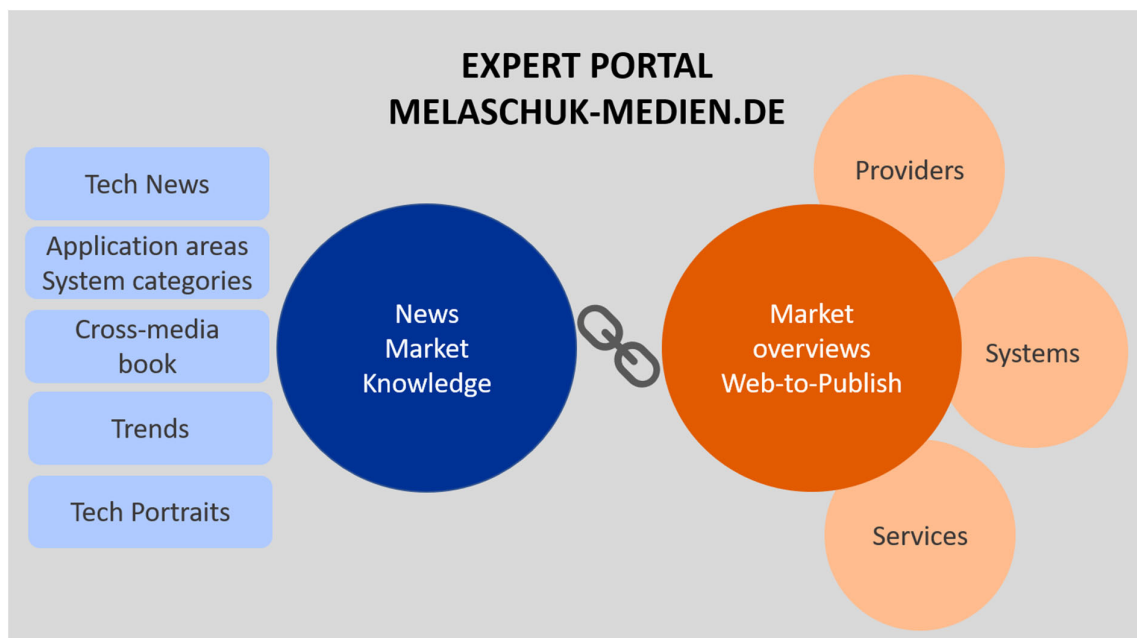https://www.melaschuk-medien.de/en/market.html (English)

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Melaschuk Medien

Melaschuk-Medien offers provider-neutral consulting and workshops with a focus 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, public institutions and print and media companies. Owner Ira Melaschuk is a lecturer at the University of Wuppertal in the master's degree program in print and media technology. Her textbook "Web-to-Publish | Web-to-Media: Guidelines to cross-media production" has established itself as a standard work and is used as basic literature at universities and educational institutions.

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