Press release

Focus of the market overview Web-to-Publish 2021: Crossmedia marketing portals, services for IT and media production

Friedberg (Hessen), 15.02.2021. The market overviews Web-to-Publish in the Melaschuk-Medien expert portal are updated annually. As of now, website users can use the update of the market overviews for providers, systems and services without registration.

The focus of the expert portal Melaschuk-Medien.de and the interactive market overviews Web-to-Publish are the areas of marketing, product communication, publishing and crossmedia. The platform offers regular news, know-how and orientation in the complex market of software solutions and offers.

The solutions in the market overview Web-to-Publish **Systems** cover the following key areas (in parentheses: shares of total, n=137, german version):

- **Marketing portals (47 percent)**
  Crossmedia marketing and advertising portals, web-to-print/publish platforms and print stores
- **Editorial systems (16 percent)**
  Software for creating publisher and corporate publications, content management systems (CMS), technical editorial systems
- **Product Information Management, PIM (17 percent)**
  PIM databases, software for automated publication creation (database publishing)
- **Media Asset Management, MAM (6 percent)**
  Databases for Media Asset Management (MAM), Digital Asset Management (DAM)
- **Online editors (9 percent)**
  Integrable editors for online creation and customization of print, digital publications or merchandise and promotional items

Service offerings are represented in the Web-to-Publish **Services** market overview in five areas. The highest shares (of total n=69, german version) are held by providers of support services (data management, hotline, training) with 91 percent and IT services (consulting and design, software development, system integration, hosting) with 88 percent. This is followed by media production (media creation for graphics, images, text, apps, web, moving images, digital and offset printing) with 78 percent. Marketing services (consulting, design and project management for digital and print media) are provided by 61 percent and fulfillment (personalization, packaging, warehousing, shipping, logistics and invoice processing) by 30 percent of providers.

Interested parties can research the market overviews indefinitely and filter areas of application and functions interactively.

To the market overviews web-to-publish:
https://www.melaschuk-medien.de/en/market/provider-info-pool.html
https://www.melaschuk-medien.de/en/market.html

Contact person:
Melaschuk Medien
Dipl.-Ing. (FH) Ira Melaschuk
Heinrich-Lübke-Str. 23
DE-61169 Friedberg
Phone +49 (0) 60 31/72 19 03
ira@melaschuk-medien.de

Melaschuk Medien

Melaschuk-Medien offers provider-neutral consulting and workshops focusing on marketing, web-to-print, web-to-publish and crossmedia. The services include requirements analyses, system selection, process optimization and profitability analyses for companies from industry, trade, banking, insurance, public institutions and media companies. Owner Ira Melaschuk is a lecturer at the University of Wuppertal in the master's program in printing and media technology. Her textbook "Web-to-Publish | Web-to-Media: Guidelines for cross-media production" has established itself as a standard work and is used as basic literature at universities and educational institutions.