

## ***South China Morning Post* optimises publishing capabilities with NewsPublish**

Layout International's NewsPublish solution will provide South China Morning Post with comprehensive tools for multi-channel publishing.

Hong Kong October 01, 2020 : The *South China Morning Post*, a leading global news company and Hong Kong's newspaper of record, will partner with Layout International, an enterprise solution provider, to optimise its newspaper production cycle and at the same time increase the company's agility as a news platform for the digital age.

The total solution consists of the NewsPublish Multi-Channel Publishing System that improves turnaround time and the efficiency of the newsroom's automated production cycle.

"We are impressed by Layout International's expertise, industry-specific experience and commitment to support our goal and serve our readership in Hong Kong. Their solution is purpose-built for our digital-first newsroom while reinforcing the efficiency, reliability and responsiveness of the *Post's* print production system, and we are delighted to have them as our partner," said Etienne Maccario, South China Morning Post's Senior Vice President of Technology.

Jean-Michel Habis, CEO at Layout International, explains that: "The transition into a multi-platform and digital-first news organization starts at the heart: The digital transformation of the Newsroom".

He adds: "Working with SCMP is by itself a milestone for Layout. We are proud to have achieved of a smooth and successful digital transformation at one of the largest publishers in the region."



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