



Zukunftsfähig: Neue Anforderungen & Workflows

Wie das Schweizer Medienhaus
Somedia mit dem CMS von Purple die
Effizienz steigert

Somedia – Verbindet Menschen und Regionen

Somedia ist ein Schweizer Medienunternehmen, welches auf lokale Inhalte für die Ostschweiz, den Kanton Graubünden fokussiert. Es vereint Print, Online, Radio und TV unter einem Dach.

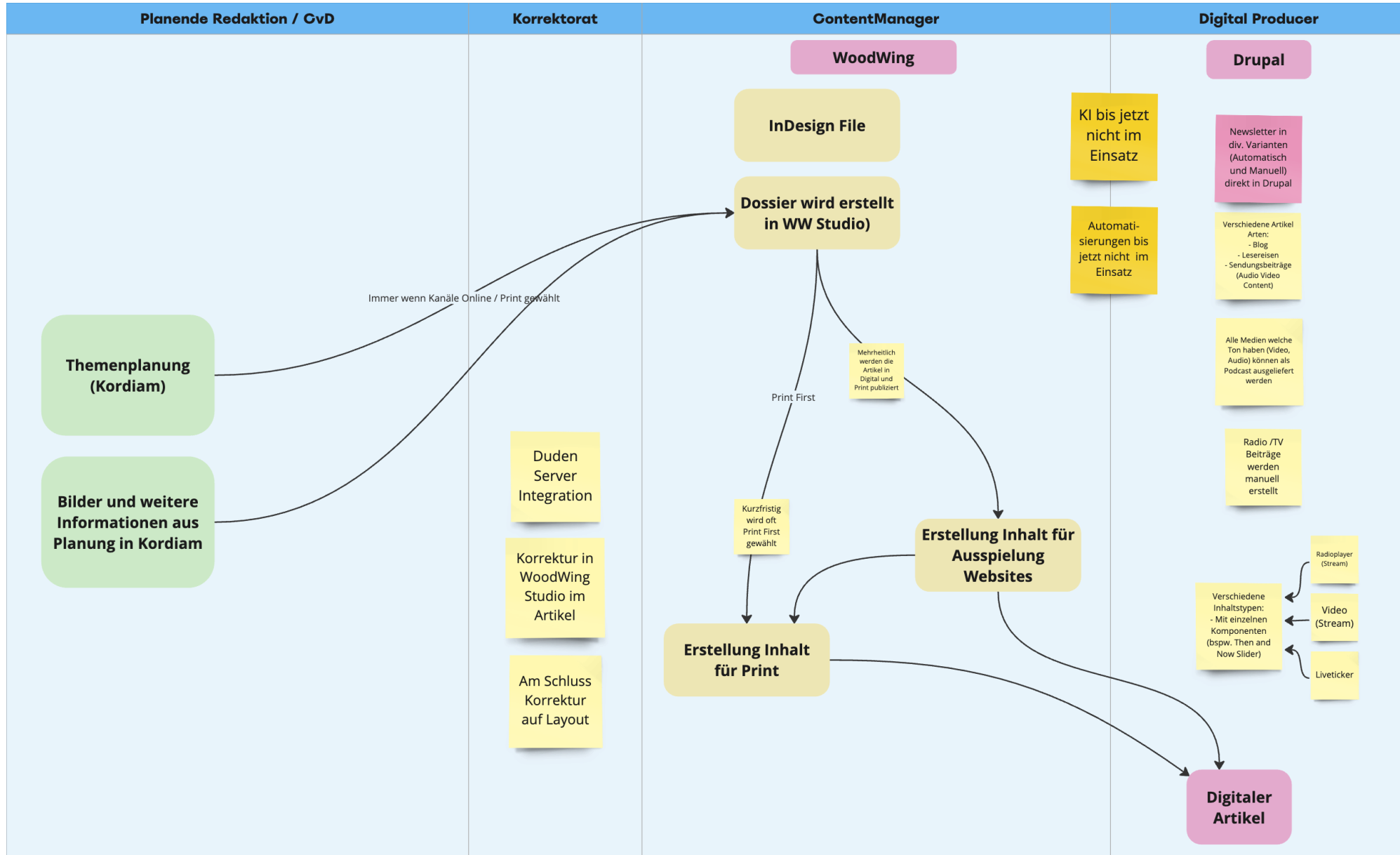
- **Hauptsitz:** Chur, Graubünden, Schweiz
- **Mitarbeitende & Gründung:** 500, 1997
- **Print:** Über 150 000 Leser;innen täglich
- **Digitale Präsenz:** Regionale Online-Präsenz mit über 1 Million Seitenaufrufen pro Monat
- **Radio & TV**

Somedia – Zukunftsfähiges Publizieren. Ziele.

Somedia geht einen grossen Schritt in Richtung Zukunft. Das Medienunternehmen bricht traditionelle Arbeitsweisen auf, stellt die bisherige Systemlandschaft auf den Kopf.

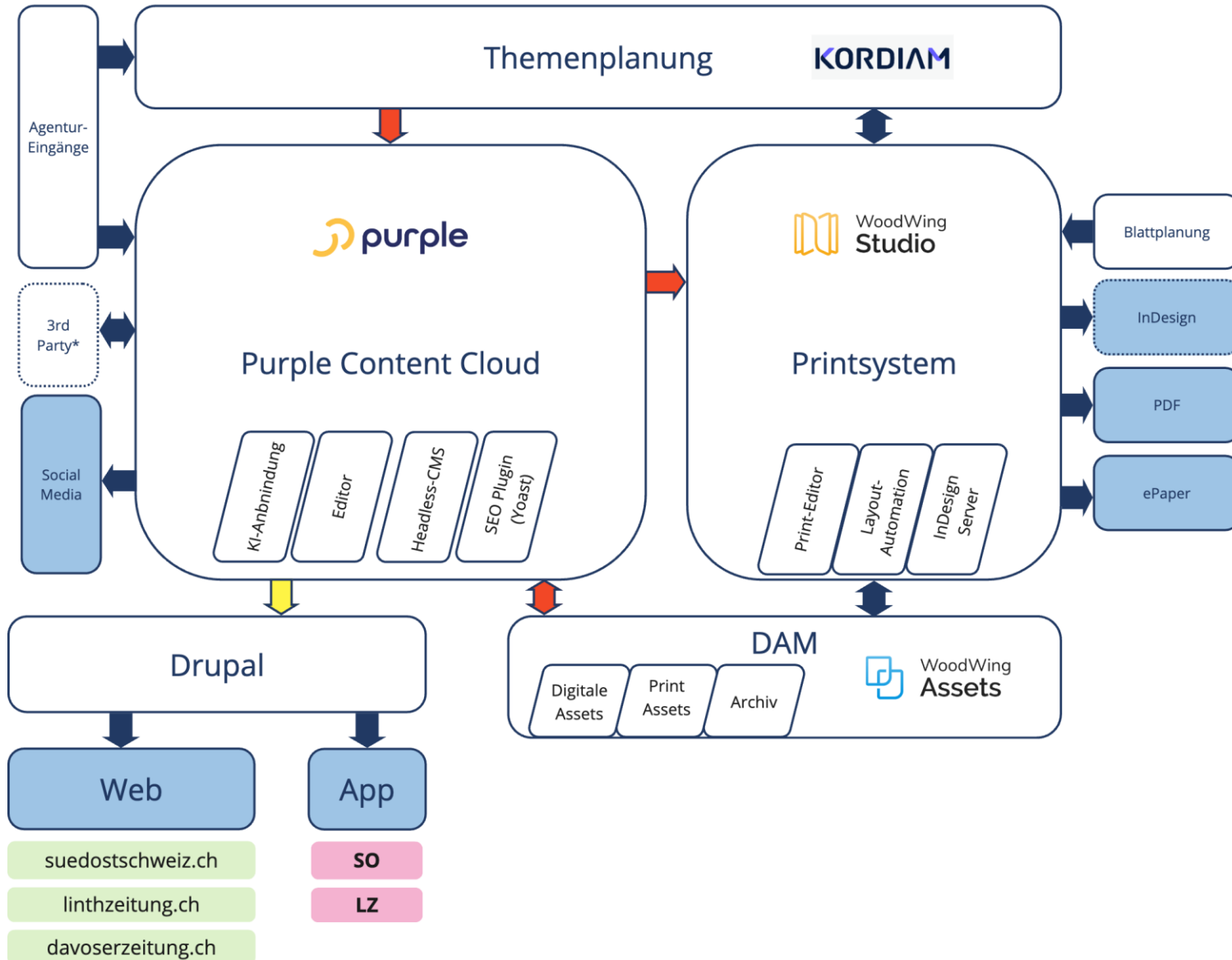
Neu gilt: Digital First statt Print First.

- Einführung eines echten Digital-First-Ansatzes
- Prozessoptimierungen und Effizienzsteigerung
- Unterstützung & Entlastung der Redaktion durch KI-Tools



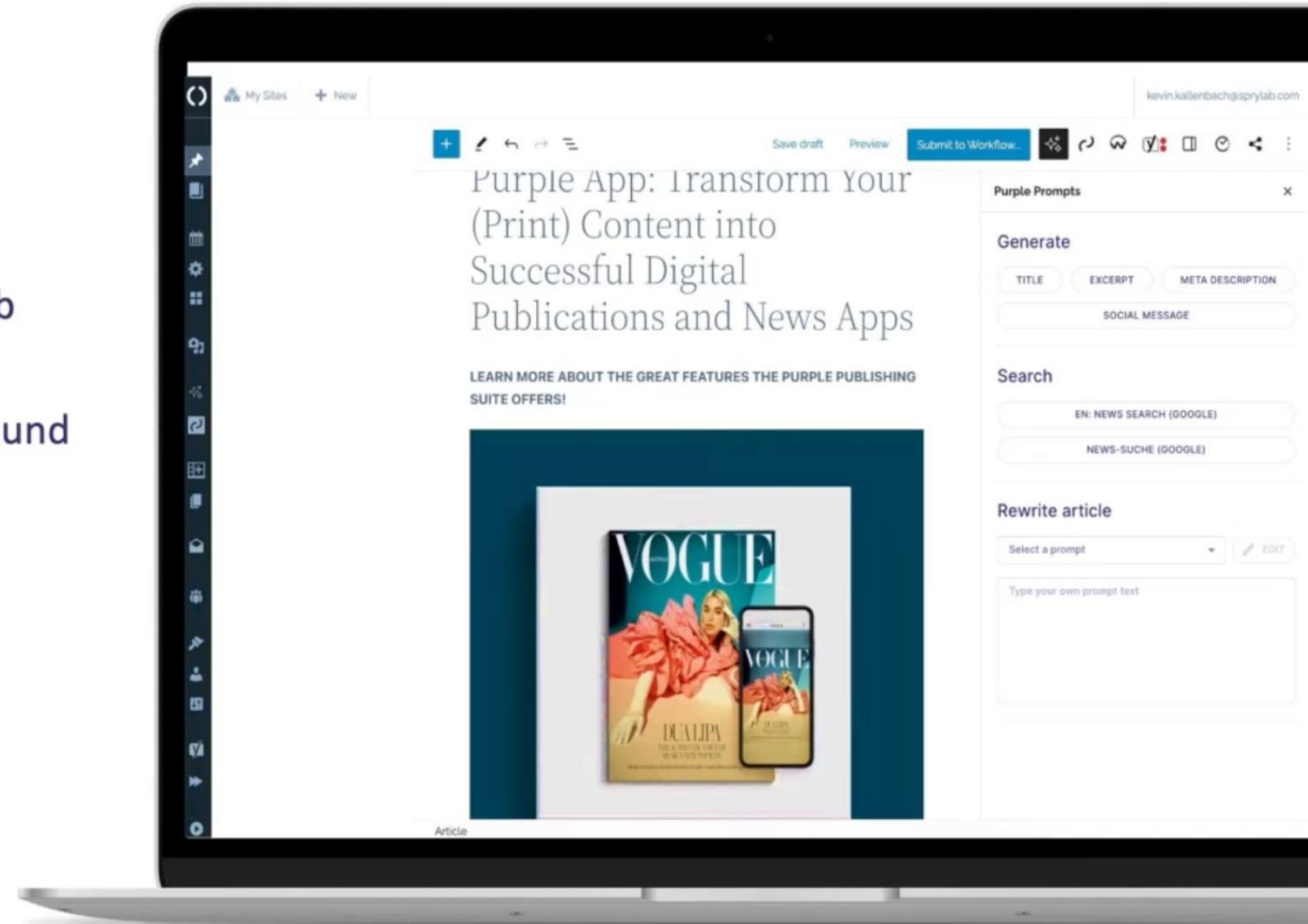


*3rd Party Anbindungen: Analyse und Trenderkennungs-Tools, SSO, AdMarketing, Abo-Verwaltung, etc.

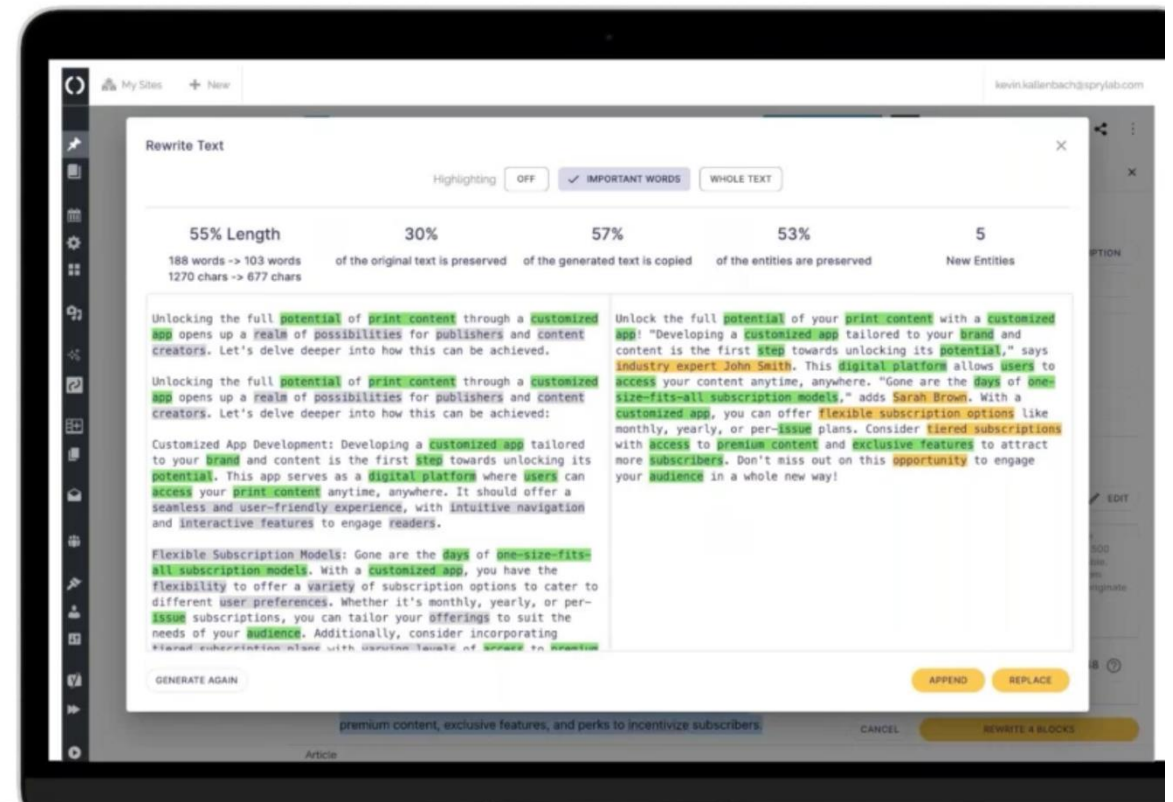
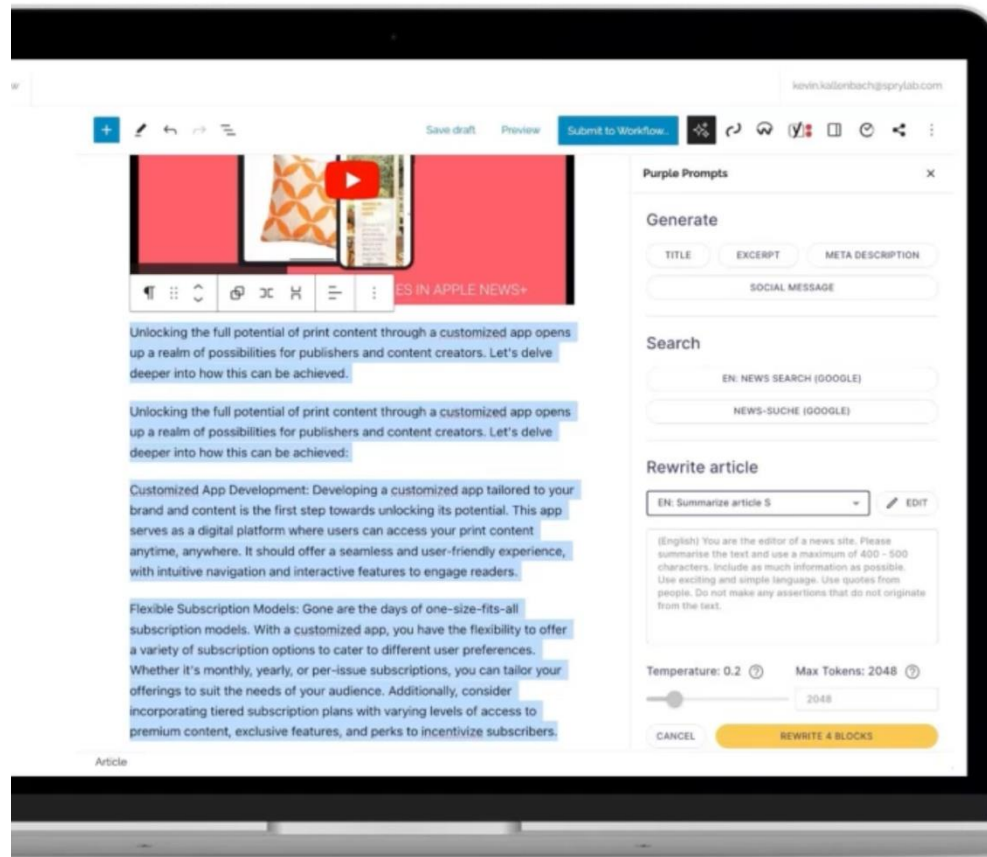


Open AI Integration – Purple Prompts

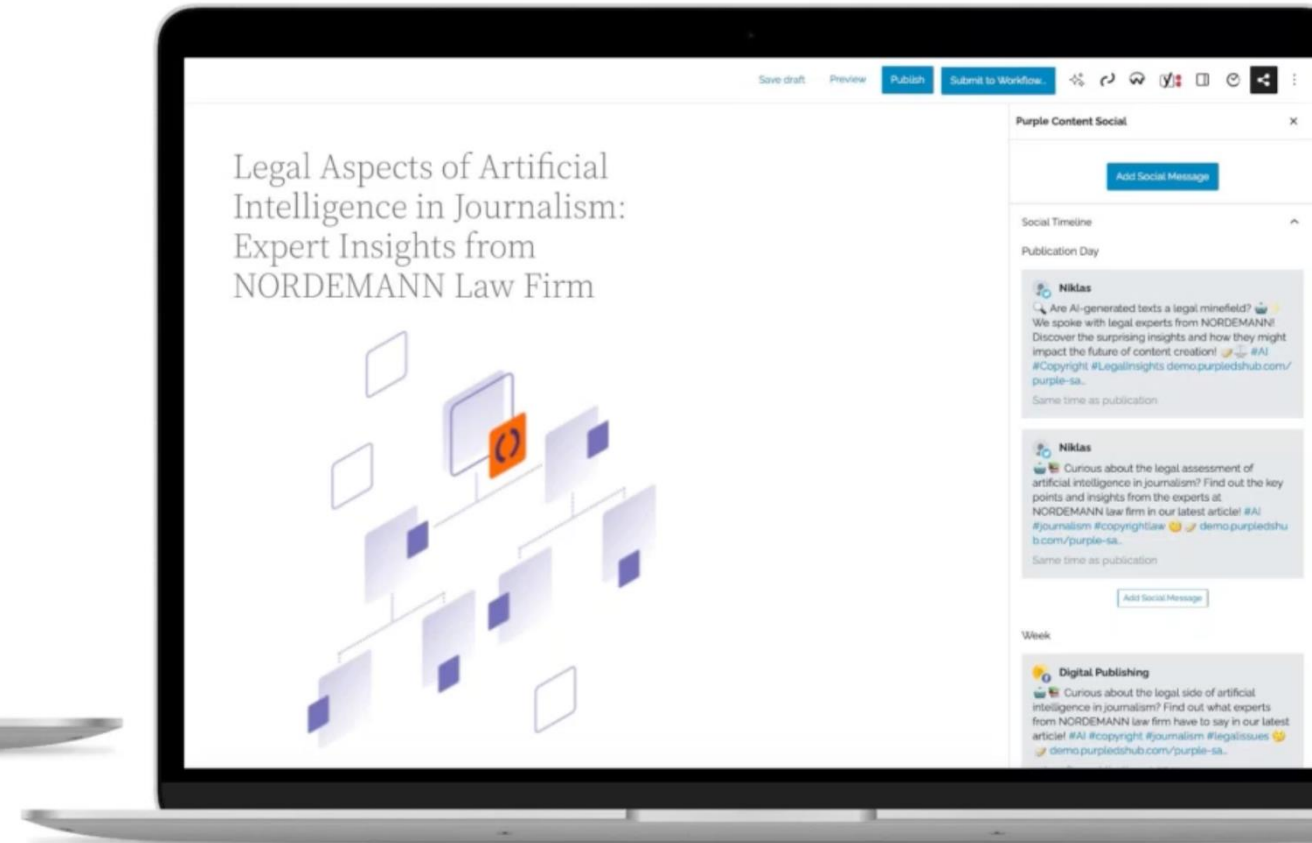
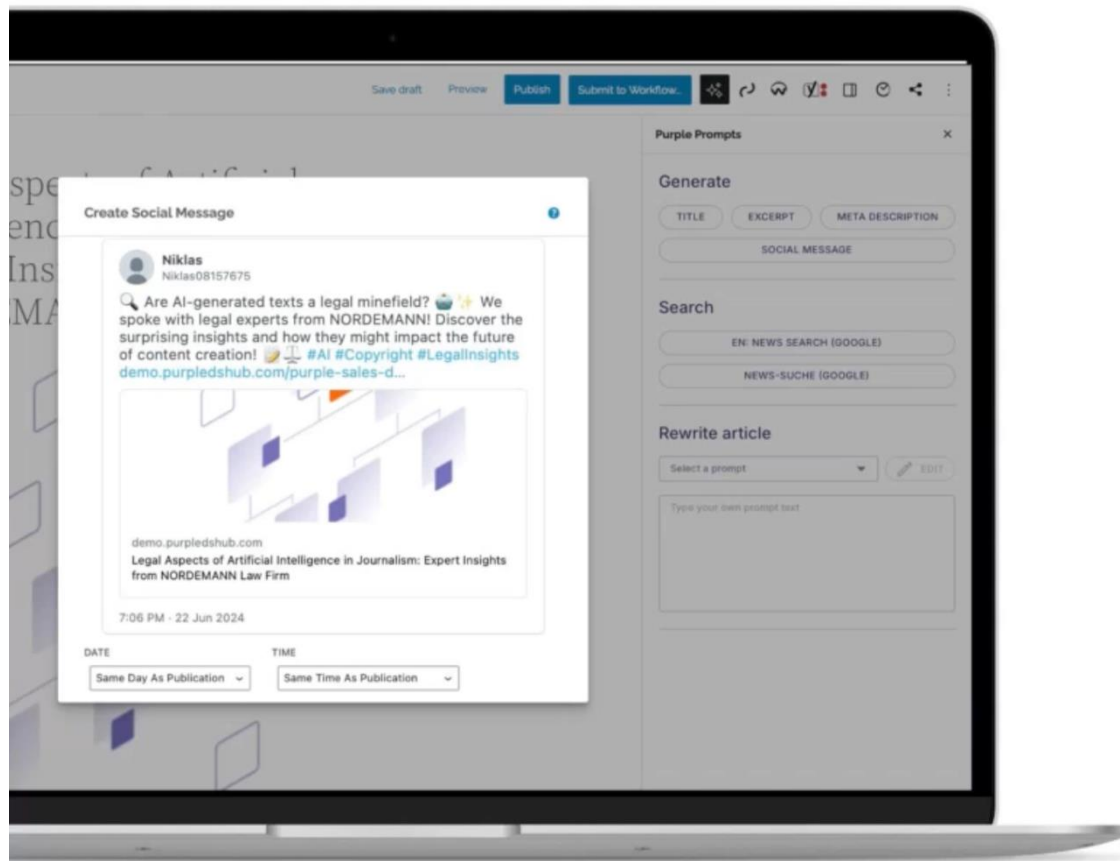
- **Verwalten und Erstellen von AI Prompts** für verschiedene Use Cases direkt im Purple Hub
- In den **Editor integrierte generative KI**
 - › SEO-Optimierung, Erstellung von Excerpts und Metadaten
 - › A/B-Tests für Überschriften
 - › Zusammenfassen
 - › Umschreiben für Print
 - › ...
- Automatisches Redigieren von Purple Wire Feeds



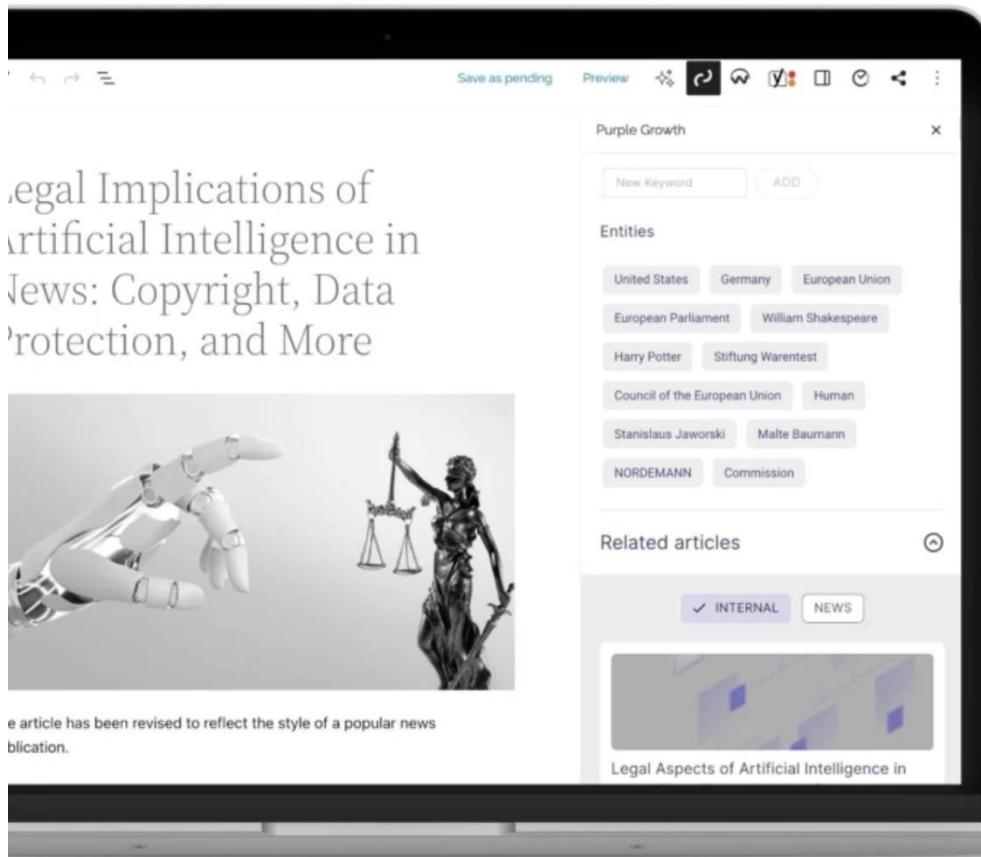
Purple AI Prompts – Text umschreiben, Zusammenfassen, SEO, ...



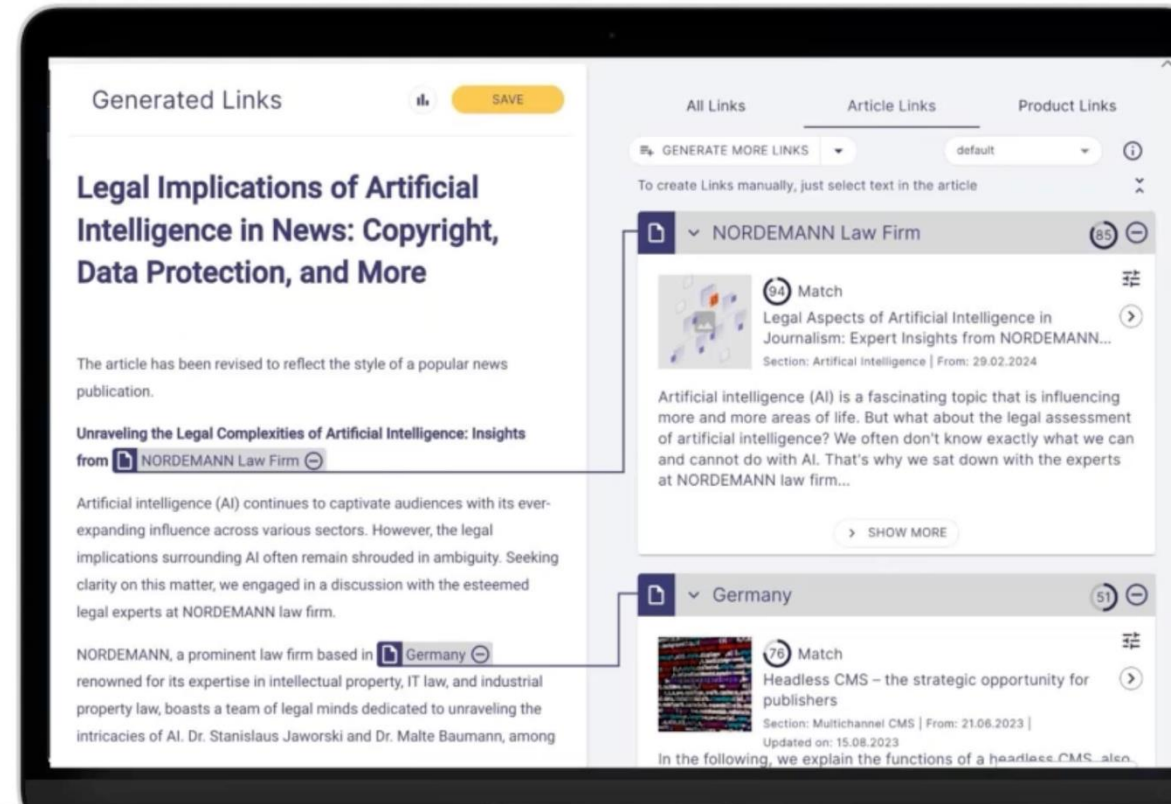
Purple AI Prompts – Social Message generieren und einplanen



Purple AI Prompts – Links zu anderen Artikeln (& Affiliate) automatisieren



The screenshot shows a web editor interface for an article titled "Legal Implications of Artificial Intelligence in News: Copyright, Data Protection, and More". The article text is partially visible, starting with "The article has been revised to reflect the style of a popular news publication." Below the text is an image of a robotic hand holding a scale of justice. The editor interface includes a toolbar at the top with options like "Save as pending", "Preview", and "Undo". On the right side, there is a sidebar with a "Purple Growth" section containing a "New Keyword" input field and an "ADD" button. Below this is an "Entities" section with various tags such as "United States", "Germany", "European Union", "European Parliament", "William Shakespeare", "Harry Potter", "Stiftung Warentest", "Council of the European Union", "Human", "Stanislaus Jaworski", "Malte Baumann", "NORDEMANN", and "Commission". At the bottom of the sidebar, there is a "Related articles" section with a "NEWS" button and a thumbnail for "Legal Aspects of Artificial Intelligence in".



The screenshot shows a "Generated Links" interface. The main heading is "Generated Links" with a "SAVE" button. Below the heading is the article title "Legal Implications of Artificial Intelligence in News: Copyright, Data Protection, and More". The text below the title reads: "The article has been revised to reflect the style of a popular news publication." followed by "Unraveling the Legal Complexities of Artificial Intelligence: Insights from NORDEMANN Law Firm". Below this is a paragraph: "Artificial intelligence (AI) continues to captivate audiences with its ever-expanding influence across various sectors. However, the legal implications surrounding AI often remain shrouded in ambiguity. Seeking clarity on this matter, we engaged in a discussion with the esteemed legal experts at NORDEMANN law firm." and another paragraph: "NORDEMANN, a prominent law firm based in Germany renowned for its expertise in intellectual property, IT law, and industrial property law, boasts a team of legal minds dedicated to unraveling the intricacies of AI. Dr. Stanislaus Jaworski and Dr. Malte Baumann, among". On the right side, there is a sidebar with tabs for "All Links", "Article Links", and "Product Links". Below the tabs is a "GENERATE MORE LINKS" button and a "default" dropdown. Below this is a list of suggested links. The first link is from "NORDEMANN Law Firm" with a match score of 85. The second link is from "Germany" with a match score of 51. The third link is from "Headless CMS – the strategic opportunity for publishers" with a match score of 76. Each link entry includes a thumbnail, a match score, the link title, a snippet of the article text, and a "SHOW MORE" button.

Somedia – effizient dank Purple

«Die Einführung des Purple Hub setzt den Startschuss für einen echten Online-First-Ansatz. Dank des Publishing Circle von a&f können wir unsere bewährten Printprozesse nahtlos integrieren und gleichzeitig moderne Technologien wie KI-Tools in unser neues Redaktionssystem einbinden, was sowohl Effizienz als auch Innovation in der Content-Produktion fördert.»



Frank Wiedemann, Head Digital Transformation
& Innovation Somedia

Fragen oder Anregungen?



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