

## Brazil's Diários Associados Media Group Adopts Advision

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Net-linx Americas announces the signing of an agreement with Brazil's "Os Diários Associados", for the group-wide implementation of the Advision Advertising System and the Dateline Editorial system.

Os Diários Associados is one of the largest media companies in Brazil and publishes newspapers such as: "O Estado de Minas", "Diário da Tarde", "Correio Brasiliense", "Diário de Pernambuco" and "Jornal do Comércio", all of which will be implementing the Advision and Dateline systems.

The agreement signed between the companies will first see the implementation of Dateline systems at the "O Correio Brasiliense", "Diário de Pernambuco" and "Jornal do Comércio", bring them onto the same technology platform as "O Estado de Minas" and "Diário da Tarde", who already run the Dateline system.

The project will start by upgrading the exiting Advision advertising system at "O Estado de Minas" and "Diário da Tarde", after that the installation team moves to new system implementation at "O Correio Brasiliense" and "Diário de Pernambuco".

With the signing of the agreement, Os Diários Associados are making a significant investment in the integration of the group across the entire country.

Associados' editorial groups have responded enthusiastically. Josimar Gimenez, editorial manager for "O Estado de Minas" and "O Correio Brasiliense", said "The group-wide integration will have huge benefits and we will be able to share editorial content much more efficiently now, with substantial improvement for our users".

The advertising departments share a similar enthusiasm. Paulo César, advertising director of "O Correio Brasiliense," and Mário Neves, advertising director for "O Estado de Minas," believe that the improvements will increase the aggregate value of Associados' products.

A common advertising selling platform throughout the group will allow the advertising directors to work together more closely. The economies of scale will bring benefits such as reduction of costs, increased cross-selling opportunities and will generally improve the ad selling processes.

The visionary behind the agreement is Mr. Guilherme Machado, CIO of Associados.

"We are very satisfied with the agreement with net-linx because it will allow the Group to integrate and improve its use of publishing systems. It allows us to reorganize and integrate the IT department, giving us the efficiencies to pursue future projects such as integrated newsrooms, sharing of content and a unified management. Without doubt, this will all be a great advance," he said.

Net-linx Brazil continues with a serious commitment of establishing a strong presence in the Brazilian market. "We are very enthusiastic about the agreement with the "Diários Associados" said Allan Katzen, Vice President of Business Development.

"Associados has a vision that has immediate benefits today, but they are also positioned to pursue the nxEditorial and nxAdvertising later on. We are delighted that Associados has selected net-linx as their partner in this prestigious project" he said.

Net-linx is a global software and solutions provider for the newspaper, directories and on-line publishing industries. With over 30 years of experience, net-linx is one of the largest and longest serving providers in these industries.

The company has offices in Germany, UK, USA, Canada, Brazil, Malaysia and Australia.

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