



Doğan Yayın Holding Turns to OneVision to Deliver News Faster

Headquartered in Istanbul, Doğan Yayın Holding (DYH) is Turkey's leading media and entertainment conglomerate. Its operations include TV and radio broadcasting, print and online media. Newspaper publishing has traditionally been the core business activity of DYH. The company publishes seven newspapers including Hürriyet, Milliyet, Radikal, Posta, Fanatik, Referans, Vatan and the Turkish Daily News. Together, DYH holds an impressive 40% of the newspaper market share in Turkey.

In the fast-paced publishing business, speed and accuracy are of the highest importance. Even the world's most widely read newspapers must work to further optimize and improve their production operations. To this end, DYH wanted to introduce innovative practices in their printing operations and became the first company in Turkey to try out OneVision software.

Yücel Okan Sentürk, Technology Director at Doğan Gazetecilik (a DYH company publishing Milliyet, Radikal, Posta and Fanatik), explained "I first learned about OneVision during the IFRA Expo three years ago." IFRA Expo is a major international industry trade show that brings together professionals from the printing and publishing industry. Each year, OneVision attends the show and presents its newest products.

After visiting with OneVision at the event, Sentürk and other DYH staff decided to try software from OneVision to see how it would operate within their production environment. The trial proved successful, and the company decided to make Asura and Asura Enterprise part of its everyday operations.

Asura is OneVision's flagship workflow software solution that streamlines and automates the preflighting and normalization process. Asura examines, corrects, and

Success Story



optimizes PDF, EPS, and PostScript® files. Once corrected, Asura can then generate a new clean file in any of the following formats: PDF, EPS, PostScript®, TIFF, or JPEG. With Asura, production staff can focus on meeting deadlines, rather than troubleshooting files.

The newspaper also uses Asura Enterprise, which is a comprehensive front-end system for advertising data transfer, quality control and job tracking. The software enables customers to log-in and upload their ad files online from any location, 24 hours a day. Asura Enterprise makes it possible to submit ad files quickly and cost effectively, and the client receives immediate confirmation as to whether the file is suitable for print.

The addition of these two software solutions helped Doğan Gazetecilik in two ways, explains Sentürk. "First, it created a standard interface for receiving ads from our customers for our different channels. Second, it automatically checks each file to ensure that is in the proper format."

Sentürk said, "Before implementing the OneVision software, there were more errors in the ad files. It also took longer to receive the ads because they were coming in from different channels. The advertising department had to manually check each file, and it took more time to review and correct the ads. Now, files are automatically checked and controlled. The OneVision software fixes most errors. As a result, there are fewer problems and they are minor."

According to Sentürk, more of their advertisers are starting to use Asura Enterprise. "They like submitting their files with Asura Enterprise because they can see the results of the files immediately and can see if there are errors or not."

Now, says Sentürk, "We use Asura Enterprise not only in our ads, but also in our PDF workflows. All of the pages are converted into PDF files and then we use Asura for checking the files for each newspaper." These newspapers include Milliyet, a political paper with a highly influential reader profile; Posta, which is one of Turkey's most popular newspapers with a circulation of more than 600,000; Radikal, a daily paper covering economy, foreign affairs, politics and culture and Fanatik, Turkey's national sports newspaper.

Whatever the future holds, there is no doubt that the newspapers of Doğan Yayın Holding will continue to seek out innovative methods to ensure the highest quality in their print operations – while also providing news to hundreds of thousands of readers every day.

Interested in learning more? Visit www.OneVision.com for further information.

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