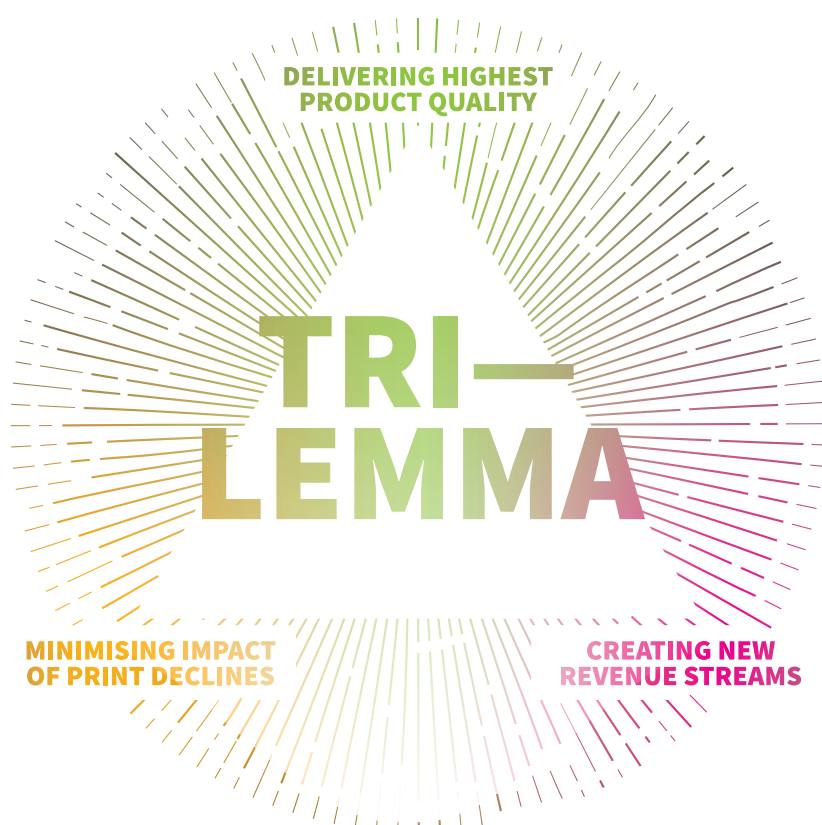


# THE CHANGING FACE OF MEDIA

Hearst UK pushes boundaries by innovating and collaborating with censhare as it shifts from being a publisher to a modern media company.

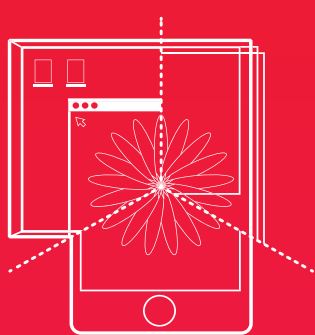
Hearst UK manages a trilemma of conflicting priorities



**“Overall, censhare has dramatically reduced the time it takes to bring a feature to print.”**

**Bob Bousfield**  
Systems Manager, Hearst

## BUSINESS RESULTS



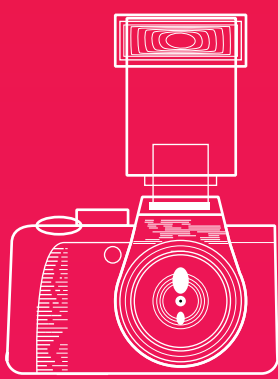
**30%**

content reuse targets realised



**3,000+**

hours saved a year generating pdfs



**20,000**

press shots auto-sorted every day



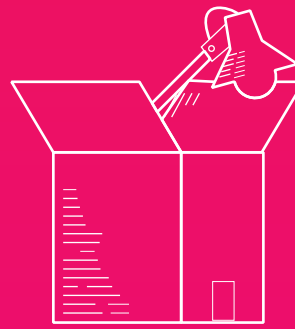
**5%**

cut in yearly page costs for Hearst UK



**15,000+**

documents processed a year (and increasing)



**6,000**

reviewed products stored in Good Housekeeping Institute database

**“I can think of several times when we’ve gone to censhare asking for help, and their response made me view the problem and possible solutions in a completely different light.”**

**Bob Bousfield**  
Systems Manager, Hearst

