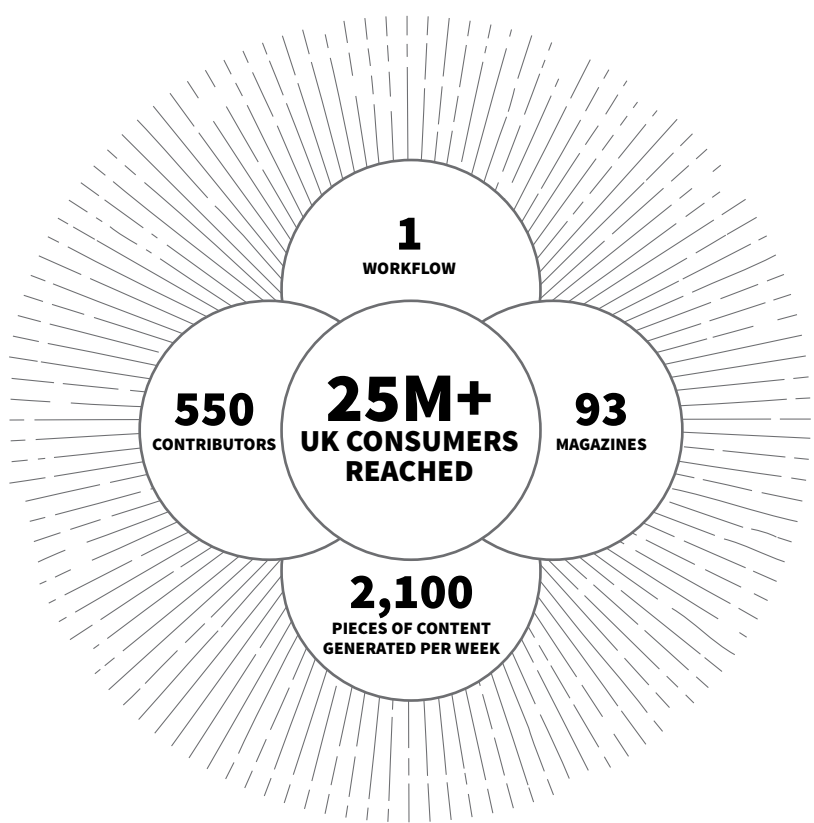


# Rethinking how magazines are made



**Bauer Media uses censhare to make it easier than ever for its brands to create and distribute content**

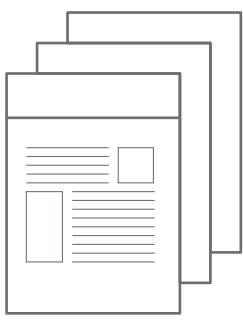
*Bauer places its 25 million consumers at the heart of its operations*



*“If you were to reinvent the process of producing magazines from scratch today, it would look a lot like what we’re implementing with censhare.”*

*Leigh Cresswell  
Product Director, Publishing Technology, Bauer Media*

## Business results



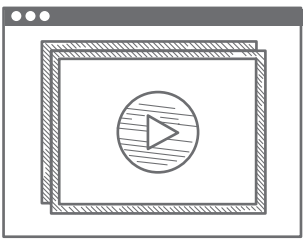
# 2,100

pieces of content a week produced via 1 workflow



# 550

people across 93 titles working in censhare



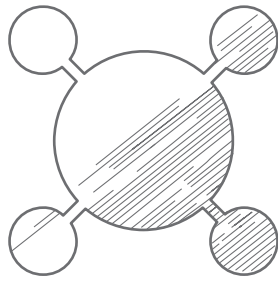
# 19,000+

videos and audio clips hosted on the entertainment hub



# 100%

of editors use censhare every day



# 1

hub to create content across Bauer’s media brands

*“We decided on censhare because it was a complete product rather than a series of integrations. We can do 95 percent of what we need to do out of the box.”*

*Leigh Cresswell  
Product Director, Publishing Technology, Bauer Media*



MEDIA GROUP



censhare