

Telecinco (Mediaset Group) chooses the Content Management System of TXT Polymedia (TXT e-solutions Group)

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The Telecinco Group – a Spanish company controlled by Mediaset and specialised in the production, distribution, and sale of audio and video content on nationwide and regional general-interest channels – has chosen TXT Polymedia as its content-management software platform.

The platform will be initially used for comprehensive management of the Telecinco group's Teletext programming, including editorial news and agency feeds, of a WAP news channel, and of a Web site dedicated to the sale of AtlasNews content.

Telecinco's choice of TXT Polymedia is mainly dictated by ease of use. The platform is in fact directly used by journalists for their editorial functions, for which speed and low cost in the development and provision of new services are priority characteristics. These are joined by the operating flexibility of the platform, which is equipped with tools for management and modelling of contents; the possibility of subsequently extending it for content management and formatting; the possibility of subsequently extending it for new channels whilst maintaining functionalities already operational unaltered; and by native availability of products for DTTV (Digital Terrestrial Television) in MHP standard.

The investment forms part of creation of the Telecinco Group's multimedia production centre, which will expand over time to include – alongside the content-management system – DTTV solutions.

"We are proud to have been chosen by the Telecinco Group, a very dynamic and constantly growing organisation. Our solutions are confirmed as being on the cutting edge in the international panorama and a benchmark for innovation projects concerning the new media of the future".

***TXT Polymedia**, a leading company in the supply of products and services for Multichannel Content Management and Interactive Cross-Media Services Management in the media & telco and E-government sectors, is 100% owned by TXT e-solutions (TXTS).*

***TXT e-solutions** (www.txt.it) is leader in Europe in products, services, and software solutions for Content Management and for Supply Chain Management. Listed in the TechStar and AllStar segments of Milan's Nuovo Mercato (TXTS), TXT employs more than 450 professionals. TXT has its registered HQ in Milan and offices in Genoa, Turin, Vicenza, Bari, Rome, Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), and London.*

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