

direct/ Escenic: Leading magazine publisher goes for major web investment

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Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [Escenic](#)

Oslo, January 26th, 2006: Hjemmet Mortensen AS, the leading magazine publisher in Norway, has chosen CMS provider Escenic to deliver a new concern-wide web publishing solution.

The new centralized publishing strategy includes a licensing model for the concern's 60 magazines in Norway, Sweden and Finland.

Per Håkon Fasting, Director, HM Interaktiv, "We are investing heavily in emerging markets and the development of new revenue streams. It was important to choose a secure, versatile publishing solution that will enable us to streamline our new online strategy."

"Included in our web strategy is the establishment of an entirely new department to manage the centralized online publishing solution for all 60 magazines. Escenic Media System will be the content channel powering this exciting new initiative, concludes Fasting."

"This contract has important strategic value for Escenic. Hjemmet Mortensen is a highly reputable international magazine publisher, creating an opportunity for new channels both domestically and abroad for us." comments Øyvind Ørbæk, CEO, Escenic".

About Escenic (www.escenic.com)

With an uncompromising commitment to quality, Escenic is the content management company of choice for over 300 sites worldwide. Escenic offers the pioneering vision, leading technology and strategic edge that enable businesses to thrive with their digital assets.

About Hjemmet Mortensen (www.hm-media.no)

Hjemmet Mortensen is one of the three largest magazine publishers in the Nordic market, and is the leading magazine publisher in Norway. The group publishes 60 titles in three countries; Norway, Sweden and Finland. Hjemmet Mortensen is owned by Egmont and Orkla Media.

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