

## direct/ Escenic: Aftonbladet Nya Medier Selects Next Generation Web Content Management System from Escenic

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Press release from: [Escenic](#)

Stockholm, May 5th, 2006: Aftonbladet Nya Medier has signed a contract with Escenic to rollout Escenic Media System for it's Web Content Management (WCM) solution. The new system will be employed for Aftonbladet.se and its numerous on-line services.

"User friendliness and flexibility for our platform and future innovations have been key factors for selecting our new Web Content Management solution. In Escenic we have found a development partner that shares our views on the future development and requirements of our industry. Together we will be able to further develop a winning solution for the future for both our on-line editorial staff, and our readers." comments Peter Frey, IT-manager Aftonbladet Nya Medier.

"Aftonbladet Nya Medier, being the largest and among the most innovative news-papers in Scandinavia, constitutes a strategic move forward for Escenic. In addition to being a valuable reference, Aftonbladet will be a highly important development partner for the advancement of smart ideas in Escenic product." comments Tom Skolbekken, Vice President Sales & Marketing Escenic.

About Aftonbladet Nya Medier ([www.aftonbladet.se](http://www.aftonbladet.se))

Aftonbladet Nya Medier is one of the market leaders in Europe with 7,5 million page views per day, and 8,4 million unique visitors per month. Aftonbladet Nya Medier is also very active in other digital media channels such as tele-text, TV, mobile, pda.

Om Escenic ([www.escenic.com](http://www.escenic.com))

With an uncompromising commitment to quality, and usability, Escenic is the content management company of choice for over 350 sites worldwide. Escenic offers the pioneering vision, leading technology and strategic edge that enable businesses to thrive with their digital assets.

For more information

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