

Active Publishing

A paradigm shift that increases readership and revenues



From traditionally **manual** tasks to **automated** processes.




From **static**, ordinary content to dynamic, **targeted** content.



From passive **content delivery** to active **content marketing**.



From a **generic** UI/UX to a **consumerized, personalized** UI/UX.



From **technical staff** implementing editorial and business decisions to **editors and marketers** implementing them directly.

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LITERATUM

ATYPON