

publishing



“The flexibility and reliability of 4D has been nothing less than astonishing.”



The Mirror

The Developer

Matrix Software, Manchester,
www.matrixsoftware.co.uk

The Client

Mirror Group Newspapers
– one of Europe's
largest newspaper groups

4D Solution

- 4D Server

Mirror Group Newspapers astonished by 4D's simplicity and user popularity

The Challenge

To reduce labour costs, improve reliability and hit production deadlines for the publication of soccer results and statistics.

Mirror Group Newspapers (MGN) is one of Europe's largest newspaper groups with a daily readership of 14 million people. They own a number of regional newspapers, each of which publish results of soccer matches and updated league tables. Among the many other statistics published are scorers' names, times of goals and match attendances.

MGN's need was for a centralised database to store these statistics and make them available in many formats for a range of regional newspaper titles.

The Solution

A user-friendly 4D application, which reads and collates electronic information and automatically generates final output.

The resulting system, running on a 4D Server with 10 clients, reads the information directly from the TV Teletext pages. Data can be entered manually for those soccer leagues not covered by Teletext.

Teletext is a text based information service which transmits information directly onto UK terrestrial TV sets. The information received is automatically put into database records. The 4D Server application exports data directly into QuarkXpress™ with styled tags, which are fully user customisable.

The Reward

Radically reduced productions costs, quick and reliable turnarounds and the elimination of information errors.

The 4D Server application has completely eliminated the need to manually enter and double-check huge amounts of statistical information.

Production times and costs have been radically reduced. The statistical data is double-checked before release by the BBC – a trusted and highly respected source.

“When Matrix proposed reading the data into the database from Teletext, I didn't even realise that such a thing was possible” said an IT consultant at MGN.

“The flexibility and reliability of 4D has been nothing less than astonishing, and the simplicity of the interface has proved to be very popular with the users.”

Yet another match winner for 4D!