

REPLATFORMING TO DRIVE RAPID DIGITAL PUBLISHING AND PAID PERSONALIZATION ON A GLOBAL SCALE

POLITICO

POLITICO delivers global news and information at the intersection of politics and policy. With a mission to sustain and grow nonpartisan political and policy journalism, POLITICO has one of the most robust and rapidly expanding rosters of journalists in the world.

CHALLENGE

With its sights set on global expansion, the team at POLITICO realized it was time to transition from an outdated, homegrown system to a modern content management platform. In order to improve editorial efficiency and better execute on its business strategy, POLITICO needed an extensible, multichannel, real-time publishing solution that could help it evolve in the fast-moving media industry.

With over 500 employees working around the clock, it was essential that stakeholders—both journalists and developers alike—had the freedom to operate self-sufficiently. To maintain a dominant position in subscription-based news, POLITICO sought a solution with integrated subscriptions management to drive paid personalization.

SOLUTION

The company's business strategy included expanding POLITICO's digital experience across three sites: the POLITICO site, POLITICO PRO, and POLITICO Magazine. With the Brightspot CMS, POLITICO can now:








- **Manage multiple sites** from one integrated editorial interface with a single content repository, enabling segmented and global growth.
- **Centralize and organize all media content** to provide enterprise-wide access and encourage the reuse and repurpose of shared content.
- **Take total ownership of the platform** with a flexible, open-development framework that the in-house development team can learn and continue to develop independently.

- **Manage subscriptions, licenses, and users** across POLITICO.com and POLITICO PRO within the same CMS platform while giving users SSO capabilities.
- **Expand coverage beyond Washington, D.C.**, to additional states and global markets thanks to the ability to launch new page and site experiences quickly and easily without developer assistance.
- **Use Amazon Web Services and the Beam cloud automation tool** to deliver high availability, low latency, rapid infrastructure change, and safe installation of Brightspot updates.

IMPACT

Brightspot gives POLITICO the editorial freedom that feeds creativity and the competitive edge that fuels the business side of news media. With Brightspot, POLITICO has achieved its global ambition: deliver customized content in real time to every user on any device.

KEY SITE FEATURES

-  Natively Multisite
-  Multichannel Publishing
-  Subscription and License Management
-  Single Sign-On Capabilities
-  Live Preview
-  Digital Asset Management
-  Modular Page Builder



190,000

ARTICLES MIGRATED
TO BRIGHTSPOT



300+

REPORTERS AND EDITORS
PUBLISHING CONTENT



26 MILLION

AVERAGE MONTHLY VISITORS



50 MILLION

PAGE VIEWS ON
ELECTION NIGHT 2016

BRIGHTSPOT

THE FASTEST PATH TO PREMIUM PUBLISHING