

COMCAST ETHERNET NETWORK SERVICE SUPPORTS LOCAL NEWSPAPER GROUP'S 2ND CENTURY



SITUATION

- The North of Boston Media Group, consisting of four daily and four weekly newspapers, covers northeastern Massachusetts and southern New Hampshire
- The *Eagle-Tribune*, its flagship publication, is its largest circulation daily.

CHALLENGE

- Help a prize-winning community resource with over 100 years' history thrive in the 21st century
- Manage time and money in a modernized production process

SOLUTION

- Comcast Business Ethernet Network Service

RESULTS

- Speed to meet daily deadlines
- Managed costs
- Modernized production for a respected news service

The North of Boston Media Group gets speed and savings from Comcast Business Services

THE NORTH OF BOSTON MEDIA GROUP AND COMCAST: HOW NEWSPAPERS STAY AHEAD OF CHANGE

The North of Boston Media Group, consisting of four daily and four weekly newspapers, can claim a proud journalistic history dating back to the mid-19th century. Over a century of change, the *Eagle-Tribune*, the Group's flagship newspaper, has earned community loyalty as a champion of the eastern Massachusetts economy, and gained the respect of its peers, including a Pulitzer Prize for news reporting and repeated recognitions as New England Newspaper of the Year.

The challenge facing these local papers are the same ones every media outlet faces: the age of the Internet and the 24-hour news cycle – ever-greater speed, better cost savings and streamlined production mean profitability and ongoing service for these papers and their readers. Comcast Ethernet Network Service is helping them build on their proud history.

COMCAST ETHERNET NETWORK SERVICE HELPS NEWSPAPERS EVOLVE TO STAY CURRENT

The North of Boston Media Group's network comprises other local papers including the *Eagle-Tribune*, *Salem News*, the *Gloucester Daily Times*, the *Daily News of Newburyport*, and the *Derry News* in New Hampshire. They have a central printing facility and combined production staff at the North Andover plant, but the papers have editorial and advertising functions in their local communities – requiring real-time speed. As John Gregory, Information Technology Director describes: "We implemented Comcast Ethernet Network Service to replace our bundled T1 lines with 10 and 20 Mbps lines. The expansion gave us larger bandwidth in-house at an affordable cost, and it made our network infrastructure simpler and more reliable. We put it in five locations, creating a sound and fast Wide Area Network that permits large graphic file moves from our local papers to a centralized printing facility. The pages flow more accurately than before, and that helps us to stay organized at the central printing facility."

The installation was "painless," Gregory continues, "Working with Security7, a third-party network specialist, and Comcast Business Services, resulted in a smooth cutover, no downtime and no interruption to printing and production." The additional bandwidth helps the organization move large photo files, process them for print, and catalog them for retrieval; and to eliminate old compositing and printing methods in favor of more flexible, cost-efficient digital printing processes.

COMCAST
BUSINESS

“Working with Comcast Business Services was awesome. The installation was smooth and well-organized, brisk and efficient. They were actually ahead of our deadline. What they’re offering sounds almost too good to be true. I feel like we’re on the forefront of our industry.”

*John Gregory
Information Technology
Director
North of Boston Media Group*

SAVINGS AND MODERNIZED METHODS HELP PRINT BECOME A 21ST CENTURY MEDIUM

Speed to meet daily deadlines, and bandwidth benefits

“The change to Comcast Ethernet Network Service was recent,” Gregory says, but “we can already see some speed advantages in terms of file transfers.” The additional bandwidth also supports the network’s VoIP telephony, and opens the possibility for replacing their outdated PBX technology.

Dollar savings over past service providers

Comcast Ethernet Network Service has helped the North of Boston Media Group group and its owners remain profitable as they continue their tradition of informing their readers. “We were able to eliminate our old business lines and manage costs,” Gregory affirms.

Modernized production for a respected news service

After over a century of service to their communities, the North of Boston Media Group papers stay current with the newest computerized methods for producing a traditional communications medium. “All the sites in our network use Ethernet Network Service,” says Gregory. “In the event of any interruption the switchover is automatic between them. Our users don’t see any downtime with it comes to Internet access.” He continues, “Working with Comcast was awesome. The installation was smooth and well-organized, brisk and efficient. They were actually ahead of our deadline. What they’re offering sounds almost too good to be true. I feel like we’re on the forefront of our industry. This makes us the big frog in the small pond.”

Leveraging the Cloud with the right infrastructure

Gregory says, “Comcast’s Ethernet Network Service allowed us to build a better infrastructure to support our business plans moving forward. Currently we are moving forward with an editorial cloud project that relies heavily on our Comcast services.”