

Naviga Global and Bonnier Media: Pioneering a Digital-First Future

► **Scaled Automated Print Production:** More than 50 Bonnier newspapers across Sweden and Finland are now live with automated print production powered by Naviga Flow, creating one of the most advanced automated print environments in the news media industry today.

► **High-Volume AI-Assisted Page Production:** Bonnier's production centers now automatically produce more than 9,500 newspaper pages per month using AI-assisted workflows and print automation, significantly increasing production efficiency while reducing repetitive manual layout.

► **Greater Operational Flexibility and Resource Optimization:** By modernizing workflows and streamlining print production processes, Bonnier has created greater operational flexibility while reallocating valuable editorial and production resources toward higher-value initiatives and digital growth strategies.



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In today's rapidly evolving media landscape, publishers are under increasing pressure to modernize workflows, improve operational efficiency, and balance the demands of print and digital audiences. For many media organizations, automation and AI-assisted production are becoming essential tools for supporting long-term sustainability and growth.

For Bonnier Media, one of the largest media houses in the Nordics, this transformation was a natural evolution. "Bonnier is a digitally mature news outlet," explained Pia Rehnquist, Business Area Manager for Bonnier News Local. "Fifty-five to sixty percent of our subscribers are digitally oriented."

Fully embracing digital tools on a larger scale, however, was a bold and ambitious move that required significant support and challenged convention. "I started this project years ago because I knew it was possible," Rehnquist recalls.

To bring this vision to life, Bonnier partnered with Naviga, a leader in content management solutions, to optimize workflows, leverage AI-assisted automation, and transform content production while reducing operational complexity and maintaining high quality.



“The average age for our print subscribers is 71. How could Bonnier continue to serve and respect its loyal print audience while also excelling as a media company for younger, digitally native readers?”

Pia Rehnquist

Business Area Manager
Bonnier News Local

The Pressing Need for Change

As a leading media powerhouse, Bonnier had been steadily acquiring smaller media entities across the region, expanding its portfolio and influence. However, this growth came with challenges.

Balancing traditional print operations with the demands of an increasingly digital audience was both costly and complex. While print remained an important revenue stream, demographic analysis revealed an aging readership. “The average age for our print subscribers is 71,” noted Pia Rehnquist.

This raised a critical question: How could Bonnier continue to serve and respect its loyal print audience while also excelling as a media company for younger, digitally native readers? To answer this question, Bonnier partnered with Naviga Global. With its expertise in content management and AI integration, Naviga brought two critical assets to the table: advanced publication planning and the tools necessary to support Bonnier’s bold digital transformation.



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The team realized that transitioning to digital was not simply about adopting new technology. As Benjamin Peetre, Senior Business Developer of Print for Bonnier News Local, stated, “It wasn’t just about pushing a button.” Rehnquist elaborated, “It has been a culture project involving changing workflows.”

This shift required far more than new tools—it demanded a reimagining of the company’s priorities, processes, and organizational culture. “It’s a big organization question,” Peetre said.

Naviga helped Bonnier with its organization question, aligning technology, human resources, and infrastructure.

Print Automation: A Game Changer

Naviga’s print automation tools have revolutionized Bonnier Media’s ability to manage its titles with agility and precision.

According to Benjamin Peetre, one of the company’s initial goals was to design a more flexible layout that could integrate AI seamlessly while ensuring reporters would not have to “worry about the length for print.”

Naviga’s design team took care of the technological coordination, so that the Bonnier team did not have to learn any complicated new software.

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Impressive Results: Rapid Title Launches and Labor Savings

The impact of Naviga's print automation platform on Bonnier News Local has continued to grow at scale. Today, more than 50 newspapers across Sweden and Finland are live with automated print production powered by Naviga Flow.

Today, Bonnier's production centers automatically produce more than 9,500 newspaper pages per month through AI-assisted workflows and print automation, increasing production efficiency while reducing repetitive manual layout work.

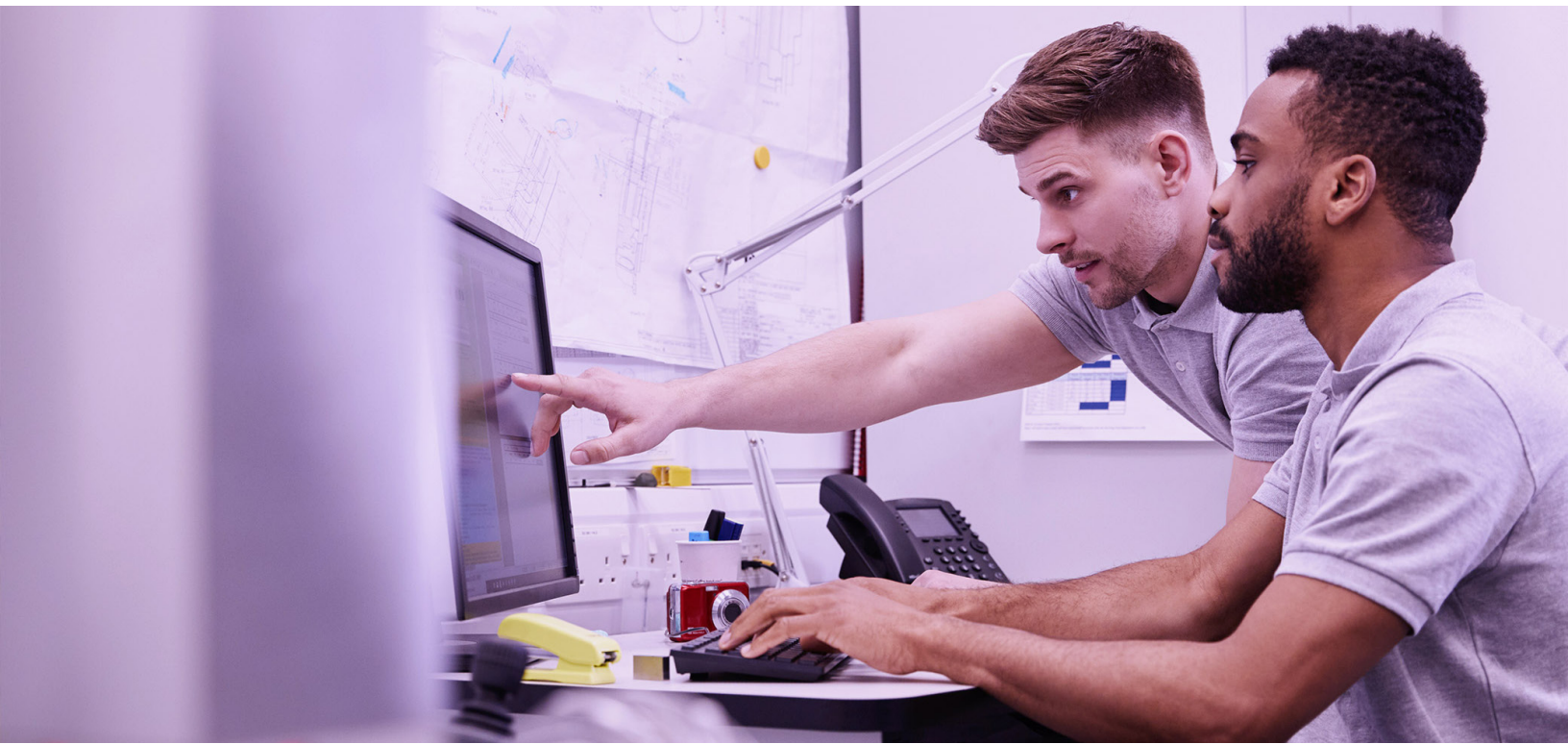
By modernizing workflows and streamlining production processes, Bonnier has created greater operational flexibility, supported its digital publishing strategy, and reallocated valuable editorial and production resources toward higher-value initiatives.

What began as an ambitious transformation project has evolved into one of the most advanced automated print production environments in the news media industry today.

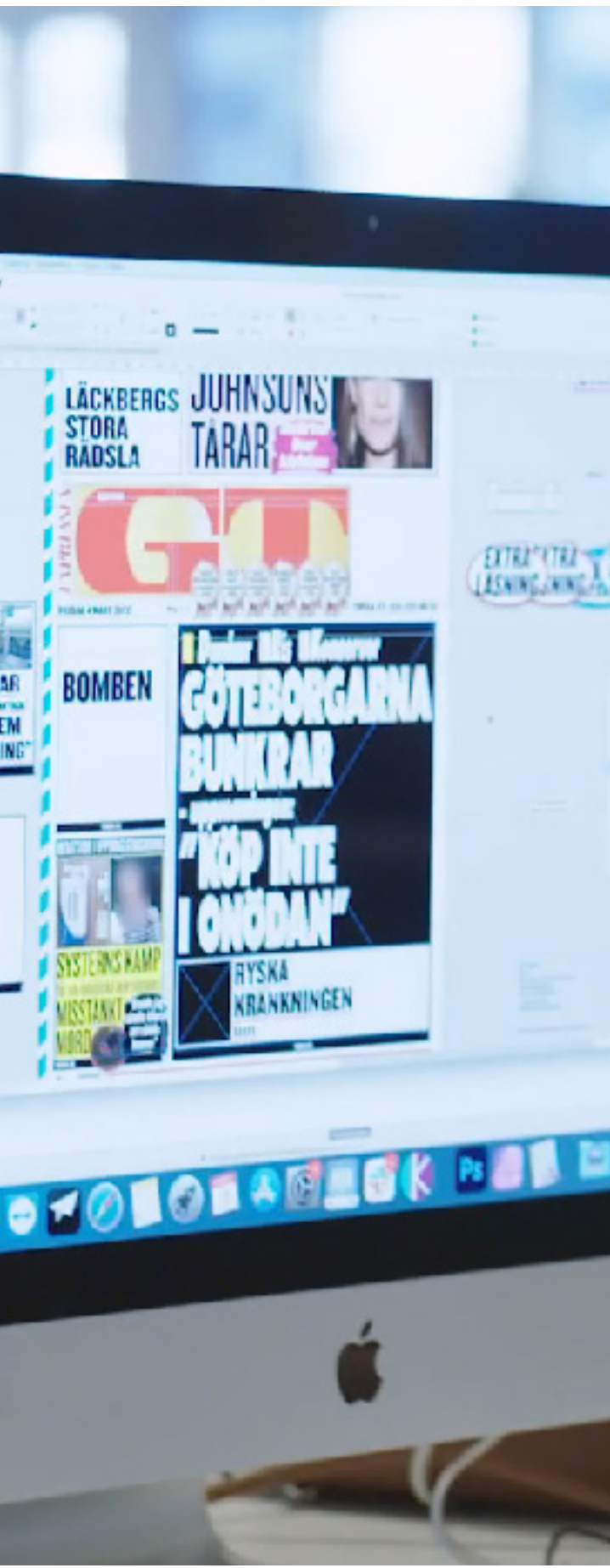
Cultivating Collaboration and Listening Closely to Client Needs

Naviga's approach to this project went beyond providing a suite of tools. The company invested time in understanding Bonnier's unique needs, conducting workshops with project teams to uncover any additional requirements and tailor the solutions accordingly. These workshops became platforms for open dialogue, enabling Naviga to anticipate Bonnier's evolving needs and refine their offerings accordingly.

As Karin Söderlund emphasized, Naviga places significant importance on "listening closely to see what a company really needs" and supporting them in meeting those goals.



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“Bonnier has been all in and really professional,” Söderlund said.

This collaborative ethos was critical for Bonnier. In fact, the seamless integration of AI into their workflows left some employees marveling at the sophistication of the automation. As one team member remarked, “How do I know if this page is automated or not?” This question highlights the seamless combination of human input and AI-driven processes, creating a result that is almost identical to work done solely by humans.

Advice for Others & Looking to The Future

The collaboration between Naviga and Bonnier serves as a model for media companies worldwide, demonstrating how technology, when strategically implemented, can transform traditional workflows into streamlined, digital-first processes. By embracing a digital mindset and leveraging Naviga’s tools and resources, Bonnier has gained a new level of agility and responsiveness in the face of challenges.

And there were challenges, but Naviga’s collaborative approach allowed the project to progress despite its size and complexity.

When asked for advice for others considering a digital shift with Naviga, Bonnier had valuable insights. Benjamin Peetre posed the question: “Now that we’ve got this superpower, how do we use it in the best way possible?”

Peetre said one of the key advantages of this “superpower” is scaling the project. “Our goal is for 70% of pages to be automated,” he noted.

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He also emphasized the importance of helping others avoid common missteps during such a large transition.

While the launch went smoothly, Benjamin acknowledged, “We shouldn’t have launched all the pages at the same time.”

His advice for those considering a similar shift is to plan early: “Think about the organization at the preliminary stages. Identify where work is being done and create a plan for what can shift to digital.”

Rehnquist explained that it can be hard to get journalists on board, but that if the narrative used to explain the shift is not working to

convince skeptics, it is important to thoughtfully consider how to “change the story.”

The team at Bonnier is also eager to share the insights they have gained, understanding that the road ahead can seem challenging. According to Rehnquist, media companies are “all in this together.”

As Bonnier Media leads the charge in digital-first production, it strengthens its brand while gaining new audiences. Its partnership with Naviga stands as a bold testament to the game-changing potential of cutting-edge technology and a client-focused approach.

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