The Tech Stack
for press publishers

Tools and techniques used by French press publishers
to produce, distribute and monetize information

Results of the 2024 survey

Note : This document was originally written in French and automatically translated into English by DeepL.

Contents

I. Introduction

What tools do French press publishers use to produce and distribute their digital content?

The "Tech Stack 2024" survey is based on responses from press publishers, and in particular from professionals using these tools: CTOs, editorial managers, product managers, marketing managers, etc.

Between their "in-house" tools and those supplied by an external service provider, they all manage a rapidly evolving technical panoply of licenses, developments, plugins, customizations and, of course, updates. In fact, the jargon "stack" aptly describes the spontaneous, iterative addition of solutions required by the evolution of technology and usage.

Producing content therefore involves a constant choice of resources. This study bears witness to the complexity of the task, given the immense range of possibilities.

In 2024, the Tech Stack will be held for the fourth time. It was created in 2021 by Marion Wyss, an online media professional specializing in subscriber acquisition strategies.

In 2022, Sciences Po joined the project, perpetuating the study with an annual update. Its content is of interest to both the School of Journalism, where students are trained in the use of digital tools, and Executive Education, where professionals on continuing education courses learn to think strategically in the right technological environment.

This is the case in several programs, such as the Executive Master in Media and Digital Management, and the Executive Master in Digital Humanities. More recently, in short programs focusing on current issues, such as AI or data protection.

The very principle of Tech Stack remains unchanged: consolidate all practices to present a complete overview, while guaranteeing each respondent the confidentiality of the solutions they use.

A survey fed by publishers

The "Tech Stack 2024" study is based on three questionnaires published online, accessible to respondents from September 30 to December 20, 2024:

- A questionnaire on **marketing** team tools
- A second on those of the Editorial team
- A final word on the **technical** team's options

All editors or technical, marketing and editorial team managers who wished to do so were able to answer questions directly on these forms.

The first phase of the analysis consisted in removing responses that did not describe Tech Stacks from media sites. In addition, we only retained responses submitted by :

- French digital media (in the sense of "publishing information online")
- qualified media personalities

We therefore excluded responses that did not meet these two criteria. On the other hand, we did not filter responses by media type or size. Thus, responses from groups with several hundred employees and those with a handful of journalists are treated with the same weighting.

We were then able to analyze the responses, to provide a dual approach to each tool cited: their market share among respondents (or coverage rate) and an assessment of their quality.
Each tool is rated by its user on a satisfaction scale from 1 to 10, according to the following grid:

Note 1: tool used for want of a better solution (for reasons of cost, lead time, availability, technical compatibility, etc.) but replacement by another solution is ardently desired by the respondent.

Grade 10: a reliable tool whose functionality fully meets the needs of the user, who is not considering replacing it.

It goes without saying that, from one medium to another, the scores attributed to the same tool vary according to a number of factors: nature of needs and level of requirement, size of site, overall consistency of solutions, and so on. On the other hand, aggregating the scores of all the tools performing the same function allows us to determine whether, in France, we feel well served by our CMS, datalake or mapping tool.

The questionnaire also included a free comment field to accompany the note. Some of these comments are quoted to enrich the study, while respecting the anonymity of the respondents.

As the last two years have been marked by the emergence of generative artificial intelligence, the survey also polled respondents on their use of so-called "AI" tools.

Last year, a general question on the use of Artificial Intelligence only enabled us to gauge the interest of software publishers in these solutions. In 2024, the focus is now on determining which AI to use, for what purposes and with what business objectives.

This year, you'll find a chapter dedicated to AI in each category, with :

- The most widely used AI tools
- Most frequent uses
- Enthusiasm and opportunities
- Reservations and limitations

Finally, at the end of each questionnaire, a single score was requested in response to this question: how would you rate the Tech Stack you use, from 1 to 10, in relation to your strategic objectives?

The participants

As the questionnaires were freely accessible, participants could answer as a group, with several titles, or as a single medium. Sometimes one person per group took part, sometimes several per title.

- Marketing questionnaire: 53 respondents representing 50 titles or groups
- For the Edito questionnaire: 47 respondents representing 46 titles or groups
- Tech questionnaire: 35 respondents representing 33 titles or groups

The logos of the main French titles or groups are reproduced below, to help you locate the respondents without going into an enumeration. The complete list of respondents is given in the introduction to each chapter.

This study is particularly relevant for describing the stacks of French market leaders, since 19 media in the ACPM TOP 30 responded.

Respondent profiles are varied, both in terms of media size and press family. Survey participants include :
- the majority of national daily press titles;
- some audiovisual media brands (radio, TV) ;
- magazine titles: general, business and entertainment weeklies;
- regional press groups: daily and weekly ;
- pure-players (websites without print versions);
- some trade press groups.

If we add up the audiences of each participating title, this study describes the Tech Stack behind nearly 5 billion monthly page views. Just imagine!

In accordance with the engagement to confidentiality made to respondents, all responses have been consolidated and processed anonymously. Specifically, we have analyzed the answers given, having previously masked the respondents' identities.

2024 survey respondents

Le Monde · LE FIGARO · ouest france · Le Parisien · L'ÉQUIPE

actu.fr · Alternatives Economiques · 20 minutes · BFM TV. · SUD OUEST

GROUPE ROSSEL · LA VOIX DU NORD · TF1 · PM PRISMA MEDIA · L'union

·contexte · Centre France · PARIS MATCH · l'Informé · Les Echos

Beaux Arts &Cie · RMC INFO TALK SPORT · infoprodigital · MEDIAPART · REWORLD MEDIA LEADING MEDIA GROUP

SCIENCE&VIE · france·tv · GRAZIA · Auto Plus · Pour la Science

Capital · GEO · CMI FRANCE · ELLE · Marianne

Gala · VALEURS · WHAT'S UP DOC? · NGPa ENSEMBLE, CULTIVONS DEMAIN · Soge média

QUE CHOISIR · CAUSEUR · aufeminin · hellowork · horyzon ideas, content & power

Libération · l'Humanité · Le Télégramme · L'EXPRESS · routard.com

Courrier international · Télérama · nice-matin · LA MONTAGNE · LA TRIBUNE PARTAGEONS L'ÉCONOMIE

marmiton · LA CROIX · TRIBUNE DE LYON · Challenges L'économie de demain est l'affaire de tous · Harvard Business Review

SCIENCES ET AVENIR · LA RÉPUBLIQUE DU CENTRE · corse matin · la Nouvelle République.fr · REUSSIR Nourrir votre performance

jeuneafrique · Le nouvel Economiste · 1Health · 60 millions de consommateurs · La Provence.

LES JOURS · brief.me · ebra GROUPE · MARSACTU · PARISTURF

euronews. · CONFLITS Revue de Géopolitique · Éditions du Journal de L'ASSURANCE · Le Journal des Entreprises · FRENCH MORNING

FemmExpat Expat Communication · LH LIVRESHEBDO · INFOTRAVEL Actualités, voyages, inspirations · RETRONEWS Le site de presse de la BnF · Reporterre Le média de l'écologie

Survey limits

This study does not compare sites, but Tech Stacks. Each respondent described a set of tools they use to produce, distribute and monetize information (their Tech Stack). This set applies to a single site or to several sites, or even dozens of sites, depending on whether it's a one-off project or, on the contrary, an industrialized version.

The equipment rate indicated for each tool corresponds to the presence of the tool, expressed as a percentage, among all the Tech Stacks described. Our calculations are based on the number of users, and are therefore more a reflection of professional choices than of actual market penetration (a tool may have only been mentioned once, but if it equips all the sites of a huge media group, then its market penetration would be gigantic!) In the end, what interests us is the human choice behind the solutions.

For a given tool category, if few media outlets have equipped themselves, the total number of solutions in the category may be less than 100%. Conversely, in cases where many media have chosen to use several tools in the same category, the total equipment rate may be higher than 100%.

The rating out of 10 is the average rating given by users of each tool. When a tool is not widely used, its name is mentioned, without indicating the rating of its user(s).

This survey does not establish a hit-parade or a ranking of tools. Rather, it lists references that are usually kept confidential, but which content producers have agreed to reveal. Tools are cited in the order that seems most relevant, sometimes by focusing on their coverage rate, sometimes by noting the ratings given to them by users.

Knowing which solutions are most widely used is relative information. Much more than a simple inventory of the most widely used or best-rated tools, the study offers the possibility of placing the choices made by a given medium in a wider context. Only a group photograph enables each individual to judge whether, in his or her own field, he or she is moving forward with the others, or whether he or she is on the sidelines, with options that belong to him or her alone.

A contradictory dynamic is added, which makes it impossible to consider any of the solutions used by a respondent as a fixed block:

- on the one hand, each of the teams (technical, marketing and editorial) working on a platform has its own activity that drives it to seek solutions based on its needs alone;

- on the other hand, tools and techniques, once installed in the digital world, tend, version after version, to expand their functionalities in order to better market their solutions by satisfying the demands of all teams.

This explains why some respondents had to work together to fill in a single questionnaire, while some sites or groups produced several responses, each covering only one of the fields: technical, marketing or editorial.

Technical note

In the (almost) silo-free business of the digital universe, it's impossible to believe that a technique or tool is used exclusively by one profession. The study does, however, classify tools into three major areas: Marketing, Editorial and Technical.

Categorizing professional qualifications into these fields is therefore not a definitive or stable breakdown of what are in any case changing names, but the authors of the study have prejudged it as follows:

Marketing: analyst, data scientist, subscription manager, partnership manager, digital advertising manager, UX path manager, etc.

Editorial: journalist, publisher, editor-in-chief, proofreader, editorial secretary, community manager, graphic designer, motion designer, editorial development manager, etc.

Technical: CTO, back and front-end developer, mobile developer, system and infrastructure administrator, project manager, architecture manager, SEO, cloud engineer, etc.

Responsibilities

The "Tech Stack 2024" study was conducted and processed under the responsibility of **Marion Wyss**, the initiator of its first edition, and **Florence Voirin Larosa**, Program Manager at Sciences Po Executive Education, accompanied by four industry professionals who each analysed, cross-referenced and analysed the results for each field:

Sophie Cassam Chenaï, Digital Director of the daily newspaper Le Parisien, was in charge of the "Marketing tools" area.

Sacha Morard, former CTO/CIO of Le Monde Group and now founder of the start-up Edgee, took care of the "Technical tools" chapter.

Laurent Suply, Product & Operations Director at Le Figaro, dealt with the "Tools for the editorial team" section, assisted by **Morgiane Achache**, Product Director.

Please note: these four professionals only had access to the anonymized results of the questionnaire, and were unable to link the answers they processed to the identity of the respondents.

II.   Needs and tensions

As in previous years, the first finding of this study is the considerable fragmentation of the sector. Competition is intense. Few tools hold firm leadership positions. In addition, many groups or sites create their own "in-house solutions" for reasons of cost, control of their environment, or to have exactly what they need. In short, while there is a certain ebullience, it does not compensate for the existence of areas where resources appear modest, and clearly insufficient (as shown by the rate of tool-by-tool equipment).

A wide variety of tools are available to provide functions that are central to the business: subscription management, CMS, editorial planning, analytics. In these areas, some fifteen different tools are cited by respondents. Conversely, five or fewer tools are named when dealing with certain areas such as paywalls or contribution managers.

The most popular tools

In all, 17 tools are cited by more than a third of respondents as being part of their Tech Stack, a sign of solid penetration of the French market.

The "nominees" on this list are :
- **Google Ad Manager** (Adserver) - team **66%** of respondents
- **Prolexis** (Correction) - **61**
- **AT Internet / Piano Analytics** (Analytics) - **58%**
- **Google Tag Manager** (Tag Management) - **57**
- **Didomi** (Consent Management Platform) - **53%** sales
- **Google Workspace** (Editorial planning) - **49**
- **Github** (Source code management) - **47**
- **Non.li** (Social networks) - **45%**
- **Flourish** (Infographic editorial) - **45%** - France
- **Jira** (Project Management) - **44%** - France
- **Poool** (Paywall) - **43%** - France
- **Canva (**editorial infographics) - **43%** - Canva (editorial infographics) - 43% - Canva (editorial infographics)
- **Stripe** (PSP) - **43**
- **Batch** (Push notifications) -
- **Looker** (Dataviz) - **38%** - France
- **Brevo / Sendinblue** (Emailing/CRM) - **34%**
- **Semrush** (SEO) - **34%** - France

A few deserted categories... and therefore discarded

Over the past two years, the authors of the survey have asked media groups to tell us which facial recognition, image authentication and reverse image search tools they use.

In all three categories, respondents indicated that they were (very) poorly equipped. We have therefore removed them from our survey.

We have also set aside our question about moderating contributions (comments, debates), as the answers we received often mixed technology and human teams, making their interpretation difficult to understand.

Finally, we've decided to leave out the live video stream cutting tools.

New categories studied

On the other hand, many new categories have appeared in our questionnaires.

Marketing questionnaire :

- Analytics mobile apps
- PSP
- Subscription landing page
- User feedback
- On-site engagement path
- Games
- SEO

Questionnaire Edito :

- Proofreading and editing assistance

Tech questionnaire :

- Front-end framework
- Back-end framework
- Mobile app language
- E-commerce solution
- Webperfs measurement
- Tag Management System
- Anti-robot, anti-crawler solution
- Database technology
- Single Sign On (SSO)
- Source code management and collaboration
- Project management

In-house solutions

In almost every field, content producers are moving away from off-the-shelf tools to produce their own technology in-house. But only in six areas does this option rank as the most widely used solution:

- CMS
- Live text tool
- Subscription landing page
- Games
- DMP/CDP
- SSO

In 2023, in-house solutions topped the podium in 4 categories:

- CMS, already
- Live text tools, again
- Contribution managers (comments, debates)
- Firewalls

Conversely, there were no in-house solutions in the following categories:

- Push notifications
- Publication on social networks
- SEO optimization tools
- Speech to text

Tools in trouble

As in previous years, some tool categories show a very low satisfaction rate:
- Subscription managers score an average of 6.1/10, which is the worst score, as every year.
- E-commerce solutions don't fare much better, with an average of 6.2/10.

On the other hand, a number of tools, which had a significant market share in 2023, no longer appear in the 2024 results. This is also the case every year. While some tools have simply disappeared, others seem to have lost interest as publishers have opted for competitors.

III.   Tools and techniques

A. Marketing tools

53 respondents to the marketing questionnaire were selected, representing the following 50 titles or groups:

1Health

20 Minutes

actu.fr

Alternatives Economiques

Bayard La Croix

Beaux Arts Magazine

BnF Partenariats (Retronews)

Brief Media

Link-Edit (Causeur / Revue Conflits, etc.)

CMI France (ELLE, Marianne, Franc-Tireur, Télé 7, etc.)

EBRA

Editions Croque Futur (Challenges, Sciences et Avenir)

Éditions du Journal de l'assurance

Euronews

Groupe Centre France (La Montagne, etc.)

NGPA Group (La France Agricole, etc.)

Groupe Nice-Matin (Var-Matin, etc.)

Prisma Media Group (Capital, Geo, Business Harvard Review, etc.)

Reworld Media Group (Marmiton, Aufeminin, Grazia, Doctissimo, etc.)

Rossel Group (La Voix du Nord, Paris Normandie, etc.)

Groupe Sud Ouest

Infopro Digital

L'Équipe

L'Humanité

The New Republic

La Provence

La Tribune

Le Figaro (Gala, etc.)

Le Journal des Entreprises

Le Monde (and Le Monde in English)

Le Nouvel Economiste

Le Parisien

Le Routard

Le Télégramme

Les Echos

Les Jours

Release

Livres Hebdo

Marsactu

Matchem (Paris Turf, etc.)

Ouest-France

For Science

Reporterre

SUCCESS

RMC / BFM

Sogemedia (17 PHR titles)

Télérama

TF1

UFC-Que Choisir

Valmonde (Valeurs Actuelles, etc.)

Web analytics

- Average rating: **7.3/10**

Analytics tools are now mature with a good level of satisfaction, as they meet the essential needs of the media: measuring and certifying audiences, guaranteeing RGPD compliance and providing customized dashboards to drive performance. The CNIL's questioning of Google Analytics has encouraged the emergence of alternative solutions that are intuitive, scalable and adapted to privacy issues.

Solutions

Solution	Equipment rate	Note
AT Internet / Piano Analytics	58%	7,5/10
Google Analytics - Free version + 360°	23%	6,6/10
Chartbeat	17%	7,7/10
Wysistat	11%	7,3/10
Marfeel	11%	7/10
Also mentioned: Matomo, 🏠 In-house solution, Adobe Analytics	-	-

Please note

- 47% of respondents use at least 2 analytics solutions, which often complement each other, giving them a complete, certified view of user data and real-time editorial control.
- We have combined the statistics for the free and paid versions of Google: the free version is still used by 75% of respondents.
- A new expectation would be to be able to measure media analytics on external platforms that are increasingly strategic in video and audio (CTV, audio platforms...).

A few comments

"Our main needs are covered: measuring interactions and building effective monitoring dashboards in an easy-to-use tool."

"The complementary nature of our tools means that we are ACPM-compatible and can provide real-time monitoring for editorial staff.

"Minus: the tools would benefit from being more business-oriented".

Analytics Mobile applications

- Average rating: *6.8/10*

Analytical solutions specialized in mobile applications enable the media to go further in understanding user behavior, improve satisfaction, maximize retention and optimize acquisition marketing campaigns to sustain downloads. Some solutions also offer a market view, enabling users to compare themselves with other mobile applications in their market and optimize their ASO (App stores optimization) by improving their presentation in the stores, the keywords used...

Solutions

Solution	Equipment rate	Note
Adjust	19%	7,4/10
Piano Analytics	8%	8/10
Flyer Apps	8%	5,5/10
App Annie	4%	5,5/10
Firebase	4%	7/10
Also mentioned: 🏠 In-house solution, Adobe Analytics, AppTweak, Appfigure, Mix panel, Piwik pro	-	-

Please note

- The tools are perceived as rather expensive and a little complex to use
- They offer precise data dedicated to the Mobile App, complementary to web data, but which must be successfully consolidated.
- 45% of media are not yet equipped with this type of tool.

A few comments

"These tools offer a variety of statistics available for mobile Apps."

"Some are dedicated to tracking paid campaigns in mobile Apps and others allow you to drive analytics and ASO."

Subscription manager

- Average rating: *6.1/10*

Since subscription is at the heart of many publishers' business models, it's vital that they equip themselves with the right management and tracking tools. Numerous players are present in this market, where expectations are high, but satisfaction isn't really there, as the main print solutions are still poorly adapted to the web.

Faced with this lack of an effective solution, several publishers have developed their own in-house solutions, but are only moderately satisfied with the results. Migrations to new tools are underway, but it's still too early to share the results.

Solutions

Solution	Equipment rate	Note
GLI / Ediis / Magellan	26%	5 /10
TBS - Mahalo / Aboweb / Dialog	19%	6,7 /10
🏘️ In-house solution	17%	6,7 /10
Salesforce	8%	6,8 /10
Zuora	4%	7 /10
Also mentioned: Chargebee, Stripe billing, Majorel, Advantage CS	-	-

Please note

- The sector is subject to strong external competition: 17 suppliers are cited.
- Scores remain low on these tools: the lowest average is achieved in this category, despite an improvement on 2023.

A few comments

"Solution made for print and aging interface."

"Stable but completely has-been, especially for Web subscriptions"

"Little product evolution and print logic still predominant".

PSP (Payment Service Provider)

- Average rating: **7.3/10**

Choosing a Payment Service Provider (PSP) is a strategic decision for any company. It has a direct impact on payment management in terms of reliability, security and cost. But its role goes much further: it also influences the user experience, thanks to the payment options offered and the fluidity of the payment experience. A PSP can also become a valuable ally in improving subscriber retention. For example, by automating payments or automatically updating credit card information, it can reduce subscription interruptions and boost user satisfaction.

Solutions

Solution	Equipment rate	Note
Stripe	43%	7,8 /10
🏠 In-house solution	8%	6,5 /10
Payzen	8%	8,3 /10
Payline / Monext	6%	6,3 /10
Verifone	4%	5,5 /10
Also mentioned: Slimpay , Hipay, Ayden, uptopay, Gocardless, Ingenico wordline, Lyra collect, Novius, Ogone, Stancer, uptopay, system pay...	-	-

Please note

- The sector is subject to strong external competition: 20 suppliers are cited
- The overall quality of the tools is quite good. The difference lies in all the payment options and retention solutions on offer.

A few comments

"Very good support, very responsive and very efficient solution."

"Basic & functional

"Easy and reliable integration, secure service, all payment methods are offered including split payment and Apple Pay."

Subscription landing page

- Average rating: **6.5/10**

The page presenting subscription offers must integrate seamlessly into the user experience, from check-in to check-out. It must be connected to the subscription manager to guarantee optimal management. Designed for marketing teams, it must enable them to rapidly adapt offers, designs, templates and prices in complete autonomy, without depending on technical teams, who are often constrained by deadlines.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	42%	6,7 /10
Qiota	13%	7,3 /10
Unbounce	8%	5,5 /10
Poool Engage	6%	7,3 /10
Wordpress	4%	4,5 /10
Also mentioned: Novius, Webflow, Netfull, Mailmunch	-	-

Please note

- In-house solutions are still the preferred choice. They enable us to control the subscription process and optimize it as much as possible.
- The issue of ease of creation, deployment and measurement of courses (tests, marketing offers) is at the heart of the publishers' problematic. They need available teams, or an external tool that can offer greater flexibility and responsiveness.

A few comments

"Tailor-made in-house solution, but as soon as we want to modify something, it's development to put in place."

"We need customizable / programmable templates".

"We want to easily change the marketing offers proposed according to customer journeys."

Sending newsletters

- Average rating: **7.1/10**

Newsletters are an essential lever for building loyalty among a committed audience. Editors need to be able to rely on templates that are easy to use, customizable and adaptable to their needs. Good routing quality is just as crucial to guarantee excellent deliverability and maximize message reach. In addition, a clear and accessible dashboard, enabling real-time performance monitoring, is essential for measuring performance. Many solutions are available to the media to meet these expectations.

Solutions

Solution	Equipment rate	Note
Brevo (ex-Sendinblue)	34%	6,9 /10
Ownpage (Qiota Group)	19%	7,6 /10
Selligent	17%	7,3 /10
Mailchimp	13%	6,9 /10
Mailjet	9%	5,6 /10
Also mentioned: Adobe campaign, Actito, Imagino, 🏠 In-house solution	-	-

Please note

- A rather fragmented sector, with some twenty tools cited.
- The tools used also vary according to use (newsletters, CRM campaigns, etc.), with more than one respondent in 3 using at least 2 tools.
- Mobile compatibility and unsubscribe management are also must-haves.

A few comments

"Simple and functional, easy to get to grips with when writing."

"We use 2 tools: one for editing and sending newsletters for the editorial department, and the other for transactional emailings for the marketing department.

"Very simple and flexible in its use, allows good creativity in templates. Good deliverability."

User feedback

- Average rating: **7.3/10**

The user feedback tool is essential for measuring, in real time, the satisfaction and loyalty of readers, customers or users. It is expected to be fast, affordable and ideally connected to other marketing tools, enabling audiences to be targeted effectively. Versatile, it is often used by different departments within a company, such as marketing, product, editorial or research.

Solutions

Solution	Equipment rate	Note
Typeform	21%	7,6 /10
Qualifio	15%	7,5 /10
SurveyMonkey	11%	7 /10
🏠 In-house solution	6%	7 /10
Skeepers	6%	7,3 /10
Also mentioned: Hotjar, Gravity Form, Tally, Satisfactory	-	-

Please note

- Value for money is important for this tool, which comes on top of all the basics in the technical stack.
- There is no solution dedicated to the media or customized to the needs of the media, linked to current events for example.

A few comments

"A powerful tool that collects feedback, historizes data and leverages it to create segments."

"We need a simple tool to launch voice-of-customer evaluations (surveys, NPS...)".

"Not always available in mobile Apps".

CMP

- Average rating: **7.6/10**

The CMP (Consent Management Platform) tool is now mandatory to manage the collection and processing of user consents for personal data, in compliance with regulations such as the RGPD (General Data Protection Regulation) controlled by the CNIL. Expectations are to have a tool that manages cross-device consent (web, apps, Ctv...), complies with media regulations and doesn't penalize the site's technical performance, which is a stake for the audience.

Solutions

Solution	Equipment rate	Note
Didomi	53%	7,5 /10
🏠 In-house solution	11%	7,3 /10
Axeptio	6%	8 /10
TrustCommander	4%	9 /10
Lemon tart	4%	7,5 /10
Also mentioned: Sourcepoint, Sirdata, SFBX, Piwik pro	-	-

Please note

- The CMP is the tool that was put in place with the arrival of the RGPD and must adapt to be compatible with all platforms and take into account changes in legislation.

A few comments

"Easy to implement, efficient solution that takes into account changes in legislation".

"Areas for improvement are the clarity of statistics, optimized integration to improve webperf and customization options, which are few and far between."

Paywall

- Average rating: **7.5/10**

Paywall tools optimize the monetization of content through subscriptions by adapting user paths to the specific needs of each audience. Thanks to segmentation, dynamic paywalls, design personalization and simplified integration, these tools help publishers maximize subscriber recruitment and develop digital revenues.

Solutions

Solution	Equipment rate	Note
Poool Access	43%	7,6 /10
🏠 In-house solution	25%	7,5 /10
Qiota	25%	7,3 /10
Purchasely	15%	7,8 /10

Please note

- Few actors present, but all rated highly
- Strong requirements for template flexibility, analysis reliability and results visualization.

A few comments

"Marketing teams' autonomy over the tool, support team's responsiveness, easy-to-modify design, expertise and support. Statistics could be improved"

"A lot of customization possible but requires regular technical developments to be able to use all the features".

"We're really starting to gain in autonomy when it comes to managing paywalls".

On-site engagement user journeys

- Average rating: **7.5/10**

On-site engagement path tools enable publishers to increase interaction with their users through a variety of widgets (banners, sign-up forms, pop-ups or landing pages) that are displayed to targeted audiences within their journey on the site or mobile apps. By engaging readers interactively and with advanced segmentation and targeting features, these tools help to increase sign-ups, promote subscriptions and improve retention.

Solutions

Solution	Equipment rate	Note
Poool Engage	23%	7,9 /10
🏠 In-house solution	19%	7,3 /10
Qiota	11%	7,5 /10
Get Site Control	6%	7,3 /10
AB tasty	6%	7 /10
Also mentioned: Batch, Site (Selligent), Mailmunch, Insider	-	-

Please note

- Engagement tools are not yet a must-have for publishers, as 38% of them are not yet equipped.
- The tools must be easy to deploy and use, and facilitate results-based management.
- Existing solutions are appreciated because the category rating is good.

A few comments

"The tool is easy to use and the teams are responsive."

"Ease of use, varied functionality and good value for money"

"The in-house solution lacks results management".

PDF reader

- Average rating: **6.7/10**

Consulting digital versions of newspapers remains a widespread practice, often integrated into publishers' subscription offers. In general, the digital version is published before the newspaper hits the newsstands. This proactive approach, announced to readers by push notification and e-mail, provides them with privileged access to information and encourages a regular rendezvous that maintains their engagement. A great deal of progress has been made to improve the comfort of reading a newspaper on screen.

Solutions

Solution	Equipment rate	Note
Milibris	25%	6,5 /10
Twipe	17%	7,1 /10
🏠 In-house solution	13%	7,3 /10
Immanens	13%	6,5 /10
Mymozzo Forecomm	6%	8 /10
Also cited: Calaméo, Adobe Digital Editions, iBooks, Liseuse de Melody (Demain un autre jour)	-	-

Please note

- Solutions that are part of the basic contract with the customer, but not very popular
- The tool's stability is one of the primary qualities expected; additional functionalities are "pluses".

A few comments

"Not a very flexible but stable solution".

"Lack of features for advanced stats tracking".

"Product reliability, good solution but costly upgrades".

Adserver

- Average rating: **7.3/10**

The Adserver plays a central role in the digital advertising ecosystem, enabling the efficient management, delivery and tracking of advertisements. It is often chosen and operated by publishers' advertising agencies. Two players dominate the market.

Solutions

Solution	Equipment rate	Note
Google Ad Manager	66%	7,1 /10
Smart AdServer	32%	7,2 /10
Xandr	6%	7,7 /10
FreeWheel	6%	8,7 /10
🏠 In-house solution	2%	9 /10
Also listed: pubstack, don't know, Teads, Revive	-	-

Please note

- 30% of publishers use two adservers (versus 20% in 2023).
- GAM and Smart AdServer retain their leading market positions - although GAM has not evolved on the monetization of non-consensual inventory.
- As the tool is most often used/managed by the advertising network, many publishers don't have enough information to judge the relevance of these tools, which are nonetheless key to monetization.

A few comments

"Powerful in terms of distribution and precise in terms of data feedback. Autonomy for business teams".

"Does not monetize non-consensual"

"Managed by the Régie, it's difficult for us to judge the quality of the services offered".

Contribution Manager

- Average rating: *6.6/10*

Commenting on an article allows readers to share their opinions and exchange with the community. With social networking, this practice has become commonplace. However, the diversity of reactions makes moderation essential to ensure constructive discussions and avoid damaging the quality of your content.

Solutions

Solution	Equipment rate	Note
Netino by Webhelp	26%	6,6 /10
🏠 In-house solution	15%	5,8 /10
Bodyguard.ai	4%	8,5 /10
Also mentioned: Agorapulse, Logora for debates, Atchik	-	-

Please note

- A high proportion of publishers are still not equipped: 45% do not use a contribution moderation solution.
- Netino is now the most widely used solution (26% of publishers vs. 6% last year).
- Different needs between on-site moderation, network moderation and community animation, which encourages multi-tooling
- Note the integration of AI in moderation solutions

A few comments

"Good use of AI, even if there is room for improvement".

"Responsive teams but the technical interface is getting old"

"Little monitoring, we're no longer talking about legal obligations and the quality of life of community managers".

Push notifications

- Average rating: **7.7/10**

Push notifications are an effective way of informing users of a mobile application or site in real time, providing information and encouraging reader engagement. They are audience generators, but it's crucial to control their use so that they remain a value-added service and don't annoy readers.

Solutions

Solution	Equipment rate	Note
Batch	42%	8,1 /10
OneSignal	8%	7,2 /10
Brevo (formerly Wonderpush)	6%	7,3 /10
Firebase	4%	7 /10
Airship	4%	5,5 /10
Also cited: Adrenalead, Insider, 0, 0	-	-

Please note

- 30% of respondents are not equipped with a push notification tool.
- A wide variety of uses: the most "advanced" editors are looking for easy interfacing with CMS and CRM tools, segmentation facilities, etc., while the most modest expect simple handling for editing. While more modest editors expect above all a simple user interface.

A few comments

"Positive points: power, speed, ease of use and interfacing with our CMS, CRM and targeting solutions."

"We suffer from the lack of resources allocated to properly manage all our applications, editorial activity and marketing scenarios".

Data visualization

- Average rating: **7.3/10**

Data visualization simplifies the visual presentation of complex data, making it easier to understand, analyze and make decisions. Its usefulness extends to all levels of the enterprise, and is reflected in the high level of use.

Solutions

Solution	Equipment rate	Note
Looker (Google Data Studio)	38%	7,2 /10
Table	19%	7,2 /10
Power BI	17%	7,6 /10
Qlik	15%	6,6 /10
🏠 In-house solution	9%	8,2 /10
Also mentioned: Mahalo Insight (TBS), Salesforce analytics, Superset, Rshiny	-	-

Please note

- 26% of publishers use several data visualization tools, while 21% are not yet equipped.
- This can be explained by the diversity of "types" of tools on the market: tools that are easier for teams to master, or tools that enable greater integration of data… There is a lack of a tool that meets the needs of all teams.

A few comments

"More flexible and simple to administer."

"Interfaces with many data sources and is a very good data centralizer and organizer".

"What a cumbersome set-up!

A/B

- Average rating: **6.7/10**

Marketing, product and editorial teams are constantly thinking about how to optimize sites for readers. A/B testing tools make it possible to submit different versions of pages to the public in order to identify the one that performs best. The advantage is often that this can be done autonomously, without adding to the workload of technical teams.

Solutions

Solution	Equipment rate	Note
AB Tasty	19%	7,4 /10
Kameleoon	17%	6,8 /10
Contentsquare	9%	4,6 /10
🏠 In-house solution	6%	7,3 /10
Qiota	2%	7 /10
Also cited: Insider, Convert.com	-	-

Please note

- The equipment rate remains moderate: 1 publisher in 2 is equipped.
- Tools that are sometimes misused to replace developments
- Uses still restricted by identified webperf impacts, cost considerations or lack of human resources

A few comments

"A tool for agile operation of diversified tests".

"Small vigilance on page loading time".

"Good tool for speeding up AB testing, but requires certain technical skills".

Games

- Average rating: **6.5/10**

Gaming solutions attract and hold users' attention, increasing traffic and time spent on the site. Coupled with personalization and gamification features, they can also be used to collect user data, build audience loyalty or even promote subscriptions.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	13%	5,3 /10
RCI	11%	7 /10
Gamify	9%	7 /10
Qualifio	6%	7,3 /10
Also cited: Insider, Convert.com	-	-

Please note

- 64% of publishers are not equipped.
- It's the "in-house solutions" score that pulls the sector average down.
- Vendors point to a lack of innovation; CRM approaches becoming more widespread

A few comments

"Stable but basic tool, lacks innovation."

"Adds a CRM layer to casual gaming".

DMP/CDP

- Average rating **6.9/10**

A DMP (Data Management Platform) and a CDP (Customer Data Platform) are tools used to collect, organize and activate data from audiences or customers. They are generally used to target recipients in advertising campaigns and improve personalization and engagement in the customer experience.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	9%	7,4 /10
Permutive	6%	7 /10
Imagino	6%	6 /10
Google Marketing Platform	6%	7,7 /10
Adobe Audience Manager	4%	9 /10
Also mentioned: Adobe Audience Manager, 1PlusX, Weborama, Sirdata, QINTESSENCE	-	-

Please note

- 55% of respondents are not yet equipped with a DMP/CDP, and integrations are not yet finalized or complete.
- Advertising issues correctly addressed, but questions remain about CRM impact

A few comments

"Extremely high segmentation possibilities that largely meet advertising challenges."

"The impact on the recruitment of new subscribers can still be optimized".

Datalake

- Average rating: **7.6/10**

The datalake is the centralized tool for storing massive volumes of data of all types in a centralized storage repository. In the race for data, editor teams can then explore and analyze this goldmine to better understand users and target their expectations.

Solutions

Solution	Equipment rate	Note
Google Big Query	23%	7,9 /10
Snowflake	13%	7 /10
Amazon S3 / Redshift	11%	7 /10
🏠 In-house solution	6%	8 /10
Microsoft Azure SQL/Synapse	6%	8,3 /10
Also mentioned: Managed by IT, GCP including big query, Cloudera on premise, 0	-	-

Please note

- The equipment rate is low: only half of respondents are equipped with a Datalake.
- Publishers who use a datalake are quite satisfied, as the scores are quite high.

A few comments

"Quick to learn, technology mastered by all data developers, costs optimized".

"Our Data Sciences teams are able to exploit a large set of data to segment our readers and build predictive models (engagement matrices, anti-churn models, etc.).

"The challenge for us now is to collect even more data and build personalized 360 activation routes."

SEO

- Average rating: **7.8/10**

SEO tools are essential for optimizing the visibility and performance of publishers' websites. There are different types of SEO tools: 1) Site crawl and log analysis tools, to identify technical problems that could affect SEO 2) Keyword position tracking tools, to monitor the performance of targeted keywords to optimize positioning in search results. 3) Content optimization tools to identify high-potential subject opportunities.

Solutions

Solution	Equipment rate	Note
SEMrush	34%	7,3 /10
OnCrawl	23%	7,9 /10
ScreamingFrog	17%	8,3 /10
YourTextGuru	11%	8,3 /10
Semji	9%	7,6 /10
Also mentioned: Botify, Monitorank, Google Search Console, Similarweb	-	-

Please note

- A multiplicity of tools reflecting the multiplicity of needs, both technical and editorial (position tracking and editorial assistance): 37% of respondents are multi-equipped.
- The category with the highest score
- Editorial tools are appreciated when they are easy to use for editors, and easily integrated with CMS, but some require a lot of analysis time to be useful.

A few comments

"Great tool but hard to get to grips with".

"Lack of a SIMPLE tool to help editorial offices track positions effectively".

"Performants enables us to detect anomalies, optimize our indexing and improve our performance.

Rating trends

	Tech Stack 2022	Tech Stack 2023	Tech Stack 2024
	Average score /10		
Web analytics	7,1	6,7	7,3
Analytics mobile apps	Not studied	Not studied	6,8
Subscription manager	5,6	5,8	6,1
PSP	Not studied	Not studied	7,3
Subscription landing page	Not studied	Not studied	6,5
Sending newsletters	6,7	6,7	7,1
User feedback	Not studied	Not studied	7,3
CMP	7,3	7,3	7,6
Paywall	7,1	6,9	7,5
On-site engagement path	Not studied	Not studied	7,5
PDF reader	6,5	6,7	6,7
Adserver	6,6	6,6	7,3
Contribution Manager	7,5	6	6,6
Push notifications	7,7	7,1	7,7
Data visualization	7	7	7,3
A/B testing	5,9	6,8	6,7
Games	Not studied	Not studied	6,5
DMP/CDP	7,1	6,3	6,9
Datalake	7,5	7	7,6
SEO	Not studied	Not studied	7,8

Use of AI by marketing teams

Press responses from digital marketing professionals reveal an emerging but growing use of artificial intelligence (AI). Out of 53 respondents to the marketing questionnaire, only 15 say they don't use AI at all. This means that over 70% of our respondents use AI tools in some way in their work! Last year, only 60% of respondents indicated that they were involved in projects with this technology.

AI tools are mainly used for optimization, productivity and innovation purposes, although their integration remains largely at the experimental stage for some players. While enthusiasm for the opportunities offered is palpable, reservations remain about the maturity of tools and data management.

Most frequently used AI tools

1. **ChatGPT (OpenAI**):
   - Frequently cited for writing, syntheses, text analysis, idea generation and meeting summaries.
   - Used for marketing purposes (offer wording, taglines, emailing, newsletter subject lines).

2. **DALL-E and MidJourney**:
   - Image creation and enhancement.

3. **Claude AI (Anthropic)** and **Perplexity AI**:
   - Occasional use for analysis, quick searches and basic content generation.

4. DeepL :
   - Translation and adaptation of texts for marketing purposes.

5. **Infogram and internal tools** :
   - Data visualization and dataviz.

6. **Google Cloud Platform (GCP**):
   - Targeting and segmentation algorithms for subscriber recruitment and loyalty.

Most frequent uses

1. **Copywriting and content production** :
   - Writing posts for social networks, personalized newsletters, and job descriptions.
   - Automatic content production (e.g. reports, presentations, report summaries).
   - Transcription of interviews and production of texts based on discussions.
   - Content recommendation

2. **Optimization and productivity gains** :
   - Suggested subject lines for emailing campaigns.
   - Subscription marketing (target-based subscription arguments, etc.)
   - Automation of customer service responses.
   - Paywall design.
   - Code production.

3. **Data analysis and processing** :
   - Collect, analyze and exploit data to create graphs or carry out marketing segmentations.

4. **Editorial experiments** :
   - Indexing of editorial databases.
   - Content segmentation.
   - Game creation.
   - Discover audience optimization.

5. **Visual creation and media** :
   - Design visuals for marketing campaigns or content.
   - Audio and video content enhancement.

Enthusiasm and opportunities

1. **Productivity gains** :
   - The simplification of repetitive tasks and the optimization of processes are unanimously recognized.
   - Improved marketing strategies thanks to increased personalization and AI-based content recommendations.

2. **Innovations to explore** :
   - Ongoing tests suggest a potential not yet fully exploited, notably for game design, social strategy and advanced automation.

3. **Supporting editorial strategies** :
   - Projects for ultra-personalized newsletters and integration of contextual content.

Reservations and limitations

1. **Tool maturity** :
   - Some professionals believe that AI is still at the experimental stage, and that its uses have yet to be industrialized on a large scale.

2. **Non-centralized data** :
   - We need to think carefully about how to guarantee access to complete, reliable and unified data before fully integrating AI.

3. **Clarifying frames of use** :
   - Internal regulation and the definition of AI usage policies remain strategic issues awaiting resolution.

4. **Occasional or basic use** :
   - For many, the use of AI is still limited to simple tasks (translations, syntheses) and does not yet have a massive impact on their activities.

Overall satisfaction with the marketing stack

For this final part, 3 questions were asked:

- Would you say you're missing a tool to help you achieve your goals?
- Finally, how would you describe the fit between your marketing stack and your strategy? *Score out of 10*
- Explain why

- Average rating: **7/10**

Given the overall average of 6.4/10 in previous years - which included the 3 categories Tech, Edito and Marketing - marketing team respondents are generally satisfied with their marketing stack. Many feel that their current tools meet their essential needs, but often regret not being able to exploit them to their full potential.

Smaller publishers say they are satisfied with their "all-in-one" solutions, while more advanced publishers regret that certain tools are lacking to fine-tune their marketing strategy.

In-house solutions are sometimes in high demand, sometimes in short supply.

Main needs expressed :

- Modern CRM for a 360° view of the customer.
- Tools to centralize and exploit data efficiently (datalake, analytics, BI).
- AB testing and personalization of marketing campaigns for greater finesse.

Main obstacles identified :

- Budget limits and constraints on tool costs.
- Under-utilization of existing tools due to lack of training or in-house skills.
- Stack sometimes too complex or ill-adapted (multiplication of tools, poor synergy).

A few comments

"We need a single tool that combines product analytics and ACPM-certified analytics".

"Our analytics data is still a little too scattered via different tools, which slows us down in activating high-performance marketing scenarios."

"Most tools are ok. The issue is more one of getting to grips with these tools, training them, feeding them, configuring them and stacking them."

"Rather, the challenge is to make good use of existing tools."

"We're satisfied overall, but the sheer number of tools can create inconsistencies (analyses) and impacts on our webperf. The multiplication of tools generates longer processing times."

"Everything in-house turns out great, it's less convincing on the qq off-the-shelf tools we use."

"We still do too much ourselves".

B. Editorial team tools

47 respondents to the Edito questionnaire were selected, representing the following 46 titles or groups:

20 Minutes

60 Millions de consommateurs	Jeune afrique media group	Livres Hebdo
actu.fr	L'Express	Marsactu
Beaux Arts & Cie	L'Humanité	NGPA
Brief Media	The Informed	Nice-Matin
Challenges	The union	Ouest-France
CMI France	Groupe Centre France (La Montagne, etc.)	Paris Match
Le Routard	La Voix du Nord	For Science
Euronews	Le Figaro (Gala, etc.)	Reporterre
Expat Communication	Le Journal des Entreprises	SUCCESS
France Télévisions	Le Monde	Reworld Media Group (Marmiton, Aufeminin, Grazia, Doctissimo, etc.)
French Morning	Le Parisien	
Groupe Sud Ouest	Le Télégramme	Rosebud (La Tribune de Lyon)
Hellowork	L'Equipe	Sogemedia (17 PHR titles)
Horyzon (Auto Moto, Onze Mondial, etc.)	Les Echos	TF1
Infotravel	Les Jours	What's up Doc
	Release	

Editorial planning

- Average rating: **6.5/10**

Editorial departments are becoming increasingly sophisticated, and the need for workflow organization is growing. Requirements are increasing in this category, and average scores are suffering as a result. Editorial planning is the category whose average score falls the most at the editorial stack.

Solutions

Solution	Equipment rate	Note
Google Workspace tools	49%	6,3/10
🏠Homemade solution	30%	6,8/10
Microsoft Office tools	28%	6,4/10
Trello	19%	6,4/10
Notion	11%	8,6/10
Also mentioned: Monday, Asana, Cue, Méthode, Airtable, Websked…	-	-

Please note

- Microsoft's Office suite is clearly better represented than last year. However, this option, along with Google Workspace, is still hampered by a lack of CMS integration.
- In-house solutions are losing ground more sharply than market tools. Is this the end of the honeymoon for a brick more complex than pure content production?
- In many cases, the verbatims suggest that planning is "balkanized", with one version for the site, one for print or on-air, and one for a particular department. The global planning equation has not been solved.
- Notion perceived in penetration rate, with a very high score.

A few comments

"The lack of governance of these tools means that there is no 'real' editorial planning, shared by all editorial departments."

"Multiplication of editorial planning management tasks when article dates are changed: if a print article is shifted by one issue, the "print word menu" is sent back by an assistant to the whole editorial team, then the article is changed in the print railroad, then it has to be changed by hand in the google sheet for the web menu, etc."

CMS

- Average rating: **7.4/10**

Overall rating up for CMS, which remains the heart of the reactor. In-house solutions are rated even higher, and the sector is largely fragmented between the large newsrooms most often equipped "in-house" (419 FTE on average) and the smaller but sometimes substantial newsrooms equipped (134 FTE on average) with off-the-shelf solutions.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	28%	8,1/10
Wordpress	28%	7,3/10
Drupal	17%	6,5/10
Eidos Media	9%	6/10
Also mentioned: ArcXP, Cue, Sirius Melody, etc.	-	-

Please note

- Progress has been made in pooling "web and print" or "web and linear broadcast", but the issue is far from settled due to different timeframes and constraints.
- CMS software packages from historic publishers continue to suffer in their ratings. In addition to functionality, service, support and evolution strategy are also singled out for criticism.

A few comments

"Tool developed in close dialogue with the editorial team and in line with their needs."

"Difficult relations with the publisher. Untested or poorly tested deliveries. Long, tedious version upgrades."

"Two different copy flows (print and web); Willingness to bring them together".

Publication on social networks

- Average rating: **7.3/10**

Tools for publishing on social networks are virtually indispensable in the toolbox of responding publishers. Over 87% are equipped with them. Objective: automation and planning of posts on the networks. Weaknesses in performance indicators for some tools.

Solutions

Solution	Equipment rate	Note
Non.li	45%	8/10
Echobox	13%	6,8/10
Agorapulse	6%	5,3/10
Also mentioned: Fedica, Later, Blog2social, Hootsuite, Mashup, Metricool, Nelio, SocialFlow, Swello, Zoho social, Dlvr.it, Emplifi	-	-

Please note
- Non.li continues to make inroads with respondent publishers.
- A growing need for performance indicators and simpler management of videos on social networks.

A few comments

"Easy to manage more than 100 FB pages and easily configurable robots".
"It allows us to be more productive and automate certain tasks"

"Downside: disappointing stats section".

"Audience stats not up to scratch. Difficulty publishing videos."

Live text tools

- Average rating: **7.6/10**

For many of the publishers surveyed, the in-house solution remains a major investment, both technologically and in terms of mobilizing editorial teams. Integration "by and for" journalists, within the CMS, is essential for some of them.

Solutions

Solution	Equipment rate	Note
🏠Homemade solution	28%	8,8/10
Arena	4%	7,5/10
Live Center	4%	5/10
Also listed: Live bloc, Arc, Cue, Digitevent, DSAS, Live S-Pulse, Teams, Webikeo	-	-

Please note
- In-house solutions are always developed in close collaboration with the editorial team
- For respondents, the importance of good SEO is now paramount
- Some respondents were disappointed by the lack of flexibility of the tools chosen.

A few comments

"Well integrated in the CMs and in the front article".

"Tool developed in close dialogue with the editors and in line with their needs".

"Big problem with maintaining the solution (paid for) and the lack of VIP support as sold."

"Good customer service, but real doubts about SEO potential. Working with the teams"

Card production

- Average rating: **7.3/10**

There's still room for improvement in this category, which remains a niche for publishers with both the right themes and the means to combine cartographic treatment with text.

Solutions

Solution	Equipment rate	Note
Datawrapper	23%	7,2/10
Google Maps	19%	7,6/10
🏠Homemade solution	9%	6,8/10
Also listed: Flourish, OpenStreetMap, WeMap, QGIS, Mapscreator	-	-

Please note

- While overall satisfaction is on the rise, in-house solutions are losing ground in terms of equipment and ratings. The subject remains complex and lacks ROI.
- Moreover, in most cases, publishers are equipped with free versions.

A few comments

"Depending on our needs, we find the right tool and everything works."

"A little expensive, but very robust and allows centralized management of graphic charters."

Editorial graphics

- Average rating: **7.4/10**

A stable category overall, where multi-equipment (free of charge) remains the norm.

Solutions

Solution	Equipment rate	Note
Flourish	45%	7,2/10
Canva	43%	7,8/10
Adobe Illustrator	28%	7,8/10
Datawrapper	28%	7,2/10
Also listed: 🏠 Solution maison, Infogram, HighChart, Piktochart, DSAS	-	-

Please note
- The verbatims sometimes describe the tools and their mastery as the preserve of the "computer graphics" departments, not allowing for greater autonomy on the part of editors.
- Comments on SEO or native application integration are virtually non-existent this year. Limitations have been integrated.

A few comments

"These tools complement each other, and we use them both according to our editorial needs (depending on how we handle the news)."

"Illustrator is undoubtedly good (although a little heavy and not very "turnkey"), but above all, it's the preserve of the layout studio, and the editorial team doesn't manage to get to grips with the issue of editorial infographics at all."

"Centralized creation by our graphics department. Our current tools do not allow us to develop the autonomy of our journalists".

Speech-to-text

- Average rating: **7.3/10**

Last year, many respondents were in the research phase in this category. Trint is still an established player, but new tools have been added to the respondent editors' equipment. The equipment rate in this category has exploded.

Solutions

Solution	Equipment rate	Note
Trint	26%	7,1/10
Google Cloud Speech-to-Text	6%	8/10
Microsoft Azure Speech	4%	8,5/10
Also mentioned: combination of LLM, Copilot via Teams, Google Pinpoint, IBM Watson, MaxAI, Noot, Otter.ai, Sonix, Whisper, WildMoka, Happy Scribe, PlayPlay	-	-

Please note
- This year, we are seeing a diversity of players adopted by the publishers we surveyed.
- Players such as Google Cloud Speech-to-Text and Microsoft Azure Speech have entered the fray alongside Trint, which has seen an increase in the number of installations.

A few comments

"Convenient but not well suited to my lexicon. Many errors in the transcription."

"Quite effective, but not yet fully understood and integrated by all editors."

"Not totally convincing on French and in noisy environments"

"There is no common tool for editing; the most interested/motivated editors each use their own tools."

Text-to-speech

- Average rating: **7.2/10**

In 2023, tools for automatically transforming written articles into audio versions were still relatively marginal in their adoption. Today, a growing number of content publishers have equipped themselves with these technologies. At the same time, new players specializing in text-to-speech are positioning themselves.

Solutions

Solution	Equipment rate	Note
Saooti	15%	7,6/10
ETX	9%	6,2/10
Microsoft Azure Text-to-Speech	6%	8/10
Odia	6%	6,7/10
Podle	6%	9/10
Also mentioned: Audion, Eleven Labs, Google Text-to-Speech, Mymozzo apps, 🏠 In-house solution	-	-

Please note
- New players have been adopted by publishers. Saooti (based on Microsoft Azure technology) is one of them.
- Adapting quickly to technological developments in this field is a major challenge, and we need to have the means to do so.
- Some publishers explain that usage is not yet up to scratch, and that it's rather costly to operate.

A few comments

"Good improvement lately with conversion of all content + journalists' voices pretty good, less robotic."

"Quite expensive to run compared to the revenue brought in."

"The quality of the rendering (to us) seems rather better than that of the competition, and the solution fits our business model (offering ad-free audio for subscribers). Responses to our requests for evolutions and improvements are fast."

"Once set up it works under any type of item - does the job but the sector is moving so fast that the solution needs to stay relevant."

Proofreading and editing assistance

- Average rating: **7.6/10**

This new category has a good average rating. But the offer, probably hampered by the subtleties of the French language, is not very abundant.

Solutions

Solution	Equipment rate	Note
Prolexis	61%	7,3/10
Antidote	11%	8,8/10
Thank youApp	7%	8/10
Also listed: Dragon, Browser Extensions, Grammarly, Language Tool, 🏠 In-house solution	-	-

Please note

- The historic publisher Prolexis is hegemonic, but less well rated than average.
- But the original strategy of self-disruption of its classic solution by the new Merci.App from the same company seems to be bearing fruit. Initially distributed as a consumer browser extension, Merci.App is now making its way into newsrooms.
- Some respondents wonder about the heavy workload involved in setting up and updating thesauri and ortho-typos charts.

A few comments

"Prolexis integrated into our content editor. Very old school compared to MerciApp, which is starting to make inroads in the newsroom (individual journalist initiative)."

"Good patching solution, but requires constant updating of dictionaries and walking to be effective across the organization. Cost is also not 'neutral' when there are a large number of licenses."

Rating trends

	Tech Stack 2022	Tech Stack 2023	Tech Stack 2024
	Average score /10		
Editorial planning	6,8	7	6,5
CMS	7	6,9	7,4
RS publication	6,9	7	7,3
Live text tools	Not studied	7,5	7,6
Card production	7,4	6,7	7,3
Editorial graphics	6,8	7,3	7,4
Speech to text	7,3	6,9	7,3
Text to speech	6,5	7,3	7,2
Correction	Not studied	Not studied	7,6

Use of AI by editorial teams

The use of artificial intelligence by journalists and editorial profiles remains in the exploratory phase for many organizations. Uses seem to focus on tasks perceived as having little added value: interview transcription or translation, indexing and categorization, rewriting press releases. Content enhancement assistance (suggesting article titles or newsletter items, automated posting on social networks) is also very much in evidence.

But publishers are not yet talking about content creation projects centered on these technologies. In other words, at this stage, AI is a battery of (good) trainees.

Finally, some publishers remain defensive on this subject, or wait until they have drawn up a user charter before taking the plunge.

Most frequently used AI tools

1. **ChatGPT (OpenAI)**:
   - Editorial assistance (SEO titles, summaries, tag suggestions, content suggestions).
   - Occasional use to reformulate texts or create additional content.

2. **Semantic Platform (ContentSide)**:
   - Automatic categorization of content by theme, business sector and geographical area.

3. **Trint, Odia, PlayPlay**:
   - Interview transcription (Trint), article vocalization (Odia), and video creation (PlayPlay).

4. DeepL :
   - Translation of texts for a variety of contents.

5. **DALL-E (OpenAI)** :
   - Creation of still images and graphic covers.

6. **Echobox, Nonli** :
   - Optimization of publications on social networks.

Types of use and most frequent uses

1. **Content optimization** :
   - Suggested titles, tags and metadata to improve referencing.
   - Writing V1 articles from interview transcripts or briefs.
   - Automatic tagging assistance and SEO optimization.

2. **Time-saving automation**:
   - Automatic transcription (TTS/TTRS) for interviews and reports.
   - Summarize complex documents (reports, financial content).

3. **Research and inspiration** :
   - Using generative AI to brainstorm ideas or propose article outlines.

4. **Reader engagement** :
   - Chatbots to interact with readers and generate leads (e.g., Frenchly.us).

5. **Audio/video enhancement** :
   - Improving audiovisual content and creating low-value videos.

Enthusiasm and opportunities

1. **Productivity gains** :
   - Journalists recognize the impact of AI in reducing the time spent on tedious tasks such as proofreading and transcribing.

2. **New creative horizons** :
   - AI makes it possible to explore themes or formats that would not otherwise be covered.

3. **Editorial support** :
   - Tools integrated into editorial CMSs offer relevant suggestions for optimizing published content.

4. **Personalization and engagement** :
   - Automated indexing and chatbots open up new ways to better target and engage readers.

Reservations and limitations

1. **Still limited use**:
   - Many journalists report little integration of AI into their day-to-day processes.

2. **Tests and experiments in progress** :
   - Several initiatives are still at the POC stage, awaiting convincing results.

3. **Tool maturity** :
   - Some tools lack reliability or do not yet offer significant added value.

4. **Raising awareness** :
   - Lack of training and information hinders the adoption of these technologies by some professionals.

Overall satisfaction with the editorial stack

For this final section, 3 questions were asked:

- Would you say you're missing a tool to help you do your job?
- Finally, how would you describe the suitability of your editorial stack to the needs of your newsroom? *Score out of 10*
- Explain why

- Average rating: **6.9/10**

With the exception of a few publishers who have been able to invest in well-integrated, "in-house" solutions, respondents are fairly satisfied, but note the lack of integration between the various bricks, and perceive clear room for improvement.

Many existing tools meet the essential needs of newsrooms, particularly in small teams where the simplicity and robustness of the solutions are appreciated. However, a number of challenges remain, including a lack of integration between tools, aging solutions (such as the CMS) and a growing need for automation to improve productivity. Some see the more intensive use of artificial intelligence (AI) as a priority for the future.

Main needs expressed :

- A modern CMS, more intuitive and connected to existing tools (print, web, video).
- Integrated, collaborative editorial planning tools.
- Solutions for integrating and exploiting new technologies, especially AI (speech-to-text, SEO optimization, etc.).
- A tool that compiles video audiences on social networks: Instagram, Facebook, Linkedin, TikTok, etc.
- An integrated HR scheduling tool
- A tool that facilitates global monitoring
- Solutions for better use of image and video content (distribution, segmentation, format creation...) and more automation tools
- "We're looking for automatic page layout solutions but haven't yet identified the right tool".

Despite the efforts of many publishers, what is missing above all is the possibility of having APIs to better integrate tools with each other within an in-house platform, or to better consume the data associated with these tools.

Identified obstacles :

- Under-investment in editorial tools due to budget constraints.
- Lack of integration between tools, leading to inefficient workflows.
- Difficulty in modernizing existing solutions, particularly the CMS, due to high migration costs.
- Poor adoption of tools due to lack of training and support for teams.

A few comments

"There's no point in multiplying tools in a small newsroom. The most important thing is to maintain usage."

"We're trying to be pragmatic: meet needs without spending fortunes and without committing to too long a timeframe."

"We have the tools we need, but we still lack the integration to use them optimally".

"A lot of disparate tools not necessarily linked to each other, we dream of more integrated solutions".

"We've recently found some satisfactory tools, but there's a lot of work to be done to have an effective CMS."

"We have an important reserve on the central editorial tool, the CMS, for the rest, we are satisfied with our tools and when it's not the case, we develop custom tools."

"Apart from some timid explorations of generative AI by the editorial team, we're struggling, due to a lack of resources, time (and motivation?) to develop our print-oriented tech stack, which has been in place for several years".

"The tools match the needs. Knowing that the main and irreplaceable tool is between our ears ;-)"

"Good foundation, but needs to be developed, particularly by integrating more AI tools".

"We're missing an editorial planning tool that's easy to set up and use."

"We prefer home-made food and it works very well for us."

C. Technical options

35 respondents to the Tech questionnaire were selected, representing the following 33 titles or groups:

20 Minutes	Jeune Afrique Media Group	Mediapart
Alternatives Economiques	L'Express	NGPA
BnF-Partenariats (Retronews)	L'Humanité	Ouest-France
Brief Media	Le Figaro (and Gala)	For Science
CMI France (ELLE, Marianne, Franc-Tireur, etc.)	Le Monde	Reporterre
Context	Le Parisien	SUCCESS
Éditions du Journal de l'assurance	Le Routard	Reworld Media
Euronews	Le Télégramme	Rosebud (La Tribune de Lyon)
Center France Group	Les Echos	Sogemedia (17 PHR titles)
Nice-Matin Group	Les Jours	TF1
Groupe Sud Ouest	Release	
	Livres Hebdo	

Front-end framework

- Average rating: **7.9/10**

A front-end framework provides tools and libraries to simplify and accelerate the development of user interfaces. These frameworks focus on managing interactivity and data presentation, while ensuring compatibility with modern browsers.

Solutions

Solution	Equipment rate	Note
Traditional HTML/CSS/JS	51%	8,1/10
ReactJS	20%	8,5/10
Vue.js	14%	6,9/10
NextJS	10%	8/10
Also mentioned: SPIP and Nuxt	-	-

Please note

- Traditional HTML/CSS/JS is used by 51% of respondents
- ReactJs the second front-end technology to be used

A few comments

"Up to date technical stack but heavy dependencies with our CMS solution".

"Solution for server side rendering, which ensures good SEO performance."

*"*Traditional HTML/CSS/JS: *this gives us total control over the code and allows for extensive customization without depending on too many external frameworks/libraries".*

Back-end programming languages and frameworks

- Average rating: **8.2/10**

These tools manage business logic, data storage and communications with other systems. They are essential for server-side operation of web applications, and are chosen for their performance, ease of integration and active community.

Solutions

Solution	Equipment rate	Note
PHP	20%	8,4/10
JS	16%	8,2/10
Symfony	12%	8,8/10
Typescript	11%	8,6/10
Python	6%	9/10
Laravel	6%	8,2/10
Also mentioned: Ibexa, NestJS, .net, django, Wordpress, Strapi, SPIP, other	-	-

Please note

- The standards are PHP, Symfony and JS
- The choice of language or framework is often motivated by its performance and/or the ease of finding competent resources who master it.

A few comments

"Each solution is tailored to a specific need".

"Good performance/price ratio from the developers. But our stack is very dependent on our ability to scale our infrastructure very quickly in the event of a load spike. We could do better from this point of view."

"No difficulty finding dev profiles"

"High-performance, stable and maintainable.

Programming languages for mobile applications

- Average rating: ***8/10***

Technologies for mobile development include native, platform-specific languages (iOS or Android), and cross-platform frameworks to reduce development costs and timescales while delivering a smooth user experience.

Solutions

Solution	Equipment rate	Note
Swift	22%	8,1/10
Kotlin	22%	7,9/10
Flutter	18%	8,3/10
React Native	14%	8,6/10
Also listed: Omerlo, Java, Hybrid, Other	-	-

Please note

- 22% of respondents say they don't use programming languages for mobile applications, suggesting that they simply don't have a mobile app.
- Native languages such as Swift, Kotlin and Java are used by 34% of equipped respondents.
- Multi-platform development frameworks such as React Native and Flutter are used by 29% of equipped respondents.

A few comments

"We use an 'off-the-shelf' solution, which provides minimal service but allows few specific adaptations."

"We have a high-performance team that makes all the group's apps, with a mix of native and webview that allows us to moderate costs."

"We chose this cross-platform solution to avoid developing 2 different versions. This enabled us to reduce development and maintenance costs. Even if native languages are reputed to be more powerful, the technology we chose met our specifications (performance, security, development speed...)".

E-commerce solution

- Average rating: ***6.2/10***

An e-commerce solution enables the management and sale of products or services online. It encompasses the management of payments, product catalogs and orders, while offering options for personalizing the user experience.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	24%	6,5/10
PrestaShop	8%	6/10
Shopify	5%	7,5/10
Also mentioned: WiziShop, WooCommerce, Piperlis, Sylius	-	-

Please note

- Also mentioned: WiziShop, WooCommerce, Piperlis, Sylius
- 49% of respondents are not equipped with e-commerce solutions
- Most media that use e-commerce solutions choose to develop them in-house
- General dissatisfaction is evident in the verbatim comments

A few comments

"These solutions are outsourced to us, so we don't control the stack. It's often low-performance and not very scalable... not very modern. "

"Need for redesign"

"Our store (single item sales) is on an old technical stack and hasn't been reviewed for many years; We plan to replace it during 2025."

"Shop operated by XXX. I don't know what the technical stack is, but it's rotten."

Hosting and video player

- Average rating: **7.4/10**

Video hosting is crucial for media companies because of its specific storage and delivery requirements. Unlike other types of content, videos require significant storage space and a dedicated video player for delivery. Popular solutions include YouTube, Dailymotion and Vimeo, among others. These platforms offer not only storage space for videos, but also embeddable players, making them easy to distribute across a variety of websites. The selection of a video hosting platform often depends on whether the solution is monetized or free.

Solutions

Solution	Equipment rate	Note
Youtube	30%	7,6/10
Dailymotion	21%	7,6/10
Vimeo	15%	8,3/10
Digiteka	15%	5,9/10
Also mentioned: Viously, Solution maison, Brightcove, MomentsLab, JW Player	-	-

Please note

- 6% of respondents say they do not use video hosting technology
- 28% of respondents use several video hosting solutions
- Two points seem to stand out when choosing a video hosting partner: the monetization criteria for videos, and the free nature of the solution.
- Some use several players and capitalize on their respective specialties: monetization, free broadcasting, live streaming, the possibility of reserving videos for subscribed users.

A few comments

"Technically flawless, but totally dependent on the algorithm".

"Difficulty monetizing via their advertising network".

"Our players are highly configurable, with very useful options (picture in picture, horizontal/vertical adaptation...)."

Audio player

- Average rating: **7.5/10**

With the rise in popularity of podcasts, the choice of an audio player has become an important aspect for media companies. Audio players enable the efficient distribution of podcasts, with considerations for audio quality, data access and monetization. Solutions such as Ausha, Acast and Spotify are frequently used. Users choose these solutions according to their specific needs in terms of ease of use, storage costs, and features offered.

Solutions

Solution	Equipment rate	Note
Acast	23%	8,2/10
🏠 In-house solution	12%	8/10
Ausha	12%	5,8/10
Spotify	7%	6,7/10
Also mentioned: Edisound, Youtube, Podcastics, Saooti, Audiomeans, Voxeus, ETX, Soundcloud	-	-

Please note

- 21% of respondents are not equipped with an audio player solution
- Several respondents based their ratings on monetization criteria.
- 20% of respondents claim to use several audio player solutions

A few comments

"In-house solution for webperf problems".

"Free, easy to get to grips with and, above all, to distribute on all platforms. A gem."

"Simple integration with us and especially with our advertising department. "

Web perfs measurement tools

- Average rating: **8.3/10**

These tools analyze website performance to improve speed, stability and user experience. They provide detailed reports and recommendations for optimizing page load times and reducing bottlenecks.

Solutions

Solution	Equipment rate	Note
SpeedCurve	20%	8,7/10
Google Lighthouse	28%	7,5/10
WebPageTest	13%	8/10
Pingdom	7%	7,5/10
Also listed: Millecheck, GT Metrix, Solution Maison, Matomo, Wysistat, New Relic, Cloudflare, Artwaï, Datadog, ContentSquare	-	-

Please note

- 13% are not equipped with a web-perf measurement solution
- The first selection criterion seems to be the fact that it's free.
- The most popular tools allow you to monitor the competition. Webperf seems to be a subject that generates a lot of competition.

A few comments

"Quite convenient to use, the alerts arrive in Slack directly. We mix that with tracking webperfs directly via Google Chrome's CruX data, to get RUM."

"Free, easy to use, fairly detailed report with targeted recos"

"Comparative reports with competitors, many indicators".

Tag Management System

- Average rating: **7.8/10**

These systems make it easy to manage the tags used for tracking and analysis on websites, without the need for constant intervention by developers. They optimize the management of collected data while ensuring compliance with performance and confidentiality standards.

Solutions

Solution	Equipment rate	Note
Google Tag Manager	57%	7,6/10
Matomo tag manager	8%	8,7/10
Commanders Act	8%	7,3/10
Also mentioned: Segment, PiwikPro, Piano, Solution maison	-	-

Please note

- 11% of respondents say they are not equipped with a Tag Management System
- Google Tag Manager crushes the competition, not least because it's free.
- Some companies point out that these technologies would be blocked by adblockers, and would degrade webperfs."

A few comments

"Problem with adblockers but reliable, free solution"

"Easy to use, but still limited because we sometimes have to go through the developers."

"We don't really like these solutions, because it's too easy for a team to add anything and everything. We prefer to limit things as much as possible."

"Restricted to market/analytics tags. Pain point webperf"

CDN

- Average user rating: **8.5/10**

A CDN is essential to ensure that media content can be accessed quickly and efficiently from anywhere in the world. CDNs improve website performance by distributing content across different geographically dispersed servers, reducing loading times for users. Solutions such as Cloudflare, Akamai and Amazon CloudFront are popular for their reliability and flexibility. Security, cost and technical performance are key criteria when choosing a CDN.

Solutions

Solution	Equipment rate	Note
Cloudflare	24%	9/10
Amazon CloudFront	20%	8,1/10
Akamai	17%	7,6/10
Fastly	12%	8,8/10
Also mentioned: Bunny, Azure CDN, Wordpress VIP, Edgio, Google Cloud CDN	-	-

Please note

- 12% of respondents stated that they were not equipped with a CDN, either because these solutions seem too expensive, or because they don't need them.
- 8% of respondents say they use several CDNs, obviously for different purposes.
- Safety is a key criterion in respondents' ratings.

A few comments

"Very effective, especially in the fight against DDOS attacks."

"Fulfills needs very well, unfortunately an American solution, we would like a free or at least European tool"

"Sometimes cuts access a bit savagely because its anti DDOS or anti AI crawler filters rake a bit too wide"

Anti-robot, anti-crawler solution

- Average rating: **_8.2/10_**

These technologies detect and block malicious bots that can impair website performance or security. They provide protection against abuse, while allowing legitimate bots to access resources.

Solutions

Solution	Equipment rate	Note
Cloudflare	21%	8,1/10
Botscorner	10%	7,5/10
🏠 In-house solution	8%	8,7/10
Akamai Bot manager	5%	8/10
Also mentioned: Akamai bot manager, Imperva, Human, Fastly bot management	-	-

Please note

- Almost half of respondents (46%) are not equipped with anti-robot tools
- Surprisingly, the battle against crawlers has never been so fierce, but few technical teams have actually developed solutions to protect themselves against them.

A few comments

"We use it very little"

"Efficient but limits on AI bots"

Web Application Firewall

- Average rating: **8/10**

The firewall is a crucial tool for securing websites against malicious traffic and cyber attacks. Decisions about firewalls vary between internal and external solutions, with considerations such as cost and management complexity. Media companies have to balance their decisions between the need for protection and budgetary constraints.

Solutions

Solution	Equipment rate	Note
AWS WAF	26%	8,33/10
Cloudflare	24%	8,4/10
Akamai	11%	8/10
Fastly Signal Science	5%	9,5/10
Also mentioned: Imperva, Edgio, Fortiweb	-	-

Please note

- 30% of respondents say they are not equipped with a firewall.
- Several respondents mention the high cost of their solution, while others explain that their chosen solution is free.

A few comments

"Very practical and easy to implement when you're already a customer. Can be activated in a few minutes with no major risk of false positives."

"Very complete but expensive"

"Simple, efficient, free"

Hosting

- Average rating: **7.9/10**

Hosting is a fundamental element of any digital medium, providing the necessary foundation for storing and distributing content online. With the advent of the cloud, players such as AWS, OVH, and Google Cloud dominate the market. Hosting selection criteria include reliability, speed, scalability, as well as cost and digital sovereignty considerations.

Solutions

Solution	Equipment rate	Note
Amazon Web Services (AWS)	31%	7,8/10
Google Cloud Platform (GCP)	16%	7,9/10
OVH	16%	6,4/10
SDV	7%	8,3/10
Also listed: Pilot system, Wordpress VIP, Digital Ocean, Platform.sh, Hexanet, Microsoft Azure, Solution Maison, Infomaniak, Scaleway, Monaco Telecom	-	-

Please note

- 22% of respondents use several hosting solutions
- Most European solutions are based on the guarantee of sovereignty.
- Most of those who use American solutions point to their robustness and speed of implementation.

A few comments

"A good combination of multi-cloud and optimizing team skills."

"European solution, data stored in France. But the service is quite unstable."

"We use what we think is useful from each of the 3 big cloud providers."

"Not at the level of GAFAM platforms (less functionally rich and less stable, including core products like compute, network, storage...). But it's an independent European player with means."

Database technology

- Average rating: **8.5/10**

Databases store and organize the data used by applications. They can be relational, offering a rigid, robust structure, or NoSQL, allowing greater flexibility for specific use cases.

Solutions

Solution	Equipment rate	Note
MySQL	31%	8,5/10
PostgreSQL	15%	9/10
Redis	15%	8,4/10
MongoDB	15%	8/10
AWS DynamoDB	5%	8,3/10
Also mentioned: MariaDB, Opensearch, Elasticsearch, SQL server	-	-

Please note

- Mysql is widely deployed and PostgreSQL is very popular
- MongoDB is the most widely used noSQL technology
- Redis is the only application caching technology cited
- Robustness and performance are the main arguments used to justify the choice of technology

A few comments

"Lots of optimization to be done to do nosql in the media domain"

"Powerful, efficient"

"Efficient, robust"

Single Sign On (SSO)

- Average rating: **7.3/10**

SSO simplifies access to applications by enabling users to log in once to access multiple services. This solution enhances the user experience, while strengthening security and reducing the need to manage credentials.

Solutions

Solution	Equipment rate	Note
🏠 In-house solution	27%	7,5/10
Auth0	11%	7,8/10
Okta	11%	7,5/10
Qiota	8%	5,3/10
Also mentioned: Oauth2, OIDC, Infoconnect, Keycloack, SAP Gygia	-	-

Please note

- 24% say they do not use an SSO solution
- The solution is often integrated with the subscription/CRM solution
- Difficulties seem to be encountered in the use of certain solutions

A few comments

"The solution integrates well with our other tools, and is natively integrated with our subscription management solution. But we're encountering a number of identification and performance problems."

"Works only on our production environments but not in our development environments (so difficult to test)."

"Robust, but time-consuming to implement".

Source code management and collaboration solution

- Average rating: **8.6/10**

These tools facilitate source code management and collaboration between developers, with features such as change tracking, branch management and continuous integration.

Solutions

Solution	Equipment rate	Note
Github	47%	8,72/10
Gitlab	32%	8,75/10
Bitbucket	11%	8/10
Also mentioned: Azure devops, Git	-	-

Please note

- Github establishes itself as the absolute standard
- No in-house solutions cited

A few comments

"The best and most used"

"Practical, we use github actions a lot, and the integration with Copilot."

"Practical, a must on the market."

"Very useful as we use it both as a code repository and for CI / CD"

Project management tool

- Average rating: ***7.4/10***

Project management tools help organize and track tasks, priorities and deadlines. They help teams to collaborate effectively, improve productivity and achieve objectives.

Solutions

Solution	Equipment rate	Note
Jira	44%	7,4/10
Trello	13%	8,.4/10
Also listed: 🏠 In-house solution, Notion, Shortcut, Linear, Monday, Azure Devops, Github, Clickup, Redmine, Gitlab, Zoho, Teams, Mantis	-	-

Please note

- Jira is by far the most widely used solution
- A wide variety of solutions are deployed on a sporadic basis.
- Difficulties linked to the complexity of these tools are expressed

A few comments

"SAAS model too expensive"

"Quite complex for sometimes simpler needs"

"You can do anything with this tool, at the price of some slowness, obscure hours of configuration and a certain financial cost..."

Rating trends

	Tech Stack 2022	Tech Stack 2023	Tech Stack 2024
	Average score /10		
Front-end framework	Not studied	Not studied	7,9
Back-end framework	Not studied	Not studied	8,2
Mobile app language	Not studied	Not studied	8
E-commerce solution	Not studied	Not studied	6,2
Webperfs measurement	Not studied	Not studied	8,3
Tag Management System	Not studied	Not studied	7,8
Anti-robot, anti-crawler solution	Not studied	Not studied	8,2
Video player	7,1	7,4	7,4
Audio player	7,1	6,7	7,5
CDN	7,7	8,1	8,5
Web Application Firewall	7,2	8	8
Hosting	7,2	7,7	7,9
Database technology	Not studied	Not studied	8,5
Single Sign On (SSO)	Not studied	Not studied	7,3
Source code management and collaboration	Not studied	Not studied	8,6
Project management tool	Not studied	Not studied	7,4

Use of AI by technical teams

Out of 35 respondents to the technical questionnaire, only 6 said they didn't use AI at all in their work.

The responses from the professionals surveyed reveal that the integration of AI into development activities is largely focused on improving productivity, notably via code assistance and automated generation tools. While tools such as GitHub Copilot and ChatGPT stand out, their use remains modest or in the experimental phase in some organizations.

Most frequently used AI tools

1. **GitHub Copilot** :
   ○ Predominant tool for code validation, snippet generation and code review.
2. **ChatGPT (OpenAI)**:
   ○ Used for code validation, technical documentation writing, and inspiration for solving complex problems.

3. **Perplexity AI and Gemini**:
   ○ Used to quickly find solutions and improve technical texts.

4. **OpenAI Whisper** :
   ○ Text to audio transcription for video and indexing projects.

5. **Dust.tt and internal tools** :
   ○ Support for product and business teams with GPT-based APIs.

6. **Semji and Trint**:
   ○ Indexing and transcription, respectively, to optimize content processing.

Most frequent uses

1. **Development assistance and code validation** :
   ○ Fix suggestions, snippet generation, unit test writing and code review.

2. **Writing technical documentation** :
   ○ Help in creating technical documents for development teams and projects.

3. **Automating repetitive tasks** :
   ○ Content indexing, text transcription (audio/video) and automatic tagging.

4. **Product flow optimization and data analysis** :
   ○ Occasional use of AI to enrich feeds and analyze datasets.

5. **Research and brainstorming** :
   ○ Idea generation, concept validation and exploratory testing.

Enthusiasm and opportunities

1. **Support for technical teams** :
   - Tools like GitHub Copilot and ChatGPT help simplify complex tasks and improve collaboration.

2. **Time-saving automation**:
   - The automation of repetitive or tedious tasks is seen as a positive development, enabling developers to concentrate on higher value-added issues.

3. **Projects under exploration** :
   - Several respondents mentioned AI projects in progress (e.g. IQ Media Project, internal initiatives around GenAI), demonstrating a potential that has yet to be tapped.

Reservations and limitations

1. **Still limited use**:
   - Many people report little or occasional use of AI tools in their day-to-day activities.

2. **Unfinished experiments** :
   - Several organizations report that tests are underway, but no large-scale industrialized applications have yet been developed.

3. **Lack of used frames** :
   - The integration of AI into workflows remains dependent on the clarification of internal rules and strategies.

4. **Tool limitations** :
   - The use of AIs is sometimes hampered by their maturity or their ability to meet specific needs.

Overall satisfaction with the technical stack

For this final section, 3 questions were asked:

- Would you say you're missing a tool to help you achieve your goals?
- Finally, how would you describe the fit between your technology stack and your business needs? *Score out of 10*
- Explain why

   - Average rating: **8/10**

That's the best average ever! The majority of respondents are satisfied with their technology stack overall. This is perceived as reliable, adapted to their needs and scalable. Many emphasize that the tools in place enable them to meet essential business objectives, and some publishers mention recent investments that have improved their infrastructure, and facilitated recruitment.

However, there is still room for improvement, notably in terms of better integrating new technologies, reducing operating costs, and modernizing certain obsolete tools (CMS, subscriber management).

Respondents who gave lower scores expressed specific needs, such as a lack of human resources to adapt or fully exploit the tools, or budgetary limitations hindering access to higher-performance solutions.

Main needs expressed :

- Advanced analysis and performance monitoring tools (e.g. bot detection, SEO monitoring).
- Digital CRM and SSO to better segment audiences and work with communities.
- Media-specific solutions for efficient management of subscriptions and multimedia content.
- Modernization of existing infrastructures (CMS, mobile APIs, etc.).

Main obstacles identified :

- Lack of human resources (training and recruitment of qualified technical profiles).
- Dependence on expensive tools (e.g. SaaS, cloud services).
- Difficulty evolving with new technologies, due to lack of financial resources or strategic planning.

A few comments

"Reliable, up-to-date stack, market standards that allow for recruitment."

"We're satisfied overall. Integrating new tools is above all a question of human resources to set them up and operate them."

"Few problems on our stack, the main thing is cost control".

"Many reference tools on the market with a strong SLA on our critical points".

"There are undoubtedly a few applications that we don't use (or don't use enough), due to a lack of in-house know-how."

"It would be interesting in the study to ask the question of products used for research and for supervision, for example."

General summary

How good is the Tech Stack for French press publishers?

The **Tech Stack 2024** survey confirms a complex but stimulating reality: French press publishers are navigating a technological landscape marked by a diversity of solutions, rapidly evolving tools and tensions between innovation and economic constraints. Three key findings emerge from this study.

Firstly**, the fragmentation of technological choices** remains a major issue. Despite the existence of leaders in certain categories (Google Ad Manager for AdServer, Prolexis for correction or Didomi for CMP), no single solution has emerged as an indisputable standard. This reflects the variety of needs, priorities and resources of publishers, who juggle between off-the-shelf tools and in-house solutions. The latter still dominate in key areas such as CMS, live text tools and datalakes, but they sometimes struggle to meet demands for flexibility and modernity.

Secondly**, the adoption of artificial intelligence is accelerating**. Over 70% of respondents, across all business lines, are now using AI tools. ChatGPT and MidJourney, for example, are becoming increasingly popular for automating editorial tasks, enriching content and optimizing marketing campaigns. However, these technologies are still perceived as experimental and lack integration into production workflows. Publishers are expressing a real need for more mature solutions aligned with their strategic objectives.

Finally, **overall satisfaction with technical stacks is on the rise**. Whereas over the past 3 years, respondents' overall satisfaction has struggled to reach 6.4/10, this year's scores are much higher:

- Overall satisfaction with the editorial stack: 6.9/10
- Overall satisfaction with the marketing stack: 7/10
- Overall satisfaction with the technical stack: 8/10

However, tensions persist. While high scores appear in categories such as push notifications, SEO or paywalls (7.5 to 7.8/10), other essential tools, such as subscription managers (6.1/10) or editorial planning (6.5/10), struggle to convince. Criticism often focuses on integration problems or the inability to use these technologies to their full potential, due to a lack of support. Moreover, the multiplication of tools poses interoperability challenges and sometimes slows down the exploitation of data, crucial to the effectiveness of marketing and editorial strategies.

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See you next year

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The Tech Stack is looking forward to a new edition in 2025!