

Daily newspaper Nice Matin automates editing & web optimization for 2 TB of visuals

nice-matin

Industry:

Media & Publishing

Size:

400+ employees

Headquarters:

Nice, France

Nice Matin is a leading regional daily newspaper serving the South of France since 1944.

Visual Experience Platform features used :

DAM

Visual AI

Portals

Dynamic Media Optimization

Case Study Highlights

Time saved

with AI auto-tagging, automatic personality detection.

1.1 M+

Visual assets managed
Over 2TB of media centralized in the DAM.

95%

bandwidth savings

Faster load times and an enhanced UX.

As a leading regional news publisher, Nice Matin faced mounting pressure to deliver fast, high-quality digital content while easing the burden on its editorial and IT teams. **Manual image management** was slowing journalists down, and website performance was suffering under the weight of **unoptimized visuals**.

By implementing Scaleflex's Visual Experience Platform, combining Digital Asset Management with real-time image & video optimization and Visual AI features, Nice Matin **automated its visual workflows**, **reduced IT dependency**, and significantly **boosted page load speed**.

The result: empowered content teams, **smoother publishing processes**, and a faster, **more engaging experience for readers**.



"Our journalists significantly reduced their search time thanks to image auto-tagging and automatic personality detection."

Anthony Bouillis | Chief Technology Officer

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The Challenge

Every day, Nice Matin's journalists manage a **flood of visual content**, from local events to political coverage. But with limited automation, finding and reusing images was **time-consuming and inefficient**. Journalists had to dig through massive archives manually, IT teams were regularly pulled in to help manage assets, and media-heavy pages **slowed down site performance**, especially on mobile. To meet growing reader expectations and maintain editorial speed, Nice Matin needed to modernize both its asset management and web performance strategy.

The Solution

To tackle both workflow inefficiencies and website performance issues, Nice Matin implemented Scaleflex's **Visual Experience Platform**, combining two key products: **DAM** and **Dynamic Media Optimization (DMO)**.

With Scaleflex DAM, the editorial team gained access to a **centralized hub** to store, organize, and access over 1.1 million visual assets. **AI-powered** features like **auto-tagging** and **automatic personality detection** made searching for images nearly instant, freeing journalists from tedious manual tasks.

At the same time, DMO handled all **media optimization in real-time**. Images were resized, compressed, and converted to modern formats like WebP and AVIF on the fly, then delivered via a **high-performance CDN** (Akamai). This not only **accelerated load times across devices** but also **reduced bandwidth usage by 95%**, achieving an impressive 92.2% cache hit ratio in just one month.

Together, these solutions transformed how Nice Matin manages and delivers visuals, **empowering teams**, improving **collaboration**, and ensuring every image published is fast, lightweight, and ready for peak performance.

