

Enterprise WordPress | Case Study

PMC: Driving Growth by Unifying on WordPress

Implementing WordPress Across a Portfolio of High-traffic Sites to Unlock the Speed of Innovation.



Driving Velocity Through Unified Platforms

As the digital landscape evolves at an unprecedented pace, many enterprise organizations are faced with the challenge of effectively managing numerous digital brands across a multitude of industries.

The ability to adapt quickly, innovate efficiently, and maintain individual digital identities across their brands is paramount to the success of enterprise publishers. It's not merely about managing individual websites. It's about establishing a digital ecosystem where each brand not only thrives independently, but also contributes to the collective strength of the enterprise.

This is where technical cohesiveness can help. It goes beyond just saving time and resources, it creates a digital infrastructure that fosters collaboration, accelerates development, ensures scalability, and simplifies maintenance.

In this case study, we take a look at how PMC found the delicate balance between a standardized framework that provides stability and the flexibility to cater to the unique needs and identities of their individual brands.

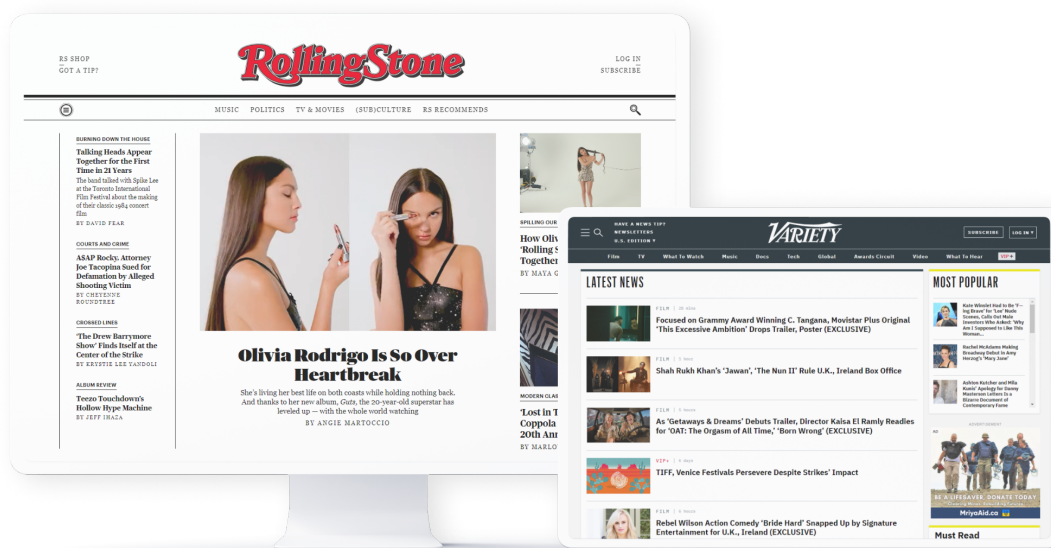
“

It's not merely about managing individual websites. It's about establishing a digital ecosystem where each brand not only thrives independently, but also contributes to the collective strength of the enterprise.

About the client

Penske Media Corporation (PMC) is a prominent figure in the media industry, renowned for its expansive portfolio of industry-leading publications spanning entertainment, sports, fashion, art, and more.

Their impressive array of household-name brands includes Rolling Stone, Variety, and Billboard, as well as ownership in multiple other media conglomerates such as Vox Media Group and Fairchild Fashion Media.



The problem

Many of PMC's sites were using unrelated content management solutions, which had begun to stifle their ability to innovate and create cohesion across their sites.

The need for streamlined content workflows across diverse brands, the burden of accumulated technical debt, and the complexity of migrating from legacy systems to modern platforms all demanded attention.

These intricate challenges drove PMC to seek technological unity amongst its portfolio of sites, ultimately shaping the narrative of its remarkable transformation and continued presence as a leader in digital publishing.



The solution

Shifting to a WordPress-centered tech stack empowered PMC's '80/20' approach; a framework that mapped out 80% of a site's features and structure while leaving the remaining 20% as a canvas for brands to tailor content and features to their specific audiences.

The benefits of this can be clearly seen in a chain of work that began with a large-scale migration of Rolling Stone to WordPress, aligning it with some of their other high-traffic properties. Alongside the performance, flexibility, and scalability benefits, this exemplified PMC's vision of a standardized yet robust digital foundation.

This then opened the door to a remarkable synergy. When Variety underwent a series of front-end enhancements, PMC was able to seamlessly leverage the same custom code and plugins for Rolling Stone, completely negating the need for multiple rounds of expensive development for alternative platforms.

PMC's choice to put WordPress at the center of their technology stack not only improved Variety and Rolling Stone at a higher velocity and reduced cost, but created a ripple effect of innovation that could be applied across their properties, including any new ones they launch or acquire.

250,000 Media artifacts

Dating back to the 1960s, now contained within an enterprise WordPress for RollingStone.com

20+ years

Of RollingStone.com content migrated seamlessly, bringing new flexibility to how PMC handles historic content.

“

Having all our sites on WordPress means that every one of our development teams can share resources with one another. A team can create a plugin with its own function, then another can adapt it to their own brand's needs.



Nicola Catton

Vice President of Product Delivery at Penske Media Corporation