

# Start-up 10Layer lands news publishing deal



By Duncan McLeod: @mcleodd

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[10Layer](#), the Johannesburg-based technology start-up building a publishing framework and content management system for online publishers, has landed a deal with the *Mail & Guardian* to power the weekly newspaper's website

Already, the company, started by Jason Norwood-Young, a former head of technology at the [Mail & Guardian Online](#), is building the new publishing engine for current affairs website [The Daily Maverick](#). It's also helping it develop the technology behind [iMaverick](#), its new iPad newspaper that is set to be launched soon.

Norwood-Young and his business partner Guy Taylor, who has been appointed as MD of 10Layer, are developing a publishing framework to help newsrooms publish content to the Web quickly and easily using defined workflows and processes. The system has been in development for the past nine months and Norwood-Young believes it's ready for its first commercial implementation.

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## ABOUT DUNCAN MCLEOD: @MCLEODD

Award-winning Duncan McLeod is the founder and editor of TechCentral ([www.TechCentral.co.za](http://www.TechCentral.co.za), @TechCentral]), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email [duncan@techcentral.co.za](mailto:duncan@techcentral.co.za) and follow him on Twitter at @mcleodd.

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