

A Content Hub strategy for newspaper and magazine publishers

The technology challenges facing newspaper and magazine publishers

Introduction

The business challenges faced by the publishing industry in adapting to the changing market dynamics are well understood – declining print readership and revenues, generating more revenue from digital publishing, combining with social media and changing content production processes to match changing needs and costs structures. What are perhaps not so clear are what publishing technology strategies to adopt to support these transformations in a lasting and adaptable manner.

OpenText has 20 years experience in working with some of the world’s largest and best known newspaper and magazine publishers supporting both print and digital publishing in areas like picture management, library management, content analytics, digital publishing, workflows and integration with channel specific publishing platforms like print editorial, web content management systems (CMS) & mobile CMS. From this understanding and background combined with the backing of OpenText’s premier position in digital publishing and social media across the globe, OpenText has developed its Content Hub strategy and solution set to provide highly effective multi-channel publishing facilities to last beyond envisaged print lifetimes.

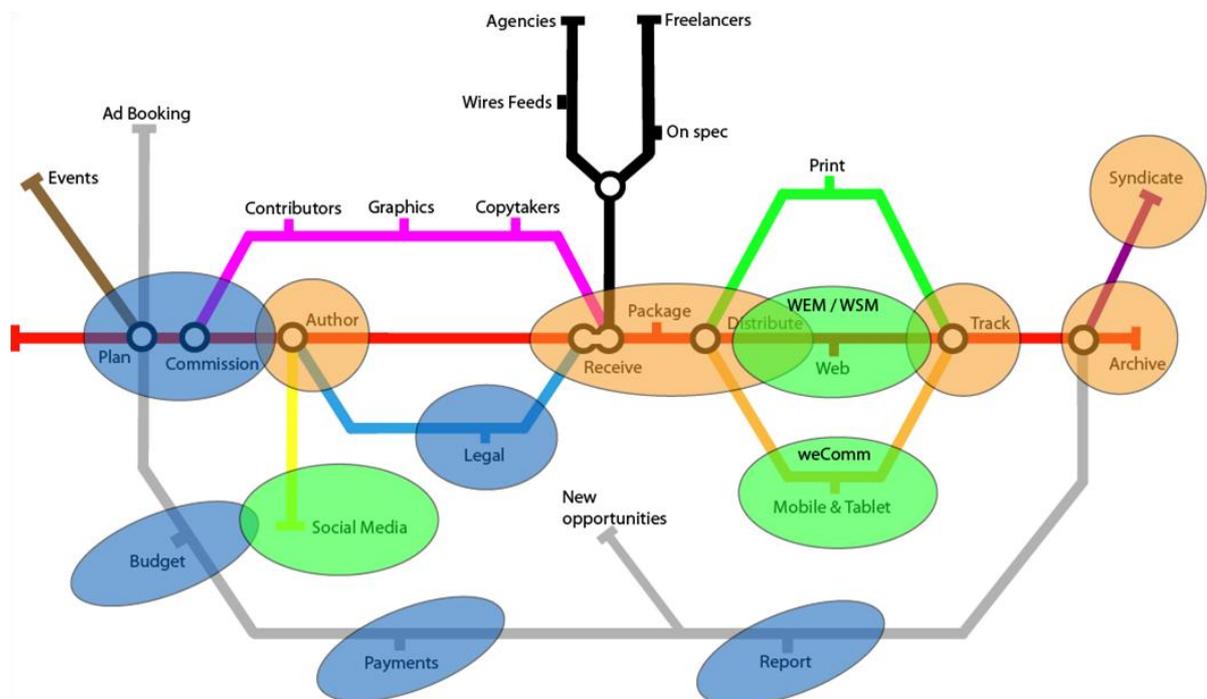
The Content Hub



The Content Hub sits at the heart of all content generation, workflows, management and publishing operations. It stores all content, of all types, at all stages of use and status, providing journalists, editors, librarians, production and commercial staff with a complete 360 degree view of the content

lifecycle. The Content Hub supports true multi-channel publishing generation and output enabling opportunities for maximum automation and costs savings.

It is a browser based web application supporting remote working with a User Interface designed in collaboration with journalists and editors. It has two extensive APIs for integration and is already closely integrated with channel specific publishing systems (Atex, DTI, Mediaspectrum, Eidos Media, Adobe Creative Suite, etc), 3rd party and OpenText web publishing systems (WEM, WSM, Escenic, etc) and 3rd party and the OpenText mobile application platform called Wave (from the WeComm acquisition). Extensive use of XML interchange is adopted for maximum flexibility and output



formatting.

The Planning and Commissioning module due for release in 2013 extends the Content Hub into the ordering, delivery and management of content with internal and external contributors. This will provide a range of additional benefits for managing the costs associated with ordering and acquiring content.

Content Analytics (text mining) in the publishing life-cycle

The Content Hub uniquely combines with the OpenText Content Analytics technology to add rich semantic metadata to all types of content and works with a publisher's taxonomy. Received content, e.g. text and picture wire feeds, is automatically analysed to present journalists with related and

relevant content to enrich research and story making. Online, this semantic metadata is used by OpenText's Semantic Navigation solution to provide users with a rich search tool and publishers with the ability to improve SEO, content links, topic pages, etc.

Content Hub versus Print Editorial platforms

Traditional print editorial suppliers have updated their platforms to try and keep pace with the challenges discussed above. However, there are certain limitations inherent to their approaches – their legacy is print and the platforms were designed and built primarily for this channel, indeed many have proprietary print page make-up technology at their heart.

Weaknesses include:

- **Image management.** Inability to support high volume image ingestions, processing and libraries, e.g. the picture desks at major daily newspapers, the high resolution needs of magazine publishers. Most publishers use dedicated image management systems to handle this and have to integrate them with the print editorial platforms. The Content Hub is DAM-based and has a proven track record in handling over 100,000 new images per day and managing over 10 million images in its libraries
Video and sound. Inability to support video and sound content effectively. The Content Hub draws upon OpenText's rich media experience and success in the wider media industry, e.g. broadcasting, to provide high levels of support for these asset types and their particular processing needs
Content analytics (text mining). Most editorial systems are weak in the deployment and use of metadata to enrich content to make it more findable and useful. The metadata model underpinning the Content Hub is highly extensible and deeply integrated, by design, with OpenText's own semantic tagging engine. All textual content (articles, picture, video and sound captions) is analysed on entry and revision to generate rich semantic metadata to a publishers own taxonomy
Large volume libraries. Most publishers have to buy separate library/archive systems that can manage the enormous volumes, searching requirements and the complexities of asset relations. The Content Hub is already proven for tens of millions of assets handling images, pages, documents, articles, graphics and now video and sound.

The OpenText Content Hub solution resolves these weaknesses by combining all of these functions in one solution with one user interface.

The benefits of the Content Hub approach

Content planning, commissioning and use:

- Improved efficiency and reduced costs in the administration and payment of contributions and associated expenses – a clear view of what has been ordered, what has been delivered, what remains to be delivered, what is approved, what can be paid and what has been paid

- Reduced costs in content acquisition through better understanding of actual usage
Reduced risks and costs associated with publishing 3rd party content on channels and properties not authorised through better rights management
Know what it cost to produce the content on an article, a page, an issue, an edition, a product and a channel.

Increased syndication and licensing revenue through:

- Leveraging content analytics to identify and package content particular to a buyers needs
Exploiting the value of previously “hidden” archived content through better semantic analysis
Packaging and formatting content to meet buyers needs
Supporting multiple delivery channels and mechanisms.

Reduced system support and maintenance costs by:

- Reducing the number of suppliers and systems needed to support the whole publishing process
Avoiding the need for new technologies to support new channels or products, e.g. a new tablet device or as yet envisaged digital channel
Reducing the cost and complexity of channel specific publishing solutions, e.g. a simpler print editorial focused purely on page make-up and workflows

Better services for content generation and use:

- Plan, commission and package any mix of content type for any channel in the same way
Track all the assets in the whole enterprise – on order, being received, being worked on, being packaged, published, archived, sold, distributed
A single view of all versions and revisions of an asset wherever it is created or changed
Maximising content re-use through improved linking and suggestions of related and relevant content.

Summary

In an uncertain publishing world where the print channel and associated revenues are declining and the need for adaptive and flexible digital content generation processes are becoming paramount, it is important that publishers consider carefully their choices for the underpinning technology solutions they adopt for the next decade or so.

OpenText has created and is investing heavily in its Content Hub solution to provide publishers with the right kind of platform for the next generation of publishing needs, especially in an increasingly mobile orientated world. Our dedicated team of skilled, knowledgeable and experience technology and media professionals is ready now to help you make the choices for your longer term future.

About OpenText

OpenText is the world's largest independent provider of Enterprise Content Management (ECM) software. The Company's solutions manage information for all types of business, compliance and industry requirements in the world's largest companies, government agencies and professional service firms. OpenText supports approximately 46,000 customers and millions of users in 114 countries and 12 languages. For more information about OpenText, visit www.opentext.com.

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