

# industry solutions

## Context Media's Publishing Solution

For publishers, content is their business. And the amount of content they produce every year is astounding - from print and Web articles, images, audio, video, transcripts, contracts, and more.

Recent industry changes and trends, along with technology advancements, have both compounded the rate and volume of content production as well as opened up new revenue opportunities, audiences, and outlets for distribution.

At the same time, publishers have found themselves in an increasingly demanding environment where real-time and dynamic content thrives and where external partners and suppliers are playing an increasingly important role in the content production, packaging, and distribution process.

While this new growth environment may appear opportunistic, it does not come without its challenges.

### Business Challenges

Enabling content's full value to be reached is the single largest challenge facing publishers today. Historically, publishing technologies provided intrinsic stand-alone value, but in the evolving publishing environment without collaboration - without simplified integration - access to and sharing of content is often hindered. Additionally, the frequency with which content is turned over provides limited opportunities for the full value of that content to be reached.

Specific challenges publishers are facing include:

- » Re-purposing existing content to open up new revenue opportunities.
- » Consolidating offerings to realize more value for cross- and up-sell opportunities.
- » Meeting the increasing needs of an on-demand, personalized, and real-time audience.
- » Accessing disparate content-creating departments via a unified view of company-wide content.
- » Enabling new ways to exploit and enhance "Intellectual Property" as a competitive advantage.

### Solution

Context Media's Publishing Solution allows organizations to overcome and capitalize on these business challenges.

Powered by Context Media's Interchange Suite™, this solution lets users view cross-departmental and cross-divisional content via a single unified view. This single access point enables content to be shared, packaged, and distributed in unprecedented ways - without disrupting or replacing current production applications, systems, and workflow processes. The Context Media Publishing Solution allows publishers to re-package content and distribute it through new channels and to new audiences. This results in increased revenues and market opportunities. Along with enabling content re-use via dynamic packages and customized channel offerings, the Publishing Solution leverages Web services technology to enable technology to be wrapped into content and for the delivery of new enhanced offerings such as premium personalized services.

## Publishing Solution Benefits

Key benefits of Context Media's Publishing Solution include:

- » Re-using existing content via dynamic packaging and product offerings opens up new revenue opportunities and extends the shelf life of content.
- » Enhancing current and future service offerings enables up-selling to existing clients in addition to developing new markets.
- » Streamlining the workflow and secondary production processes associated with content re-use - saves time and money.
- » Supporting revenue-based models such as subscription, advertising, and on-demand providing viable and immediate revenue opportunities.
- » Immediate ROI in year one of solution deployment.

## Solution Features

Feature	Description	Benefit
Aggregation	Content from an infinite number of disparate publications can be integrated into a single unified view.	Low cost infrastructure and tight integration footprint.
Virtual Content Catalog	An inventory of all relevant content across all media properties in a publishing organization.	A centralized library without changing or disrupting existing system or users.
Content Packaging	A pipeline of services allows content to be repurposed and repackaged for digital distribution.	Enhanced categorization of metadata and content makes it easier for users to access and reuse content.
Controlled Distribution	Business rules such as expiration dates and usage costs can be applied to digital content for end users.	Support new and existing revenue models and rights to content.
ePrints	Custom, time-specific articles can be created for vendors for online destinations and audiences.	New custom self-service license offering..
Targeted Delivery	Content delivery can be targeted based on user's criteria (e.g. , email, portals, and real-time alerts).	Automated multi-platform rendering of content to end user needs.

## Customer Use Case

Executives at CMP had a corporate strategy: to create a virtual product catalog that would allow them to repurpose and capitalize on content from many of their more than 100 publishing properties by packaging it and offering it to companies through direct-to-enterprise licensing and subscriptions.

They had the vision, but they required a solution that would allow them to both effectively aggregate content that was spread out among multiple different systems and in countless formats, as well as repackage that content and distribute it to new audiences for additional revenue streams.

CMP chose Context Media's Publishing Solution to "virtually" integrate multiple content repositories, categorize and package content according to customer interest, and manage the syndication relationships between CMP and its Acumen Information subscribers. As a result, CMP clients have access to content from hundreds of expert sources customized to meet their individual informational needs on demand. Additionally CMP is now able to provide premium personalized services to their customers using Web services.



one providence washington plaza, providence, ri 02903

[www.contextmedia.com](http://www.contextmedia.com)

©2004 Context Media. Interchange Suite is a trademark of Context Media.