The Changing Publishing Landscape
Delivering a Content Hub approach

The state of the news media industry continues to be uncertain with traditional print newspaper circulation showing slow recovery in some markets and continued decline in others. Meanwhile, revenues from digital news sources continue to grow (although it could be argued that this growth is slowing down), while other medium such as video and audio continue to gain in popularity as primary news sources.

News and information publishers continually face the challenge to do more with less. To stay current, publishers must address declining print channel revenue and reduce editorial production costs while effectively driving increased content need and diversity in digital products and channels.

Some publishers have to contend with high volumes of incoming content, for example, picture, video and text wire feeds. Some have to support tens and even hundreds of print titles, websites, smartphone sites or apps, and tablet apps. These volumes and mixes continue to grow and become more complex as the print channel declines in popularity and digital channels demand more community-focused content.

Currently, editorial technologies are often print dominated: the so-called ‘editorial systems’ with on-page layout and editing. There are often challenges extracting from on-page systems to rework content for digital channels. Frequently, separate editorial teams focus on the digital channels, editing, creating and publishing in Web CMS and Mobile CMS systems. How do you then maintain version control and the oversight of what was published where, when and by whom?

OpenText addresses these issues and transforms the editorial process with Content Hub for Publishers. Publishers can now meet the industry challenges of declining print revenues, spiraling growth across digital channels and a plethora of new products. Content Hub for Publishers offers peace of mind in a time when increasing amounts of content are being received, managed, created and published.

SUMMARY

It is no longer sufficient just to automate the original print process model using technology, it is now essential to leverage content assets to deliver compelling and engaging stories that can be accessed from any platform, from print to digital, to mobile or social, at any time.

Content Hub for Publishers sits at the heart of publication workflows, controlling the receipt, management and delivery of all publishable content to multiple delivery platforms.
By placing the content at the center of the new business model it becomes possible to move towards an iterative workflow that flows across the organization and delivers a way to address the challenges of digital transformation by controlling, enhancing, tracking, and leveraging assets that can be delivered across multiple channels and platforms.

A Content Hub workflow model is defined across seven separate, but interdependent, stages:

- **Receive**: A controlled environment is required, which can handle the large amounts of content being produced and consumed, often in the order of tens or hundreds of thousands of assets a day. The receiving portal should provide automatic extraction and indexing of metadata, quality and rights checking, and clustering of content into the correct taxonomies.

- **Enrich**: In-built analytics builds semantic metadata to allow better, faster, and more accurate searches and linking of related content.

- **Create**: Content assets can be further enriched through an in-platform authoring to capability to add stories, basic styling, section templates, version control and access to industry standard picture editing tools.

- **Package**: The workflow should allow for content to be grouped together into collections, the embedding of media elements within articles, and the construction of compound assets, such as picture galleries.

- **Distribute**: Once packaged, it should be possible to track all content delivered to multiple publishing platforms, and track the preparation and publication of content within those platforms.

- **Store**: The workflow should include a platform that allows for full storage of all assets, which is saleable to store large volumes in the millions. It should also provide specialized tools for managing the archive, such as publication browsers, support for different publication types, categorization by librarians, semantic intelligent search, bulk loading, and extended metadata.

- **Syndicate**: The workflow should offer the ability to promote certain packages of content, and to enable business-to-business licensing and distribution of content.

The outlined workflow and capabilities are all fully supported by the OpenText Content Hub for Publishers platform.

OpenText Content Hub for Publishers provides the platform for the receipt, enrichment, creation, packaging, delivery, archival and syndication of all forms of publishable content. The platform is designed to handle the large volumes of content that newsrooms across the world are exposed to on a daily basis, and efficiently manages the repackaging and distribution of that content to multiple publishing channels, such as web, print, mobile and tablet. Content Hub for Publishers also provides a Syndication portal, allowing packaged content to be made available to clients for licensing and syndication purposes.

OpenText Content Hub for Publishers is a browser-based set of applications, providing a rich user experience with a panelized drag and drop based interface. Users are able to create and manage their own working environment, with multiple saved workspaces and layouts.

Content Hub for Publishers is used by a number of large global news publishers, for:

- Filtering through vast quantities of incoming media
- Managing costs associated with publishing
- Managing rights associated with publishing
- Tracking what has been published, where and when