

PRODUCT OVERVIEW

OpenText™ Content Hub for Publishers

A centralized publishing solution that transforms editorial management workflows



Leverages print publishing expertise for online, digital news production and distribution to multiple channels



Enables new revenue streams with “create once, use many” for licensing, syndication and distribution



Streamlines publishing with a “hub” of searchable, metadata-rich templates, styles and editing tools

The news media publishing industry faces uncertainty. Most traditional print newspapers and magazines have endured years of declining circulation. The market is fragmented and moving fast and business models are complex. Publishers must address declining print revenue while meeting increased content needs and diversifying products to include more digital channels.

While traditional newspaper and magazine publishing is declining, broadcast and online news outlets continue to gain popularity as primary news sources. OpenText Content Hub for Publishers transforms editorial management workflows to fit this new landscape. Publishers can centralize content resources, production and marketing to publish to multiple channels and business models, including print, web, subscription paywalls and localized and regional outlets. Content Hub for Publishers offers producers, editors and journalists a central hub to research, author and publish stories.

Newspaper publishers lose over half their employment from January 2001 to September 2016.¹

Content Hub for Publishers eliminates effort duplication, automates repetitive tasks and supports other marketing content authoring workflows. A Content Hub workflow model is defined across the following interdependent stages. The Content Hub for Publishers platform supports these workflows and capabilities.

¹. Bureau of Labor Statistics, U.S. Department of Labor, The Economics Daily, on the Internet at <https://www.bls.gov/opub/ted/2016/employment-trends-in-newspaper-publishing-and-other-media-1990-2016.htm>

News UK

"OpenText Content Hub for Publishers allows News UK to collect as many as 100,000 or more new digital assets and news feeds submitted each day by multiple journalists, photographers and agencies into a single system. Content can be quickly found and retrieved across the various editorial desks."

Simon Pumphrey
Systems Manager
News UK

News UK Tackles Digital Asset Management challenges with OpenText

1. **Receive:** Journalists, content authors, producers, editors and users consume, produce and create as much as hundreds of thousands of assets a day. The receiving portal provides automatic extraction and indexing of metadata, quality and rights/clearance checking and clustering of content into the correct taxonomies.
2. **Enrich:** Content, image and video analytics build semantic metadata, allowing better, faster and more accurate searches and link related content.
3. **Create:** Content assets can be further enriched through an in-platform authoring capability to add stories, basic styling, section templates, version control and access to industry-standard editorial photography and picture editing tools.
4. **Package:** The workflow allows for content to be grouped together into collections, embedding media elements within articles and constructing compound assets, such as picture galleries.
5. **Distribute:** Once packaged, it is possible to trace all content delivered to multiple publishing platforms and track the preparation and publication of content within those platforms.
6. **Store:** The workflow includes a platform that allows for storage of all assets, which is scalable to store large volumes in the millions. It also provides 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.
7. **Syndicate:** The workflow offers the ability to promote and market certain packages of content and enable business-to-business licensing and distribution of content.

Content Hub for Publishers is a comprehensive editorial content publishing platform. It provides newswire handling, picture desk and archive tools to manage resources for research, search and find, content authoring and creation and packaging for print and digital media needs. It efficiently manages the receipt, enrichment and distribution of large volumes of content to multiple publishing channels, such as web, print, mobile and tablet.

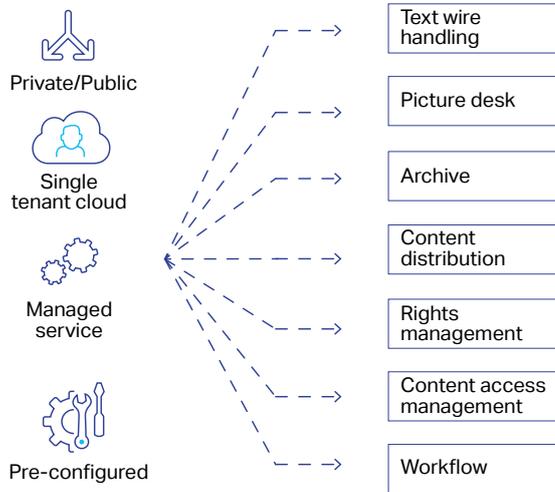
With Content Hub for Publishers, news organizations gain:

- Faster time to market with a searchable, centralized repository, automated format conversion, content portals, rights management and packaging for print and digital channel publishing.
- Support for regional and localized publications, shared content repositories and controlled access.
- Management of archival and "owned" content in a searchable library for stock images, research and other uses.
- An intuitive, user-friendly user interface.

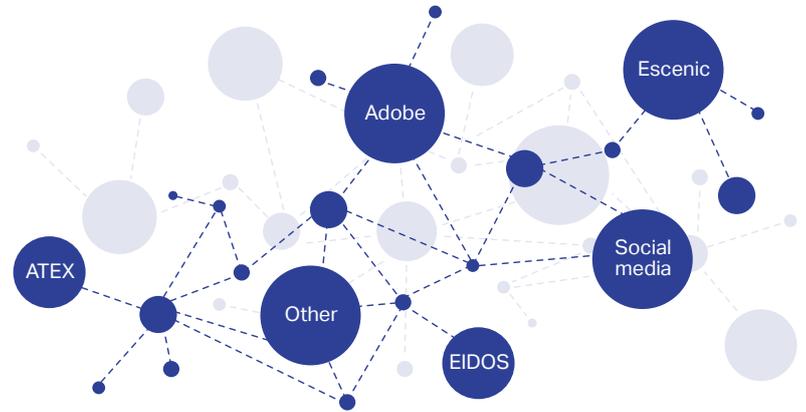
**U.S. daily newspaper circulation (print and digital combined)
fell 8% over the previous year**

2. Pew Research Center, Newspaper Fact Sheet, June 1, 2017 <http://www.journalism.org/fact-sheet/newspapers/>

Comprehensive editorial content platform



Editorial application integration APIs



Content Hub for Publishers editorial management workflow platform

66% of the newspapers and 71% of weekly newspapers and news magazines have some kind of pay model.³

Features	Benefits
User interface	<ul style="list-style-type: none"> Panelized UI: Open and organize multiple content items and tasks in the same workspace Workspaces: Work across multiple screens Configurable themes: Change the interface look and feel Dashboards: Access everyday tools and information quickly
Story management	<ul style="list-style-type: none"> Content authoring: Use rich text editing tools supporting styling, tables, bullet points, lists, embedded links Story templates: Use quick-start layouts for common story formats Multichannel story versions: Publish variants to different channels Genealogy view: Trace through the distinct versions of a story
Content management	<ul style="list-style-type: none"> Rights management: Track the creative rights of assets Lifecycle management rules: Implement weeding and retention policies Publication browser: Follow relationships between published assets, including management of multiple editions; browse published editions and navigate through archive PDF pages
Picture management	<ul style="list-style-type: none"> Color profile transformations: Manage color to conform images to specific color profiles Support for picture versions, which are additional binary objects attached to a picture Markup support for pictures: Define named areas of picture for cropping and use pre-defined markup templates for controlled aspect ratios

³ Factsheet from the Reuters Institute for the Study of Journalism <http://www.digitalnewsreport.org/publications/2017/pay-models-european-news/>

Features	Benefits
Video management	<ul style="list-style-type: none">• Frame grab: Extract a still picture from a video• Clipping tool: Extract and reassemble sub-clips to create new video sequences• Video storyboard overview: Use automatic scene change detection
Search	<ul style="list-style-type: none">• Asset Template Manager: Configure the results list/summary fields displayed to different sets of users• Results Browser Manager: Configure to panel arrangement for search results (which tools to enable for different kinds of searches)• Hot topics: View semantic based summaries
Workflow	<ul style="list-style-type: none">• Background task management: Use for long-running operations (bulk edits, bulk exports and similar)• Workflow designer: Create custom state-based workflows• System Process manager: Create complex processes from sets of predefined modules, implement custom modules using Groovy scripting, perform process scheduling• Planner: Organize workflows into a planning hierarchy, which can be used to structure publishing sections (business units), projects, events, etc.; includes a calendar view for scheduled workflow jobs (month, week or day view)• Publishing hub: Plan packages of content to be published
Integration	<ul style="list-style-type: none">• Portal mode: Embed a subset of CHP functionality into third-party products• I Plugin framework: Extend the user interface to add custom tools• CMIS standard web services API (REST & SOAP based bindings)

[Learn more](#)

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://www.opentext.com).

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