

White paper

# A content hub strategy for news and information publishers

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It is no longer sufficient just to automate the original print process model. It is now essential to leverage a content hub strategy that delivers compelling and engaging stories from any platform, whether print, digital, mobile or social. A strong strategy places content at the center of a rationalized workflow, with controlled access to the content hub and editorial control over content creation, to enable news and information publishers to repurpose and resell content to multiple media outlets.

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## Introduction

Today's traditional print, editorial and publishing models are in decline. Digital disruption has created a shift in the industry—and publishers are scrambling to adapt. With a fragmented and rapidly accelerating market, business models are growing increasingly complex. In order to stay current, publishers must address declining print channel revenue and reduce editorial production costs while effectively driving increased revenue streams with new and repurposed digital products, channels and syndication.

Currently, editorial technologies are often print dominated, with on-page layout and editing "editorial systems." However, extracting from on-page systems to rework content for digital channels is often challenging. Frequently, separate editorial teams focus on the digital channels, editing, creating and publishing in web and mobile content management systems (CMS). How, then, can companies maintain version control and the oversight of what was published where, when and by whom?





## The changing publishing landscape

The future of the news media industry remains uncertain, with traditional print newspaper circulation showing slow recovery in some markets and continued decline in others. Amid this backdrop, digital news revenues are increasing, while media such as video and audio continue to gain popularity as primary news sources. The five major influences driving this change include:

- **Channel growth:** The shift from a print delivery channel to multiple digital channels is moving news and delivery from a single stream publishing model toward one that closely resembles a broadcasting model. This paradigm shift creates pressure to deliver differentiated content for each channel while also maintaining the integrity of the content.
- **Update speed:** While publishing on a regular, pre-determined cadence was once sufficient, today, much of the population receives its first notification of a newsworthy event via social media, and expects updates in realtime. To compete with this model, a news organization must deliver its own content via social media, backing it up with in-depth analysis via news websites as well as the traditional channels, which may take longer to deliver.
- **A changing business model:** The newspaper industry has traditionally been funded by revenue streams from print advertising that is selling physical space alongside the content. In this scenario, content is secondary to advertising, although it could be argued that good content increases circulation rates, thus allowing the publication to charge higher ad rates for the associated space. While it is possible to sell digital in the advertising space, it is at lower price points and therefore less profitable than print advertising. Advertising revenues have therefore dropped significantly, leaving news and information providers to seek other revenue streams, such as paywalls and syndication. To date, no new single business model has emerged as the new baseline.
- **Easy access to various types of media:** While print was once the predominate media for disseminating and consuming news, it is now just one of a number of choices. With the advent of digital mobile devices, most consumers now have ready and instant access to content in textual, visual (graphics and video) and audio formats. While print is unlikely to disappear entirely, it is now supplemented by the steady growth of other types of media.
- **Tech company impact:** The majority of digital advertising revenue is generated by five technology companies, four of which—Google, Yahoo, Facebook and Twitter—include news content. The impact of these tech companies stretches far beyond such financial considerations as more companies are hiring editorial staff and changing the way news is delivered and tracked. In the information delivery industry, digital transformation is key to a company's survival. Any digital efforts must not only address the process of delivery, but also the new paradigm in which puts content as the hub of the business model.

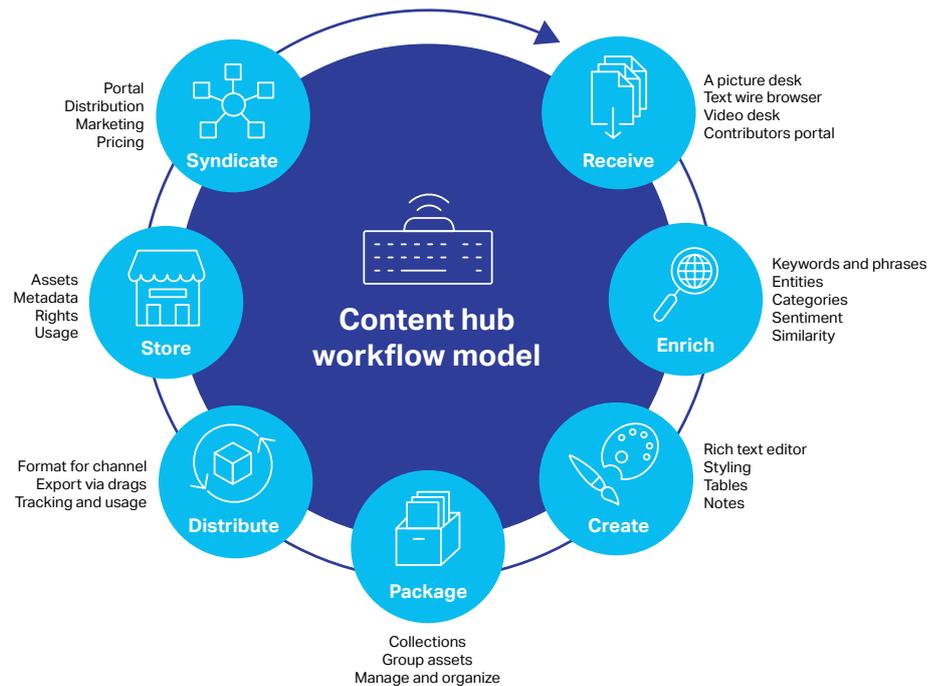
## Information and content issues

The digital transformation process raises several issues that must be addressed when determining the approach and the appropriate technology solutions. The following list outlines the most common content-related problems:

- **Determining the content source:** Today's proliferation of information sources can potentially lead to assets being copied and used without attribution. It is therefore often difficult to track the origins of assets.
- **Determining content:** It is not unusual for organizations to own digital asset management systems with as many as one million assets stored. In the news and information industry, this may be in the tens of millions, with daily uploads in the hundreds of thousands.
- **Tracking content usage and distribution:** With a large number of assets, it can prove difficult to track the content's path and content asset relationships. Updating and/or replacing assets can also be costly and time consuming.
- **Determining usage rights and costs:** With licensed imagery and image and newswire subscription services, news organizations must keep track of full usage rights and the relationship to the subscription costs.
- **Leveraging content assets across platforms:** In today's multi-channel model, assets can be used multiple times across various delivery platforms. They can often be re-used as they are, but sometimes need editing, resizing or both in order to meet the needs of a particular audience and/or device. It is essential to be able to track such re-use and the relationship between the original and the edited assets. The use of assets in external platforms could also be considered a potential additional revenue stream and as such, need to be tracked.
- **Determining asset usage and associated costs:** When assets are obtained from external services that are not covered by existing licensing or subscription services, it is essential that news and information services ensure that they have the rights to use those assets. If a usage payment is due, companies should be able to identify the asset owner and the usage costs.

## The content hub approach

A content hub approach makes it possible to move toward an iterative workflow across the entire organization, providing a means of addressing the challenges of digital transformation by controlling, enhancing, tracking and leveraging assets that can be delivered across multiple channels and platforms.



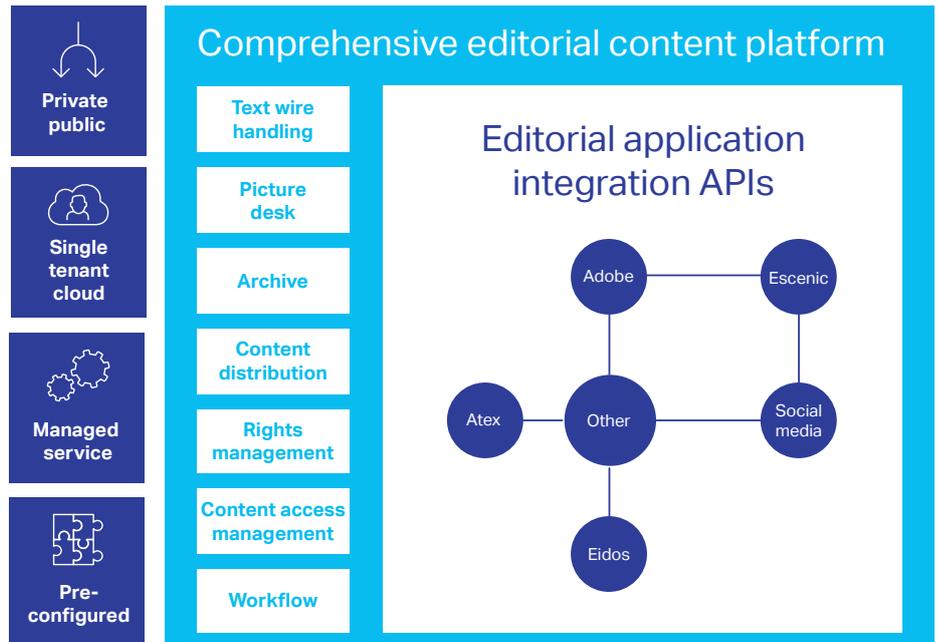
A Content Hub workflow model is defined below across seven separate, but interdependent, stages:

- **Receive:** A controlled environment that can handle the large amounts of content. The receiving portal should provide automatic extraction and indexing of metadata, quality and rights checking and content clustering into the correct taxonomies.
- **Enrich:** Built-in analytics build semantic metadata to allow better, faster and more accurate searches and content linkage.
- **Create:** Content assets can be further enriched through an in-platform authoring tool, allowing users to add stories, basic styling, section templates, version control and access to industry standard picture editing tools.
- **Package:** The workflow should allow content grouping into collections, media elements to be embedded within articles and compound assets, such as picture galleries, to be constructed.
- **Distribute:** Once packaged, users can track all content delivered to multiple publishing platforms as well as prepare and publish content within those platforms.
- **Store:** The workflow should include a platform that provides full storage of all assets and is scalable to store large volumes in the millions. The workflow should also provide specialized tools for managing the archive, such as publication browsers, support for various publication types, categorization by librarians, semantic intelligent searches, bulk loading and extended metadata.

- **Syndicate:** The workflow should be able to promote content packages and enable business-to-business licensing and content distribution.

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

### OpenText Content Hub for Publishers



OpenText™ Content Hub for Publishers transforms the editorial process, serving as the platform for the receipt, enrichment, creation, packaging, delivery, archiving and syndication of all forms of publishable content. The platform is designed to handle large volumes of content that newsrooms worldwide are exposed to on a daily basis, efficiently repackaging and distributing that content to multiple publishing channels, such as web, print, mobile and tablet. Content Hub for Publishers also provides a syndication portal, making packaged content available to clients for licensing and syndication purposes.

### Content Hub for Publishers

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

Based on the Content Management Interoperability Services (CMIS) specification, the solution provides an open standard web services interface to allow external systems access to the resources that power the platform. Clients based on the CMIS standard can also directly access Content Hub for Publishers, for example, the Adobe Drive application provides a CMIS connector that can present the content within the solution as a shared drive on a user's local desktop.

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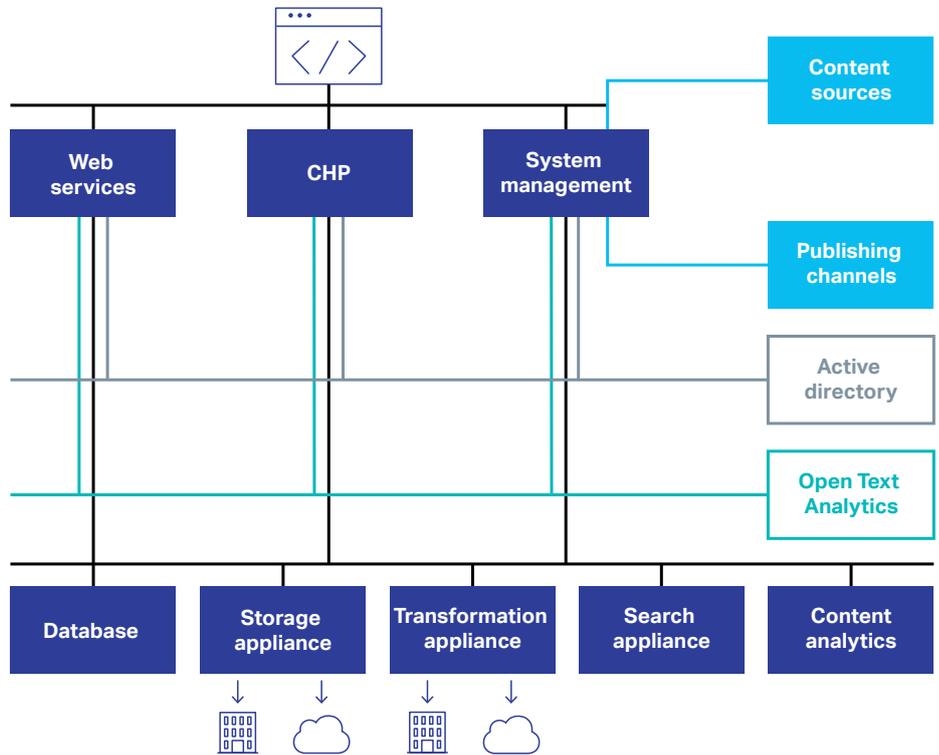
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Content Hub for Publishers provides a documented plugin API that enables clients to build additional user interface components. This can be used to provide close integration with other systems within a publishing environment, such as an editorial or content management system, and can be used to position Content Hub for Publishers as a central editorial dashboard.



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

- Filter vast quantities of incoming media
- Manage costs associated with publishing
- Track what, where and when something has been published

With OpenText Content Hub for Publishers, publishers can now meet the challenges of declining print revenues, spurring growth across digital channels and a plethora of new products.

### 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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