


Agility in the Publishing Industry

22. CrossMediaForum *Digital*
7 July 2020, Mark Hünne




A SIMPLIFIED MODEL OF PUBLISHING

CREATE


 New content


New enrichment

 Existing content

Existing enrichment

MANAGE



 Product

Enrichment

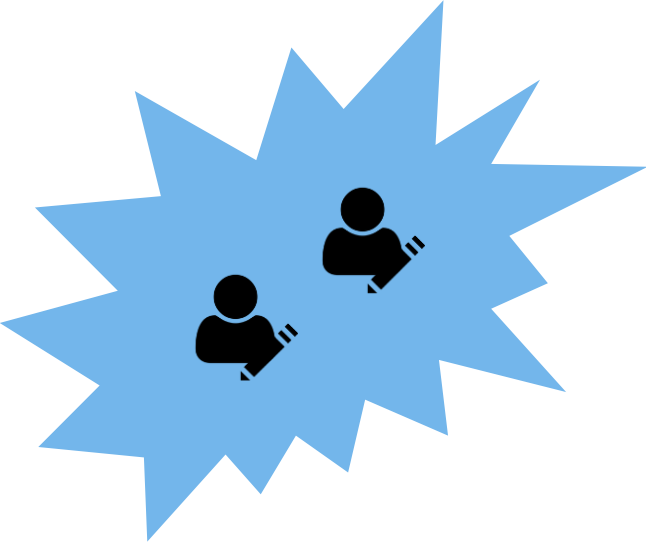
DISTRIBUTE

- On-line portal
- Book
- Magazine
- eBook
- XML
- eLearning



THE NEED FOR AGILITY

CREATE



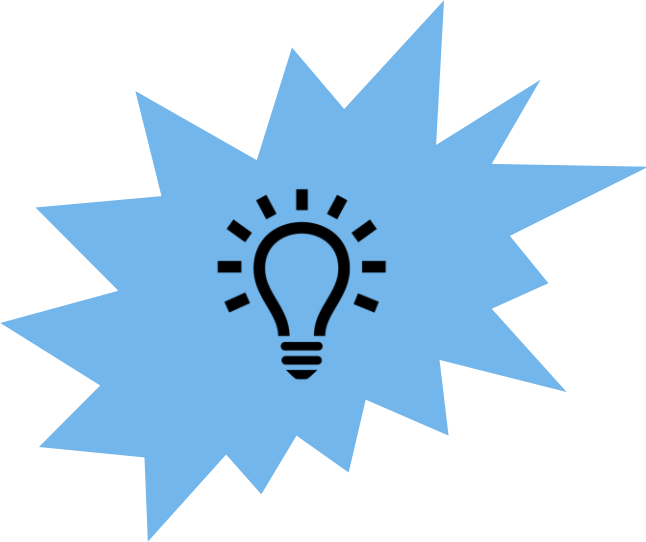
New authors

MANAGE



New products

DISTRIBUTE



New channels

LOOKING AT DISTINCT LAYERS

Content



Structure



Processes

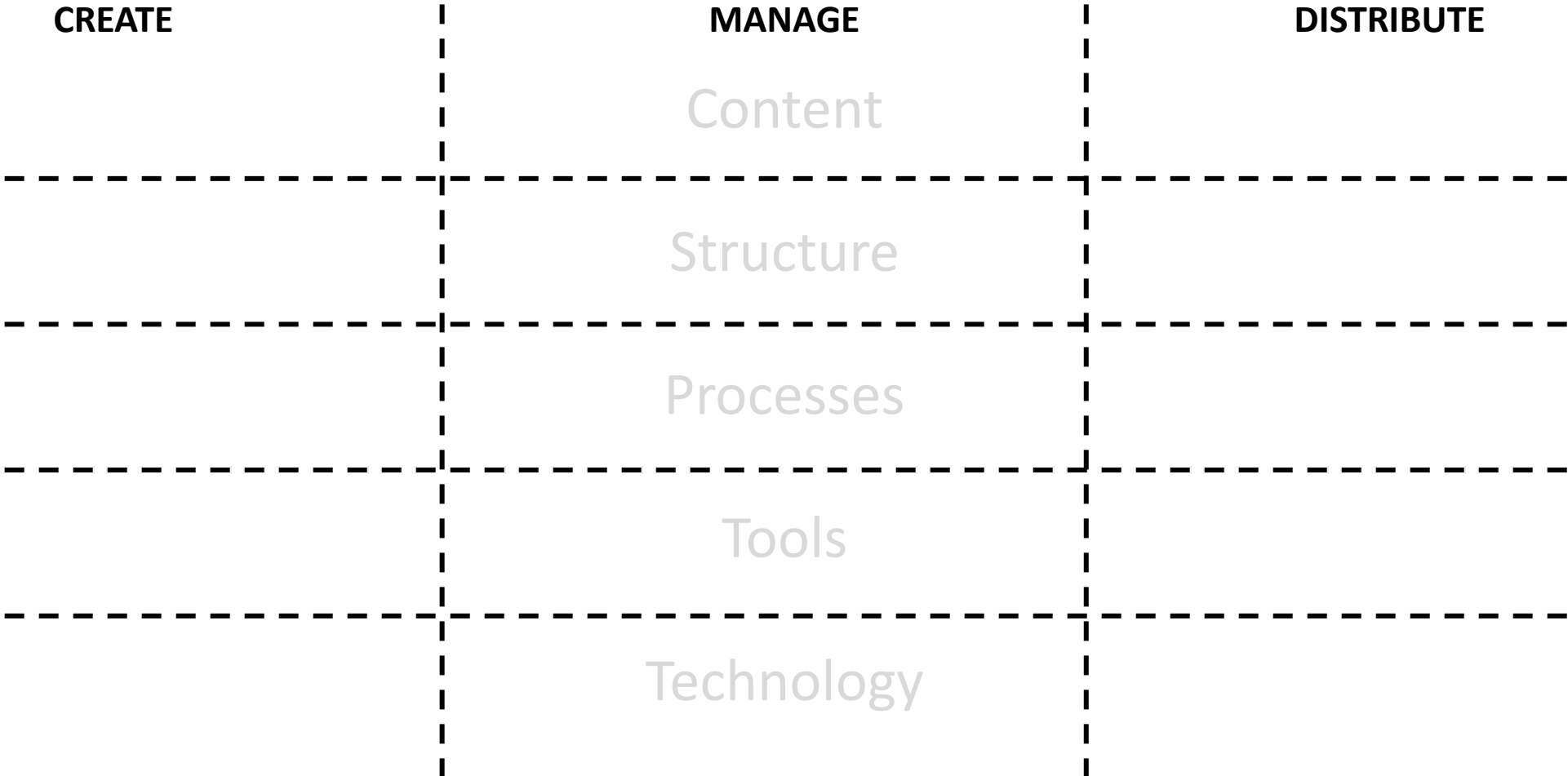


Tools

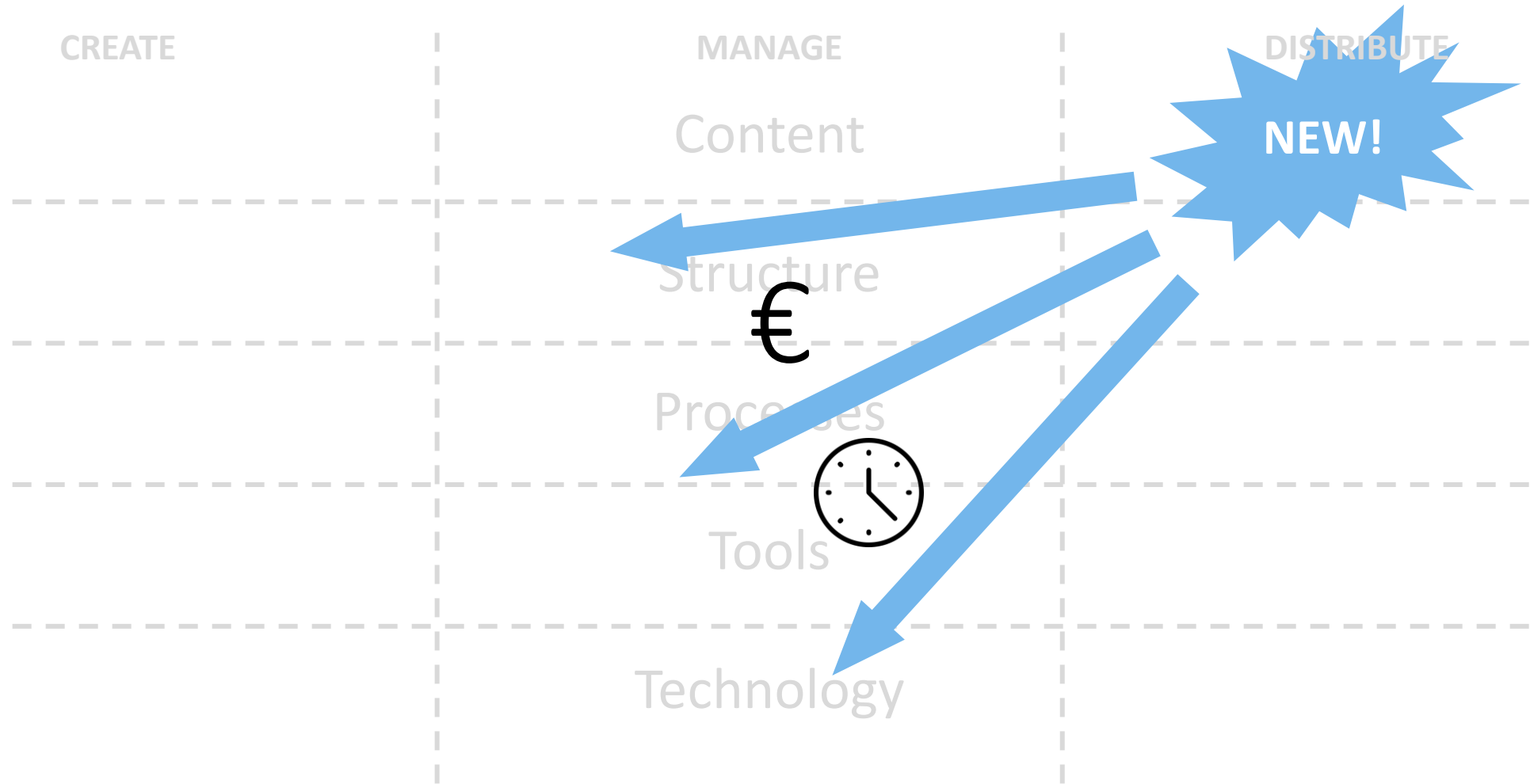


Technology

PROVIDES A FRAMEWORK



WHAT IS THE IMPACT?



1. DEFINE FLEXIBILITY

CREATE

MANAGE

DISTRIBUTE

Content

Structure

Processes

Tools

Technology

We can configure new metadata structures for new enrichment

We can easily reuse existing content

We can easily add a new channel

Processes can easily be adjusted to incorporate new steps

We can easily launch a new product

Our author tooling is simple and familiar

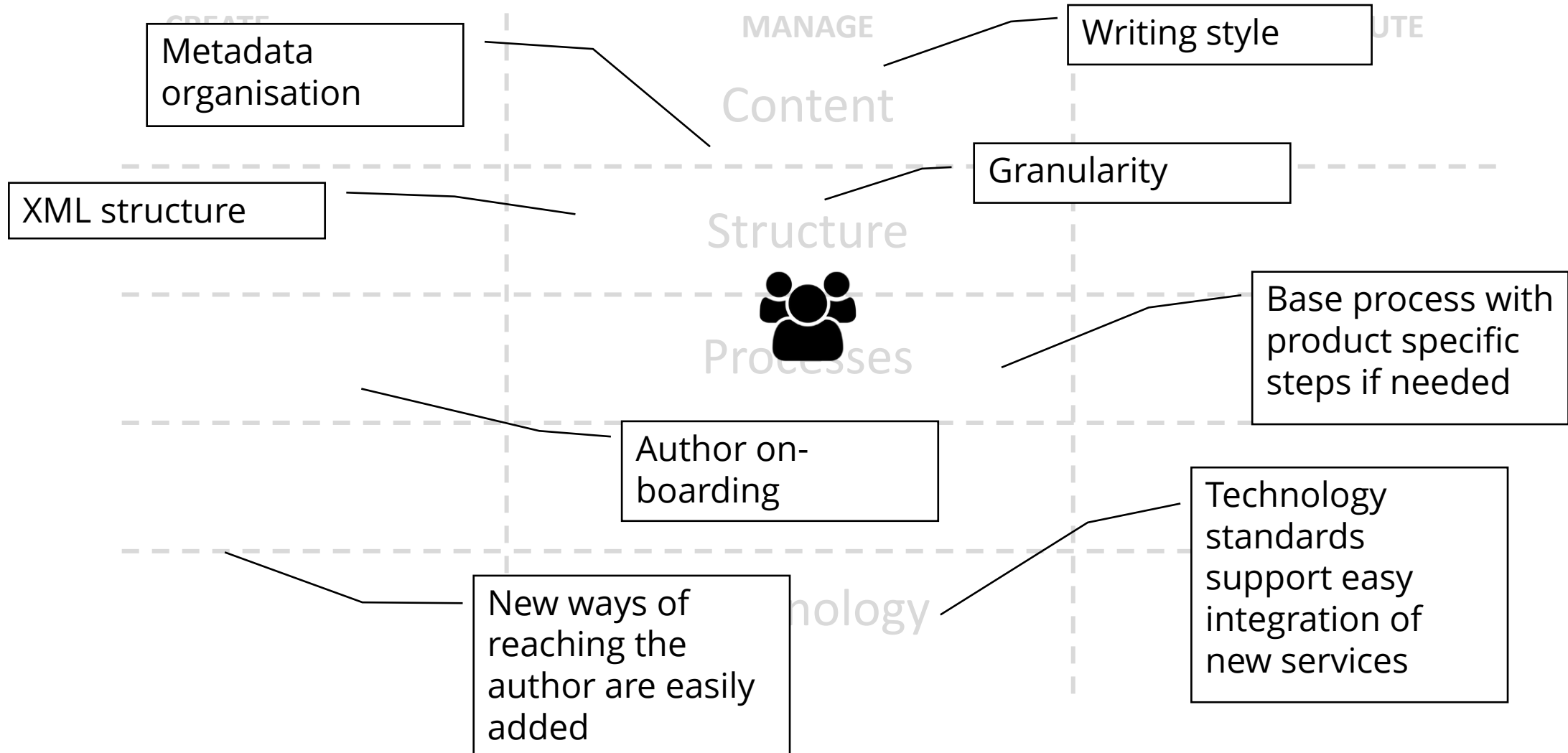
All functions have a standard API

New ways of reaching the author are easily added

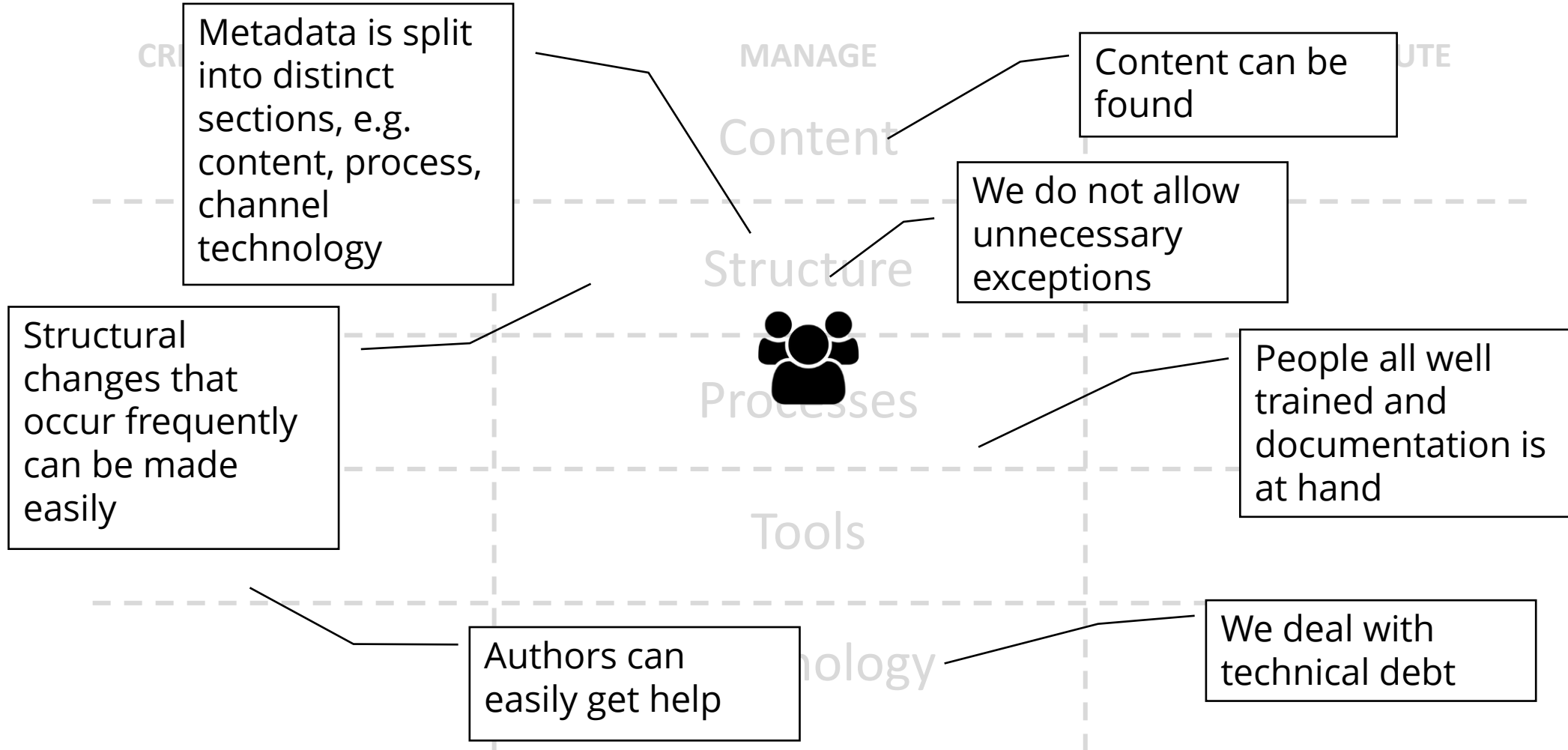
Loosely coupled, event based, scalable

We do not want a technology upgrade project every three years

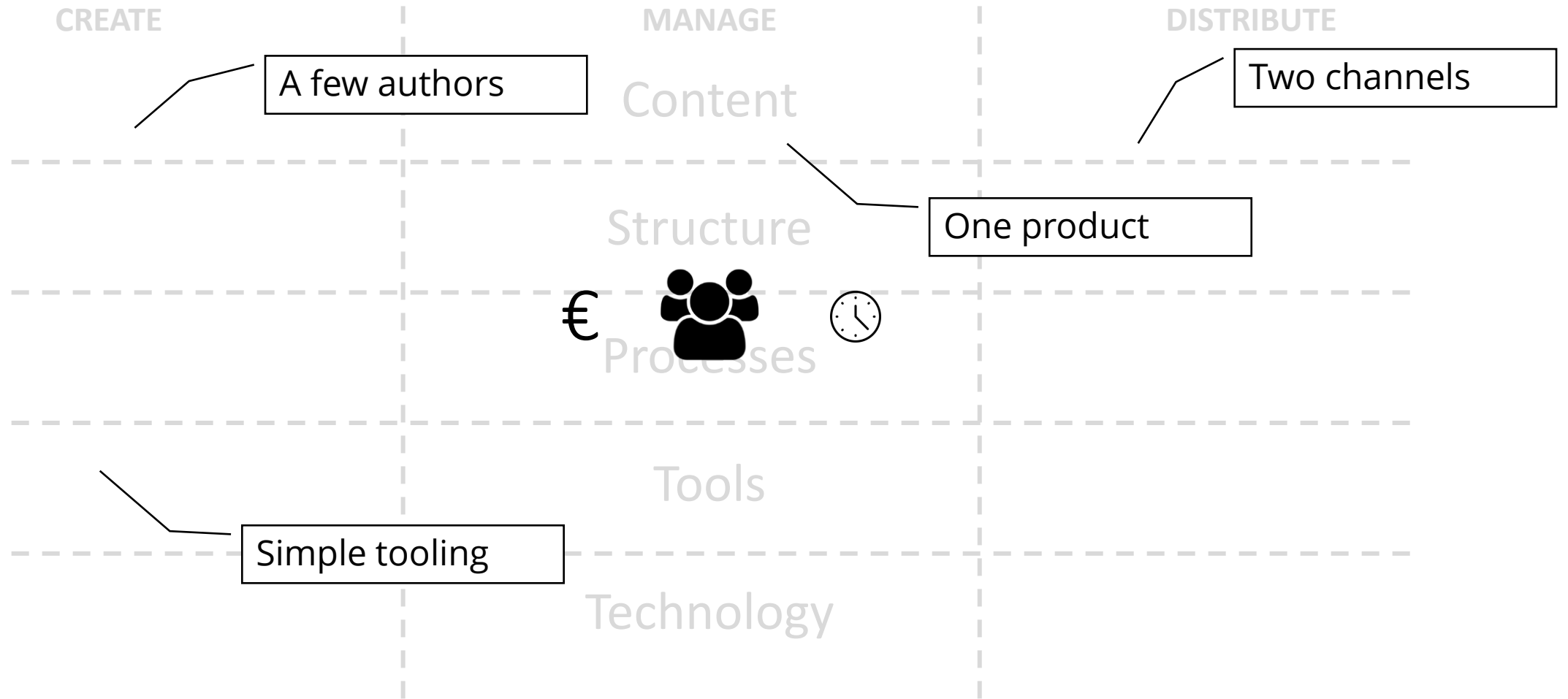
2. STANDARDISE FOR REUSE AT ALL LEVELS



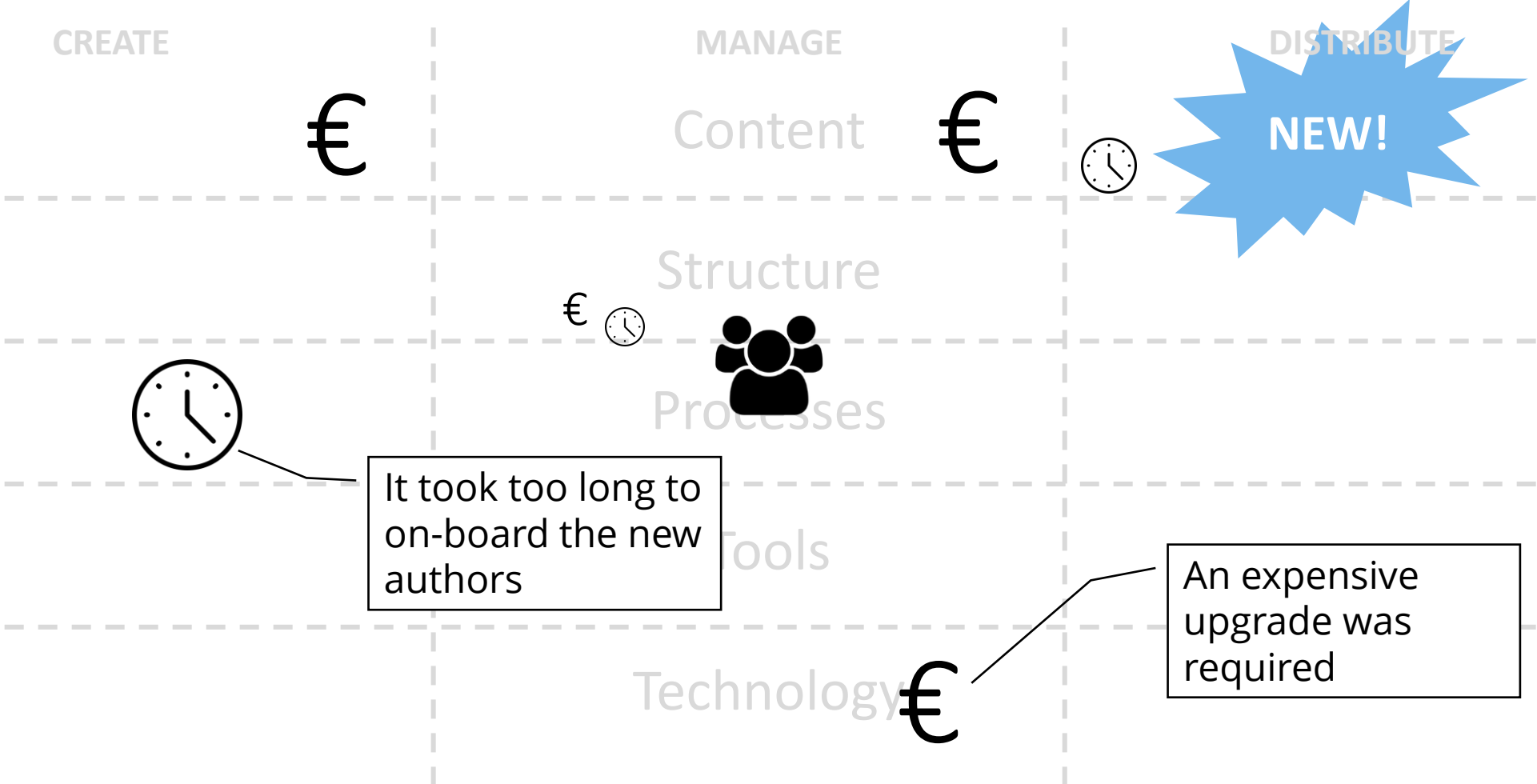
3. ORGANISE WELL



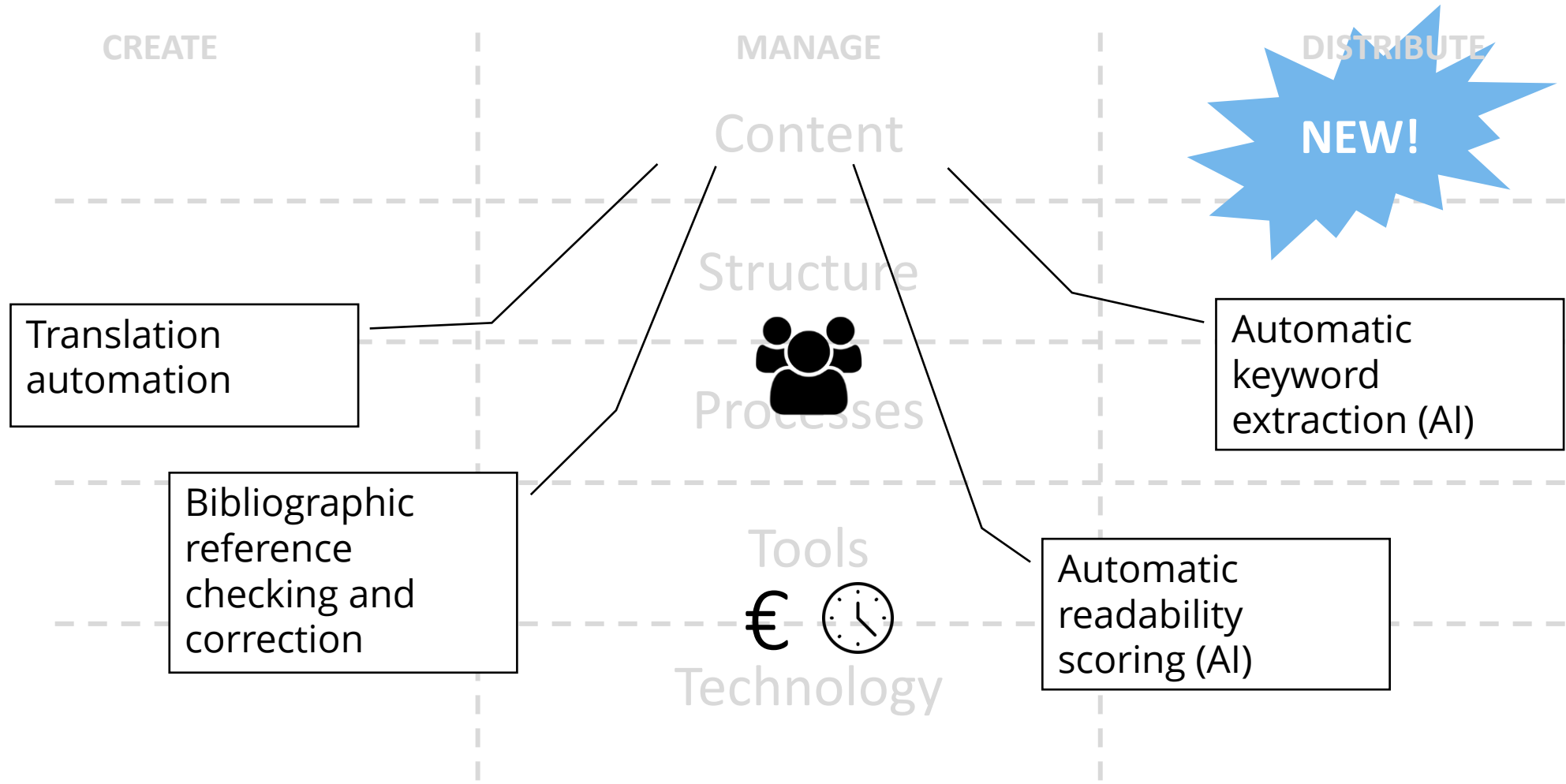
4. START SMALL AND EXPAND



5A. REVIEW AND ADJUST



5B. ENHANCE

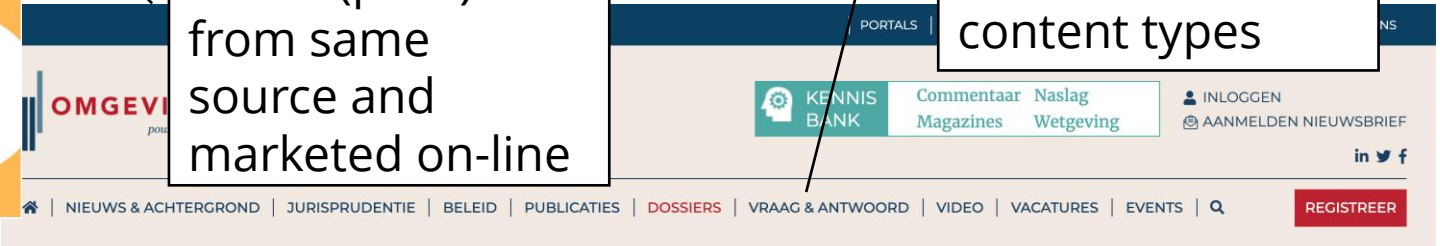
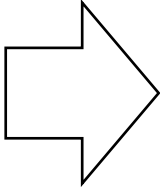


A SMALL EXAMPLE



Books (print) from same source and marketed on-line

Document types to control distinct content types

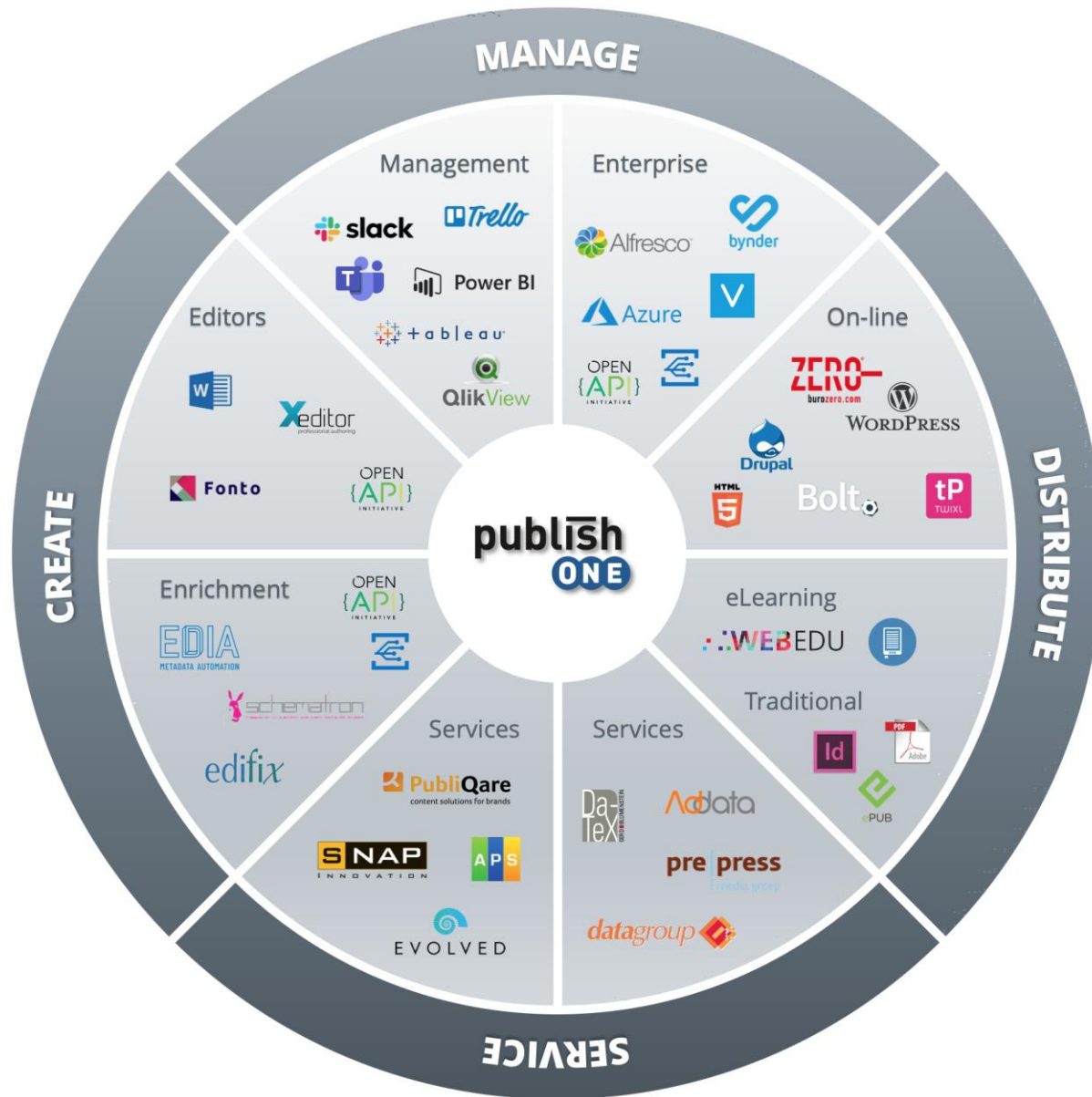


Word lid van Omgevingsweb Toegang tot de Kennisbank Lees alle e-books Stel eigen nieuwsoverzicht samen Contact met vakgenoten WORD LID



Dossiers are based on sets of keywords

Metadata (keyword) tagging of content creates link to dossiers



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