

Adding Value in the Content Creation Chain

CrossMediaForum 2021

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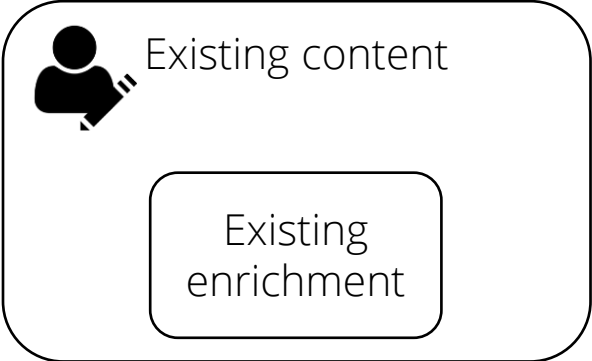
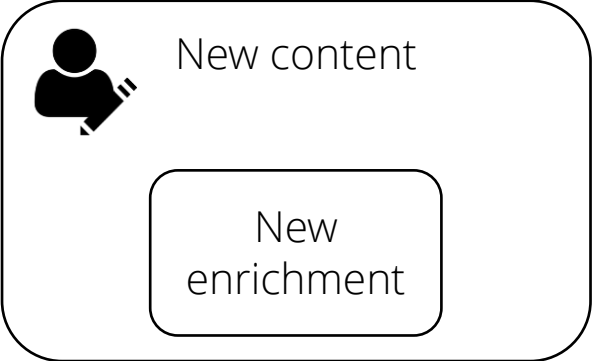
Taking a different perspective

"XML First, XML Last - Product First, Product Last? Unterschiedliche Konzepte für die crossmediale Contentproduktion"

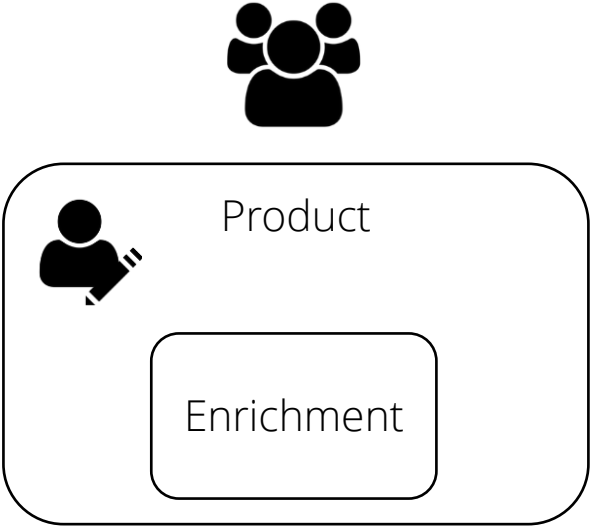
"How do I add value to my cross-medium content?"

Building on last year's framework

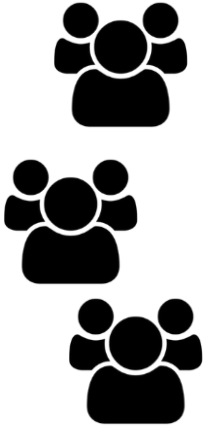
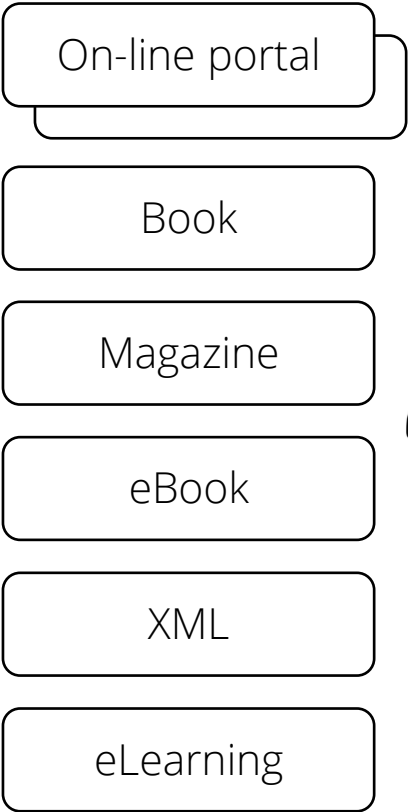
CREATE



MANAGE

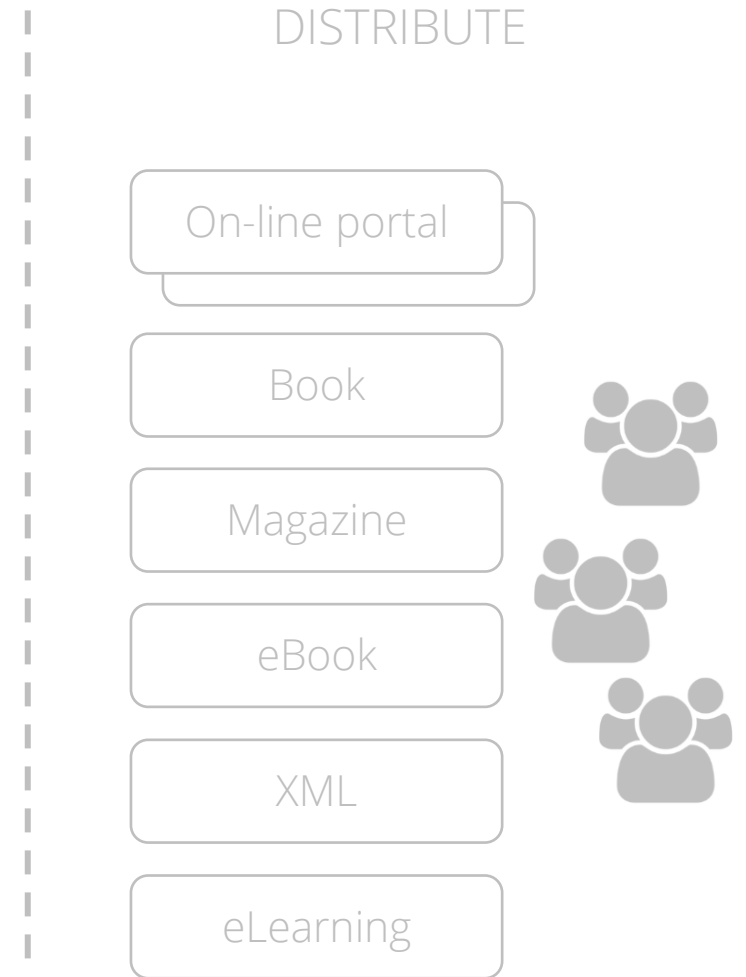


DISTRIBUTE

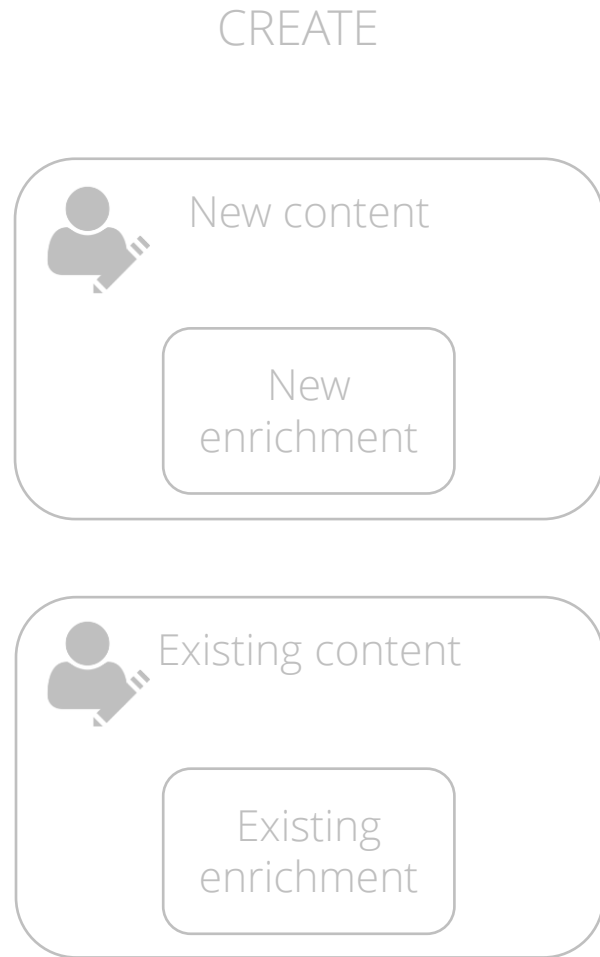


Taking a view on value

- I get the content I need when I need it
- I can find the content I need
- It helps me discover related content
- The content is reliable
- The content has the depth I need



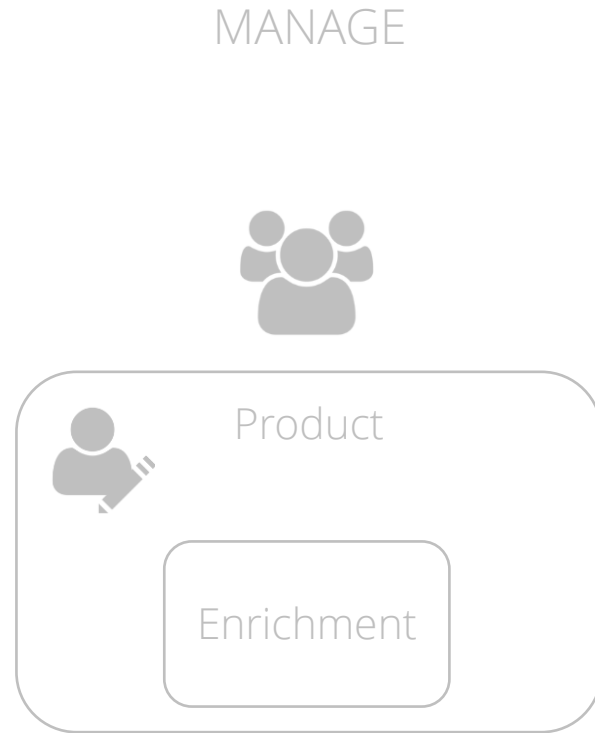
Starting to create value



- I well understand what is requested of me
- I have an easy way of interacting with the wider team
- I can write in a tool I know (and like)
- I get the feedback I need
- I can work when I have the time available
- I can concentrate on what I am good at

Continuing to add value

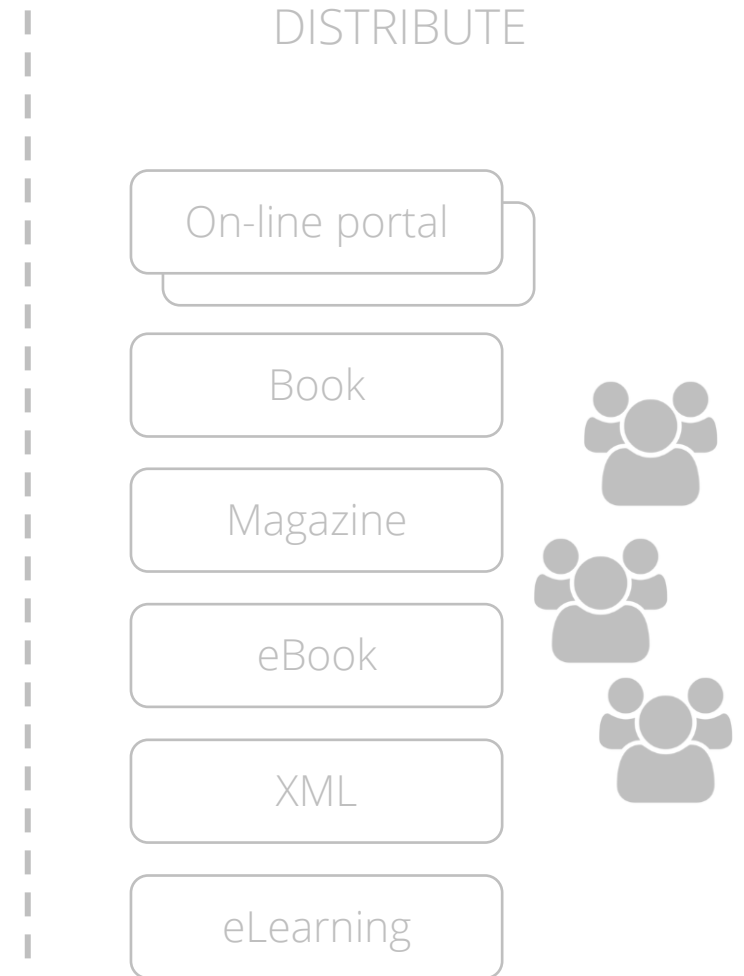
- I have a good overview
- I work with user friendly tools
- I structure content to serve multi channels
- I can easily work with a team
- I have the flexibility to add new authors



- I can integrate new services
- I can distribute quickly
- I can automate where needed
- I can reuse content
- I can do what I need to do

Delivering value

- I get the content I need when I need it
 - Be quick
- I can find the content I need
 - Not just intelligent search: structure and metadata
 - Multi channel
- It helps me discover related content
 - Enrichment
- The content is reliable
 - Reputable authors visible
- The content has the depth I need
 - Structure, layering and linking



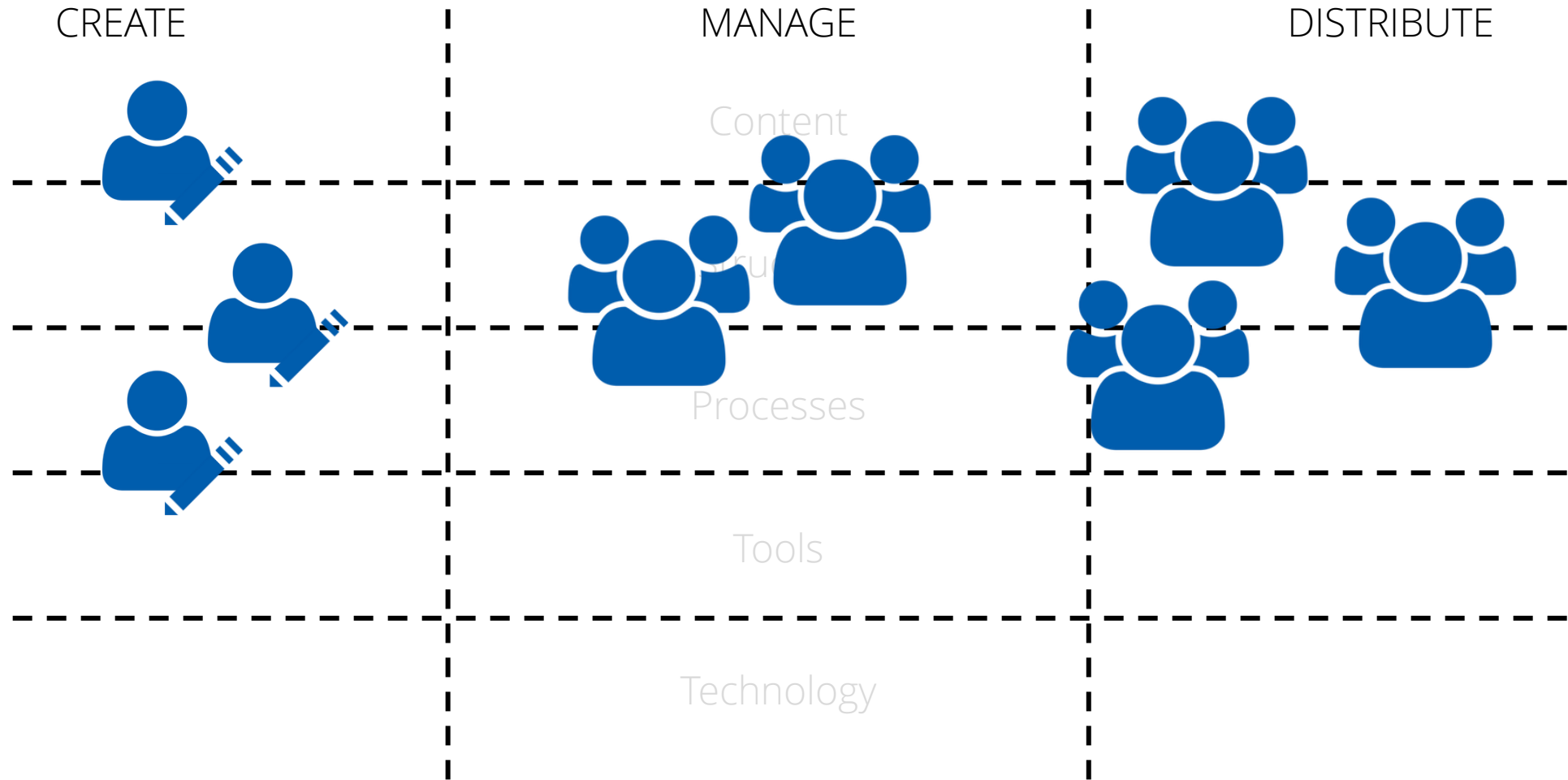
Reviewing this year's theme

- Value is what your audience receive or perceive
 - Your product drives what needs to be done
 - This will never be a static – constant evolution in needed
- Value includes timeliness and multi-channel availability
 - XML at the earliest notices helps you achieve that
 - Structure and metadata are a must
- Value is created by people
 - It is always people first
 - Do not complicate their work ... but dare change it

Analysing what is needed ...

| CREATE | MANAGE | DISTRIBUTE |
|--------|------------|------------|
| | Content | |
| | Structure | |
| | Processes | |
| | Tools | |
| | Technology | |

... is analysing what the people need



A sample case

- 16:30 Fallbeispiel PublishOne: Product! Oder wie man es Autoren und Verlag leicht machen kann
 - Paul Hörbelt, SNAP Innovation

