

Gilbane Digital Conference / November 2016

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Abstract I

Active Publishing: Shifting from Content Delivery to Content Marketing

Bret Freeman, Vice President, Sales

Publishers can no longer remain competitive without a practical digital content strategy that embraces the entire publishing process—from creating, marketing, and selling the content to getting it to a customer’s mobile device, laptop, social media feed, or mailbox.

Digital-first workflows for delivering content to multiple channels and multiple devices is the new normal. Yet the workflow technologies that the industry has been discussing for years—from digital-first authoring to single-source content creation for channel-agnostic distribution—have yet to make most publishers as nimble as they expected. Many continue to fall short of their strategic and revenue goals.

Active Publishing is a strategy for leveraging automation tools, consumerization tactics, and content marketing to give publishers control of all of their content at every step in the publishing process, and to monetize it in new and more profitable ways. As a result, Active Publishing can expand readership, boost revenues, enhance industry impact, and differentiate digital brands.

Drawing on more than 20 years’ experience with publishing technologies, Bret Freeman, Vice President of Sales at Atypon, will share his insights into the best ways to implement a successful Active Publishing strategy. Attendees will also learn how leading-edge publishers are effectively using Active Publishing to build and optimize stickier, destination websites that turn casual website visitors into paying customers and deepen the brand loyalty of their existing subscribers.

221 Words / Max = 250



Proposal for LII “Disruptor Zone” demo

Passport Analytics: A brand new business intelligence tool that uncovers publishing business insights and opportunities that were previously difficult to identify quickly and act on confidently.

Literatum is Atypion’s online publishing platform for building and optimizing publication websites. Much more than a traditional hosting platform, Literatum combines powerful website development tools, precision content targeting, rapid product creation, flexible subscription modeling, integrated eCommerce, and comprehensive analytics—all in a single product.

Passport Analytics (PA) is Literatum’s brand new business intelligence module. Unlike broader analytics tools designed for use across many industries, PA’s publishing-specific features inform business decisions that publishers often have to guess about: from pricing adjustments to resource allocation, abuse and data vulnerability mitigation, and even website design changes that create a more engaging user interface and experience.

Because Passport Analytics is tightly integrated with Literatum, it provides accurate, real-time data that combines intelligence about content usage with information about users’ site behavior.

With straightforward, easy-to-use tools and familiar, easy-to-interpret report visualizations (such as heat maps and histograms), non-technical users can generate, customize, and apply this data ways they couldn’t previously.

In addition, data from other systems (such as CRM or billing systems) can be imported and combined with Literatum data in PA for examining the broader publishing ecosystem.

Atypion’s **demo** will show how PA’s remarkably granular content-usage data can be easily sorted and interpreted. Focusing on the *process* of data exploration, Passport Analytics will be used to surface insights into how users accessed a publisher’s content. The data will be considered from a number of angles, demonstrating the scope and flexibility of the software’s capabilities.

Hypothetical drivers for changes in the data will be examined to determine their root cause and demonstrate how the reports can be parsed to inform a publisher’s business decisions.

Submitted August 31, 2018: Researcher to Reader conference

Status: ACCEPTED

Title: Content as a Service

Subtitle: Delivering regular content updates to increase engagement and scholarly impact

Type: Presentation

Abstract

Publishers can employ Content as a Service to make the research experience faster and more convenient—and their content more valuable—by continually and automatically delivering updates to the reference content their readers are most interested in. Content as a Service is a way for publishers to enhance engagement, expand their subscriber base, add new revenue channels, and increase the scholarly impact of their content.

Description

Science changes rapidly, but some reference works—from industry standards and medical practice guidelines to standards of care and lab procedure manuals—are updated only infrequently. Content as a Service (CaaS)—content that is updated regularly and made available via a subscription—combines technology for tracking updates, edits, and versions with access-based content licenses that convert a static, one-time purchase into a dynamic, ongoing service.

As part of that service, researchers and practitioners can receive a consumerized user experience: enhanced onsite discovery features and an interface that clearly demarcates content updates from the surrounding text. Opt-in, automated, topic-based notifications can both keep users up to date and deliver relevant content in an easy-to-consume interface, speeding discovery.

For researchers, CaaS is a faster way to disseminate research findings, stay up to date in their fields, and discover the information that they seek quickly. For publishers, Content as a Service is a way to create new products from existing content and develop new delivery channels. It also gives publishers an easier way to keep their publications up to date, the ability to extend existing content beyond its established audience, and to increase engagement and ad value.

Different types of users are interested in different types of reference content: the needs of a high school science teacher, for example, might differ from those of a post-doctoral candidate or practitioner, although both may be interested in the same topic. By chunking content beyond just the chapter level, discrete elements like sections, figures, tables, and diagrams can be curated for various CaaS scenarios and repackaged, targeted, promoted, reordered, and sold.

This presentation will demonstrate how publishers can leverage both new and existing content to create new products and services to turn their websites into destinations rather than sporadic stopovers, thereby increasing their content's value. And it will present successful real-world examples of how various scholarly and professional publishers are employing CaaS.