Media companies need to make every piece of content on every platform—from tabloids to tablets—work harder than ever before. Print, online, broadcast, mobile and multitouch audiences all have different demands for the content they consume. Editorial departments understand the challenge: to produce content for all of these channels using existing (or in some cases reduced) staff, all the while maintaining the brand’s standards for quality and credibility. Advertising departments also understand the value and importance of cross-media advertising packages, which need to be produced in a single system with a single invoice and a single view of the customer’s account information.

None of this is possible today without the enabling technology that supports multimedia content, advertising and audience management, coupled with multichannel delivery.

At Atex, we believe that media companies need a unified technology platform with all of the robustness of a conventional, industrial-strength publishing solution, plus powerful new capabilities that do the following:

1. Enable editors to publish to multiple platforms continuously. This means gathering and packaging content neutrally before enhancing and delivering it to a specific channel.

2. Enable journalists to gather information in new ways. Office documents, Google Docs, spreadsheets, images, movies, audio, Weblogs, reader comments, community contributions, notes and surveys all can become part of the story, which can then be packaged and refined for each delivery channel.

3. Provide greater insights into audience needs, preferences, location and behavior. Media companies can extend the power of their brands by matching the right content with the interest of the user, delivered at the right time and location to the appropriate platform.

4. Create an advertising environment that allows media companies to maximize their core brand recognition and create rich, contextual and personalized advertising content alongside trusted and quality editorial content.

Atex software solutions are able to meet these multichannel demands because of the company’s architectural commitment to open standards and Web services, which, in turn, helps to create a unified system environment that supports interoperability. The foundation for Atex Content Management, Advertising and Audience solutions is a framework called OneView, which provides a media company with a single view of all content and a single view of all customer transactions.

CASE STUDIES

Last year, the Columbus (Ohio) Dispatch went live on the Atex Advertising Solution. The Dispatch owns 23 community newspapers, two weekly newspapers, one major daily, three magazines and a Spanish-language publication, as well as tablet, mobile and e-reader products. The Atex Advertising solution enabled the Dispatch to consolidate its disparate systems and focus on selling cross-media ad packages. The Dispatch had one system for print classified advertising, another for online advertising, a third system for display ads, and a separate billing and accounts receivable system. As a result of launching the unified Atex system, the average ad order entry time was reduced by 75 percent and the time spent searching for ads was cut by 50 percent. Even more significant is the value of the Dispatch brand in promoting cross-media ad sales. Package ads booked on the Atex system now account for 90 percent of all ads sold. This includes multichannel advertising bundles, where advertisers can book combinations of print, online and mobile ads under a single order with a single invoice. Ad content can be formatted to target the unique advantages offered by each print and online medium, thereby increasing the effectiveness of the advertising across all Dispatch brands.
In the United Kingdom, publishing group Johnston Press is live on a multichannel Atex publishing system for 996 print products and 261 websites. More than 17,000 printed pages are produced each week on the Atex system and the Johnston Press websites are generating more than 40 million page views weekly.

Johnston Press editors work in a single Atex content management environment to produce and deliver content for any print or online channel. The Atex editing software automatically formats the content for the appropriate channel, including the ability to automatically tag content with metadata that improves searchability, categorization and the linking of related stories. Designers can also edit and rearrange content directly on print and Web pages, which streamlines workflows and allows editors to respond rapidly to breaking news stories.

In 2010, Johnston Press reported an increase in operating profits for the first time since 2006, with digital revenues growing by 10.9 percent and costs lowered by £13.6M. The Atex multichannel publishing system was singled out in the Johnston Press 2010 half-year financial statement: “Most notable in the first half is the continued rollout of our editorial system from one that was print based with digital elements developed in-house to a purchased editorial/content management system. This creates a single view of our editorial content and positions the group to deliver this content via print, Internet and mobile channels without the high level of rework the previous systems required.”

Before Atex, Johnston Press editors had to copy, paste, duplicate and reformat content to for print, Web and mobile channels. Today, the Atex template-driven user interface makes it easy for editors to publish a single piece of content to multiple channels without creating copies of the content. Furthermore, content can be exported in XML for sharing or syndicating Johnston Press content for other publications and news services.

A third recent example of the Atex multichannel publishing solution comes from Casa Editorial El Tiempo (CEET) in Bogota, Colombia. CEET installed an Atex multichannel content hub that encompasses six newspapers, 30 magazines, one cable and one public television station, 14 websites, several books and database print products, and channel publishing to mobile, e-reader and tablet devices. As part of the Atex implementation, all CEET journalists were given a Blackberry to capture audio, video and photos for transmission immediately into the Atex content hub.

To accomplish this multichannel publishing environment, CEET transformed itself from a traditional desk-based newsroom (i.e. international, national, sports, politics, etc.) into a converged, content-neutral model that encourages flexibility and product segmentation. A CEET reader can, for example, get quick updates about main news events in the morning before work, followed by deeper insights later in the day (when he or she has more time available), as well as lighter content in the evening when relaxing at home. The CEET layout for some print products is even designed to mimic a computer interface, with lots of color and short reference summaries to attract younger audiences.

Like other media companies around the world, CEET is using Atex technology to help realize its vision for rethinking the content gathering and distribution process to implement a multichannel publishing strategy that takes advantage of the strengths that each
The concept is simple: any type of content, delivered anywhere, anytime and in whatever format your readers seek.

medium offers. CEET editors no longer have to worry about the nuances of formatting, duplicating and “sending” content from one desk to another. Instead they can focus on producing quality journalism that reinforces and enhances the CEET brand across all its media properties.

ONE TO MANY
Atex software solutions are built to support multichannel publishing by separating content planning, gathering and packaging from the other processes in the editorial and advertising value chain, such as content enhancing and dissemination to publishing, online and broadcast channels. In the Atex workflow, some processes can be managed centrally and in a media-neutral way, while other processes can be adapted to a specific output channel. The important point is that these workflow options are fully configurable and can be managed via specific tools to format and publish content.

From a content management perspective, the Atex solution is thus capable of managing each publishing channel through direct control or by integrating third-party production tools. Similarly, Atex Advertising supports mash-up integration with CRM tools like Salesforce.com and Microsoft Dynamics, giving users a single point of access for managing all customer, contact and prospect information.

The Atex multichannel publishing solution “understands” the notion of connected contextual content. Finding and highlighting focal points of multiple stories and their contextual relationship to other stories gives added value to journalists and editors, as well as allowing the integration of social networks and community content.

With Atex, editorial and advertising content elements can include text, photos, HTML files, documents, audio files, video files, RSS feeds, etc. Each element can have versions and variations. For example, a story published to the tablet channel can use different elements and variations than the same story published in print or online.

Content relationships can be generated by a human being, such as a media-neutral content editor. Typically, the user can relate text to a photo, URL or multimedia file indicating that those parts “belong together.” A subsequent channel editor can quickly identify which elements of the story are pertinent to the channel, then enhance the story and publish for print, online, mobile, tablet or broadcast.

More importantly, contextual content relationships can be generated automatically by the Atex system. The integrated Atex Text Mining (ATM) engine enriches the content in the background, performing concept extractions based on statistical or linguistic analysis, or both. ATM identifies syntactical and semantic structure of a given content element, and automatically assigns classifications based on taxonomies.
Text mining with the Atex multichannel publishing solution offers media companies the following key benefits:

- Enhanced search experience for external users, which leads to greater time on site and new revenue opportunities;
- Enhanced search experience for internal users, which leads to deeper discovery and better knowledge management;
- Improved newsroom team satisfaction and productivity;
- Improved product quality;
- Greater content consistency (classifications and taxonomies) across newsrooms;
- High probability that content will be found by search engines, which leads to increased traffic and website access;
- Increased end-user (customer) loyalty;
- Reduced cost of creating new information products;
- Dynamic content delivery and personalization - allowing users to get the content they want, when they want it; and
- Maximized content monetization through greater integration of news and advertising content.

CONCLUSION
Over the past several years, Atex’s business has mirrored that of our core media company customers. Today, more than 60% of our revenues come from digital, as opposed to our traditional print business. We have also changed our pricing and deployment models to reflect the growing demands of our industry for hosted, cloud-based solutions. Atex understands the urgency for media companies to become more agile in implementing change. By allowing Atex to take care of the software and infrastructure, a media company’s IT staff is able to concentrate on more strategic initiatives, such as reaching younger audiences and transforming the publishing business to support new around-the-clock, collaborative, and convergent multichannel delivery models. Atex provides the enabling technologies and professional services to help media companies in this cross-channel quest.

The concept is simple: any type of content, delivered anywhere, anytime and in whatever format your readers seek. Against the backdrop of many dramatic changes in the media landscape, Atex’s mission is to remain the global leader in helping media companies turn ideas into dynamic and scalable processes that help create multichannel revenues.

For more information about the Atex multichannel content and customer management solutions, please visit www.atex.com or contact info@atex.com.