

Whitepaper



Publishers Taking Cues From Digital

In this paper, we look at four key factors helping print and digital publishers succeed where others have failed.

*freedom
to create*

Who's Afraid of The Big, Bad Wolf?

In publishing, digital is the big, bad wolf ready to gobble up the print grandmas. Old and infirm, they seem incapable of defending themselves against the insatiable appetite for content now, now, now. Formerly successful print media owners are apparently taking a battering from citizen journalism, online only publications, social media, mercurial online trends and global, real time news that shares itself every second, 24/7.

But there are still winners in publishing and that's because they are choosing to see things differently. Instead of battering down the hatches, they're taking a positive stance.

Digital is known for giving legacy businesses a bit of a hammering. They're all digital and data first, agile and with no baggage. But actually, larger, well established publishers still have an advantage. With their scale and maturity, they're used to finding efficiencies and adopting new processes successfully. Control, management, focus, and power are what is needed to lead the pack, print or digital alike.

Some of the most successful content publishers in the UK and globally are doing just that and outpacing the market as a result. Starting from a base of traditional print media and moving into digital outlets, they've got to grips with spiralling volumes of content and contracting timescales to make a virtue of their reach and range.

Four key factors helping print and digital publishers succeed where others have failed:

- **Using digital speed to publish better news, faster**
- **Automating everyday processes**
- **Personalizing content**
- **Maximizing inventories**

1) Using Digital Speed to Publish Better News, Faster

In an always on world, the time it takes to get content to market is key. Whether through digital or print channels, consumers want the latest insights and news. Traditional publishing lead times are just too long.

Weekly and monthly publications still need to be able to react at the last minute to include the latest news. Their subscribers expect to find updated content daily – in fact, hourly – on branded companion websites. On top of this, they demand busy and engaging brand social media feeds that draw them in to the conversation. Publishing isn't a one way street any more. But, there's no need to think of this as a burden – it's an opportunity. Additionally, digital and social channels can provide a new revenue stream from online advertisers.

Central Asset Storage Saves Time

Hearst UK, with 24 media brands including Cosmopolitan, Esquire, and Good Housekeeping, saved 3,000 hours annually by bringing its reprographics services in house.

It manages digital assets in a centralized repository, dramatically reducing the time it takes to bring a feature to print. Putting legal approvals, ad planning and commissioning all within one workflow saves hours of admin time and means content can be published far sooner, without compromising quality or controls.

Provide Direct Access to Resources for Rapid and Responsive Content Creation

It's not just about getting content published at frequent intervals, it's about creating it as rapidly as possible too. Publishing giant Bauer is working with censhare to roll out a web interface that lets contributors write articles directly into the content system.

Effectively, it's real time reporting and comment in an era of citizen journalism. A journalist and photographer at a sports or red carpet event can submit live copy at any time via their laptop directly onto the online magazine page.

And it's not just fast journalism, it's also highly efficient, avoiding every interaction needing to be mediated by a Bauer employee and allowing freelancers and other contributors to become part of the Bauer workflow.

2) Automate Everyday Processes

In 2013, Bauer chose to pilot content centralization with Grazia, its flagship weekly magazine. With just one of over 50 titles and broadcast channels, publishing efficiency is key. censhare introduced a workflow that automated time consuming manual processes and made it easy to see progress at every stage.

The platform is now in use across all 50 of Bauer's magazine titles. Automating ad bookings and licensed content syndication frees Bauer's team from everyday admin so it can focus on developing new advertising relationships and publishing differentiated editorial content that ticks the reader's boxes.

Cutting Down on the Grunt Work

Digitalization works in publishing just as it does in every other industry: automation cuts down admin and takes on simple, repetitive tasks, and requires manual intervention only for exceptional or unrecognized situations.

The impact is even more dramatic in publishing, with the tsunami of digital content that leading publishers now contend with. It's more important than ever that publishing professionals focus their limited time on selecting and refining targeted and impactful content to build their readerships and cement customer loyalty, rather than being absorbed by the admin and management of content.

Introducing Content Triage

At Hearst, automated image triaging has saved a huge amount of effort. With some of its titles receiving up to 20,000 images from photo agencies every day, manually sifting through to isolate the 2% that are actually usable eats into file storage and editorial time.

As well as automatically uploading the photos to a new hot folder import system, the publisher also uses a function that automatically purges unwanted photos. It means the Hearst team can escape the admin burden and focus on selecting and curating images.

3) Provide Personalized Content

Keeping readers and customers engaged through targeted content means reaching new heights in personalization. Wellbeing organization, Slimming World, relies on distributing content that is motivating, informative, and relevant to its members.

Slimming World is developing an internal knowledge base, where its 4,500 consultants can share news, information and images from more than 16,000 of its classes held around the country.

Develop a One to One Relationship with Subscribers

For a membership or subscriber organization, the ability to personalize content is key. It maintains a direct relationship with each customer so that they continue to trust and value their membership, keeping up their subscription as well as potentially advocating to new recruits.

In Slimming World's case, recipe content is a big area for personalization. By tagging every recipe with metadata, recipes are searchable, reusable and can be automatically matched with member preferences.

This kind of functionality means organizations can provide a personalized home page for any subscriber coming to their website. They can send emails and messages that always contain new and directly relevant content that evolves with the user's experience and activities.

Centralized Content for Competitive Edge

At Bauer, publishing systems manager Leigh Cresswell sees using this centralized content management platform for future advantage. The company's entertainment hub gives worldwide access to celebrity interviews for print, online or broadcast use. Individual channels can pick it up and adapt it to suit their audiences in different geographies or to match the profiles of different media consumers.

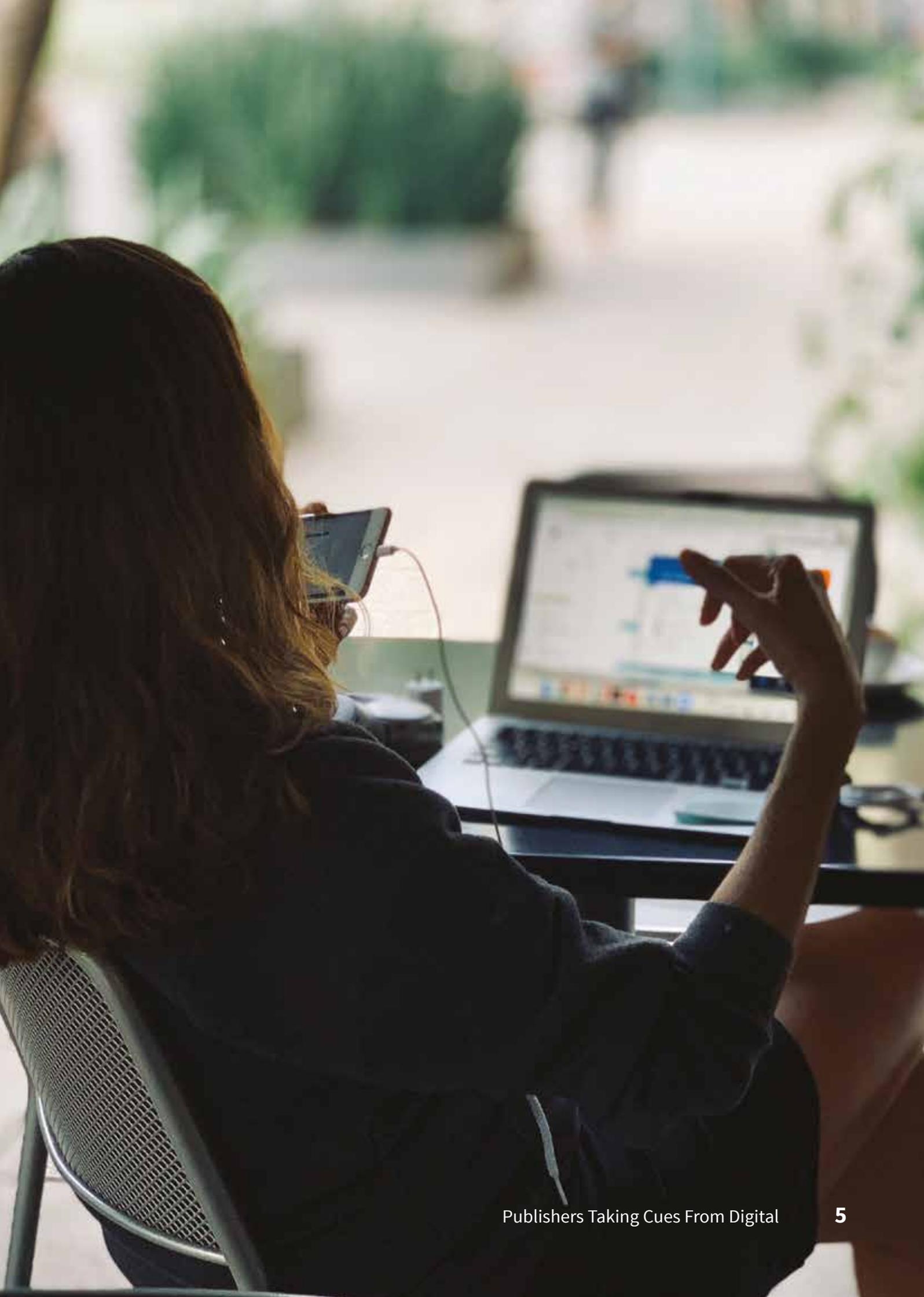
4) Maximize Your Inventory

Rich, personalized, relevant and timely content is vital. But so is making the most of every content asset. There's no time, budget or capacity for reinventing the wheel. Slimming World has a well established asset library with effective indexing and tagging. Both the central publishing team and local leaders can find and use the most relevant image, recipe, success story, logo, or copy asset for their online, social and print media.

As well as being cost efficient, the approach means assets are consistently used correctly, in compliance with brand guidelines and permissions.

Reuse and Recycle

Hearst reuses content across formats and brands, now that it has a single, central repository. This has solved a previous problem where editors would commission new features or buy new stock images even though something suitable already existed elsewhere. Now they can instantly search by keyword, check they have the rights to use it and see where it's been used before. Hearst targets its editors with 10 – 30 per cent reuse, to help focus editorial budget on new and original content and avoid duplication of effort.



Key Learnings – for Publishers and Beyond...

Get Control of Your Digital Content, Before It Controls You

Organizations of all kinds are waking up to the fact that managing and delivering a vast array of content is a fact of digital life. Traditional publishing processes and protocols are breaking down as the scale and pace of consumer demand ramps up. Everyone's a publisher these days – content and engagement rule in consumer relationships in every sector.

Learn From the Leaders of the Pack

We can all learn from these leading businesses who are adapting their traditional publishing expertise to morph into the new, modern, media company. They understand the crucial principles of stepping up their content management.

Free Your Teams to Act Fast

The rapid pace of news transmission and real time, citizen journalism means that teams need fast reactions and streamlined processes to get content in front of avid consumers.

With such a volume of interesting and relevant content out there, automating every possible aspect of storage, transmission, asset classification and admin is vital to free up time for editing and journalism that truly adds value and originality.

Know What You Have and Where It Is

Knowing what content they have and how they can get the most from it across a range of brands and channels helps to control costs and optimize content for many audiences. Being able to deliver a personalized experience through different media, to different targets and preferences, makes content truly relevant and memorable, and builds loyalty and new subscribers.

It's Time to Embrace the Modern Media Age

To compete with new digital publishers, traditional organizations need to take a big leap forward, reinventing processes and harnessing their valuable back catalogue of content in the most effective way. Bauer's Leigh Cresswell sums up the potential of the change: "If you were to reinvent the process of producing magazines from scratch today, it would look a lot like what we're implementing with censhare."

Get In the Digital Driving Seat with A Centralized Content Approach

A single, central source of content truth for the whole organization is the only way to achieve these goals. And a sophisticated content management system will open up new possibilities that could differentiate publishers further. As Slimming World's James Naylor says, "We're only just scratching the surface of what we can do."



about censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Allianz, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

Contact us at www.censhare.com

Copyright © 2020 censhare

All rights reserved. censhare, and other trademarks are trademarks of censhare GmbH or its subsidiaries. Other trademarks may be trademarks of their respective owners.