Innovative collaboration in Media – a COIN case in EEU, Ljubljana, November 2011
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**Education:**
- Moviemaking (desired)
- Marketing and Trade (actually)

**Professional:**
- National Chemsearch - industrial chemical products
- Citigroup - if you don’t create conflict of interests, you are not doing anything interesting…
- Wizcom - outsourcing
- Icygen – web agency
- Entrepreneur since 2005

**Interests:**
- My companies: favit.com, next.bg, interactivemedia.bg
- TED movement - Ideas worth sharing
- Shifthappens.org - change the global system of education
- Ski, Windsurfing & Formula 1

**Very special interests:**
- My kids
What is media?
The good intention: A chain of command that ensures a quick distribution of objective, credible and topical NEWS
Actually: a lazy, heavy, self-absorbed industry that neglected the needs of the ones it was meant to serve
Reason for the confusion: it was easier and much more lucrative to serve the corporate clients.
Actually the biggest problem is the media model itself

- I read yesterday’s news and pay for it
- I wait till 8 pm to watch a TV episode that has been created 6 months ago
- A complete stranger chooses news and topics, guessing what I want and need

*Note: these shortcomings became evident once the internet became a standard in content distribution*
News started to bypass the media?

• Crisis of the distribution model
• Crisis of the business model

...it just found a new Media
¡VIVA LA EVOLUCIÓN!
Media Use Case: Creation of content by instantly created collaborative editorial team and immediate real-time, multi-channel content distribution
Scenario relevancy

- 63 000+ Media companies
- 61 000 000 Bloggers (social media factor)
Use Case Overview

Media challenges
1. Provide up-to-date content on specialized editorial topics (time relevance)
2. Provide trustworthy content in real time (credibility)
3. Provide quality content in real time (enthralling, accurate and exhaustive)
4. To ensure the needed geographical coverage
5. To ensure the desired skill set within the editorial team (talent recruitment and management)
6. Reduce cost
As-Is situation

Copywriter/Reporter

Photographer

Web designer

Editor in chief

1. reach the event
2. acquire facts
3. create content

• create HTML
• update the CMS

• approve publishing

Web platform
To-be situation

Editor in chief

- Selects event
- Outsources reporter & photographer TOHS & CVT (COIN)
- Negotiates conditions ISS (COIN)
- Provides work requirements

Copywriter/Reporter

- reach the event
- acquire facts
- create content and upload onto the favit platform

Photographer

- approve publishing

Collaborative PM

Information Interoperability

Web page

RSS

API

Mobile D.

Facebook

Twitter

Ext. Digital displays
Actors

1. Editor-in-chief (in-house)
2. Reporter/Citizen journalist (outsourced)
3. Photographer (outsourced)
COIN Tools used

1. TOHS (find your partner)
2. CVT (evaluate the quality of your instantly created team)
Post condition

- Improved reaction times
- Decreased news delivery time
- Decreased cost per news piece
- Shorter time from event to news coverage
- Real time multi channel content distribution
- Improved time relevancy of news content
- Increased media competitiveness
Indicators

- Reaction times
- News delivery time
- Cost per news piece
- Time relevancy of news content
- Content reach
- Channel relevance
- Media competitiveness
Expected (almost materialized) benefits

- Decrease time to market for news pieces - factor of 6 decrease
- Decrease cost per news piece - factor of 13 decrease
- Increase in daily traffic - 45% expected (still benchmarking)

Substantial social impact: create a new profession – the digital curator
Thank you!

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