Publishing in the digital age

Daniel Hladky, CEO – Ontos AG
Outline

- Consumer behaviour and influencing factors
- Structure Date
- Use cases
- Business model
- Architecture
- Conclusion
Research question: How can publishing companies use new and emerging technologies to help face the challenges of transitioning to digital?
## News consumption...

<table>
<thead>
<tr>
<th>Segment</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rejecters</td>
<td>21</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Reluctant Absorbers</td>
<td>10</td>
<td>14</td>
<td>11</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Headliners</td>
<td>19</td>
<td>12</td>
<td>11</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>A Few Main Sources</td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>Traditionalists</td>
<td>11</td>
<td>10</td>
<td>13</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>News Lovers</td>
<td>9</td>
<td>16</td>
<td>19</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Sceptical Surfers</td>
<td>13</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Citizen Enthusiasts</td>
<td>10</td>
<td>19</td>
<td>16</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Adapted from McKinsey, Overview News Consumer (2007)
News Publishing....

Influence factors

Addressing user needs

Semantic Data Web
What does it mean...

- Content needs to be free
- Content must be flexible
- Not limited by time, space or consumption
- Connect audience with relevant content
- Run content automatically

- Atomic, rich structure, named entities, relations
- Machine-readable: understand meaning of data and content
Structure data...

The lead singer of the famous Irish band U2, Bono, and President Dmitry Medvedev talked about charitable programs for a taste, and Apple CEO Steve Jobs, during their meeting in Moscow. The musician brought best wishes to Medvedev from Apple Jobs, an active participant in the Product Red program. Under this program, well-known brands distribute products with this logo and a portion of the revenue goes to the Global Fund to Fight AIDS, Tuberculosis, and Malaria. The model asked Dmitry Medvedev to suggest Russian enterprises that might participate in this program.

---

Steve Jobs (born February 24, 1955) is an American business magnate and investor. He is best known for being the chief executive of Pixar Animation Studios; he became a member of the board of The Walt Disney Company in 2006. He co-founded Steve Wozniak, Mike Markkula, and others, designed, developed, and marketed one of the first commercially successful personal computers—the Apple II.
Rich Data Service...

- Connect your content and data to other rich data sources
Semantic by Ontos

Ontos Feeder (for CMS)

Upload/Insert

Search, Navigation, Filtering

Wiki-Portal

Browser Plug-in
New business models...

15 Business Models for Linked Data Publishers

Who do we get revenue from?
- Customer
- Partner
- Advertiser
- Government or non-profit

Who do we provide our service to?
- Private Partners
- Open Developer Community
- Web Site Users

Direct
- Subsidized / Public Service
- Licensing
- Microtransactions
- Subscriptions
- Freemium
- Paid Inclusion
- Sponsorships
- Advertising

Indirect
- Marketplace
- Affiliate Program
- Affiliate Participation
- Value-Add / Loss Leader
- Traffic Generation / SEO
- Branding
- Data Branding
Architecture I...
Conclusion

Successful publishers

- Understand and harness the relationship with their audience
- Develop new, engaging products for them
- Provide content in a wide range of formats, platforms, and experiences
- Invest in the emerging technologies that best align with their business strategies