Digital Media, Publishing and Semantic Architecture

MediaMixer Innovate, 4th April 2014

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Publishing Today: A Common Scenario
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What Needs To Be Done?

• Break-down content silos, in order to:
  – Unlock full value of content
  – Expand universe of viable product innovation

• Reduce tech scope of product development:
  – Ensure revenue generators deliver FMA
  – Respond quicker to market change
  – Enable innovation by minimising the cost of failure

• Identify Value Streams + Market Differentiators
  – Ad-funded vs Subscription

• Minimise delivery risk
How Should It Be Done?

• Open, decoupled subsystems based around core business capabilities

• Data interoperability: semantics - the common language of the business/platform
  – Domain-Driven Design
10,000m View
10,000m View
Mapping User and Content Geographies
Enabling Discoverability and Innovation
The Value Proposition

• Paywalled/Subscription-based:
  – Differentiating, high value products
  – Deep personalisation

• Ad-funded
  – SEO
  – Enhanced behavioural targeting
  – RTB leverage

• Both
  – Exploit full content assetbase: archives, timelines
Thank you.

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