

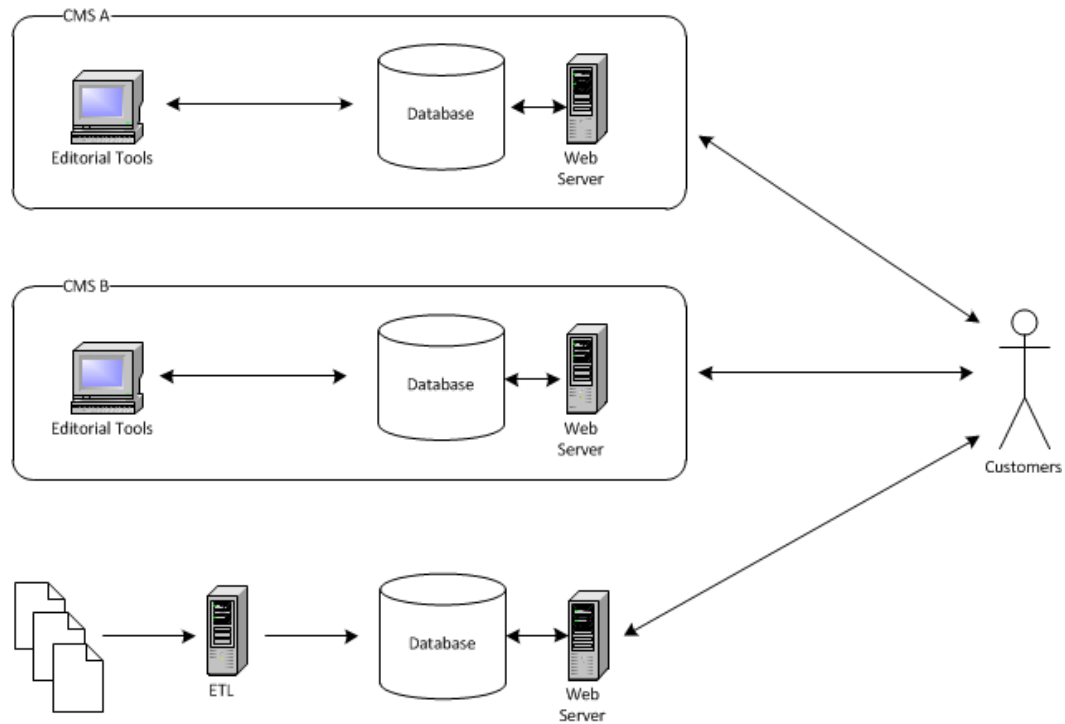


Digital Media, Publishing and Semantic Architecture

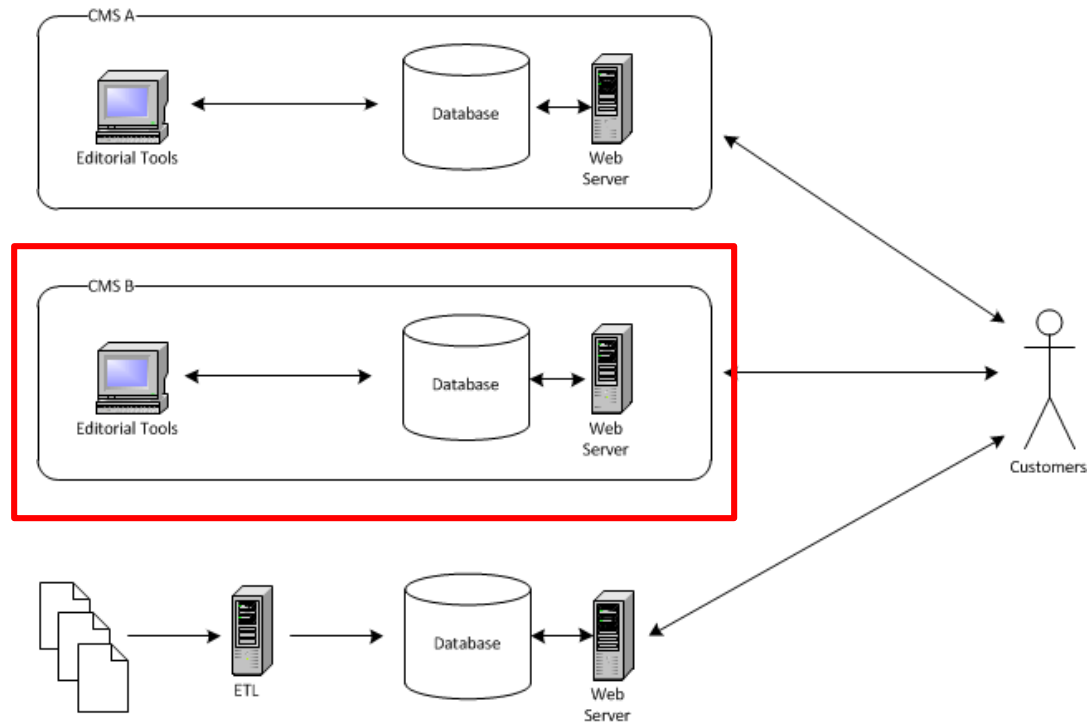
MediaMixer Innovate, 4th April 2014

julian.everett@ontoba.com

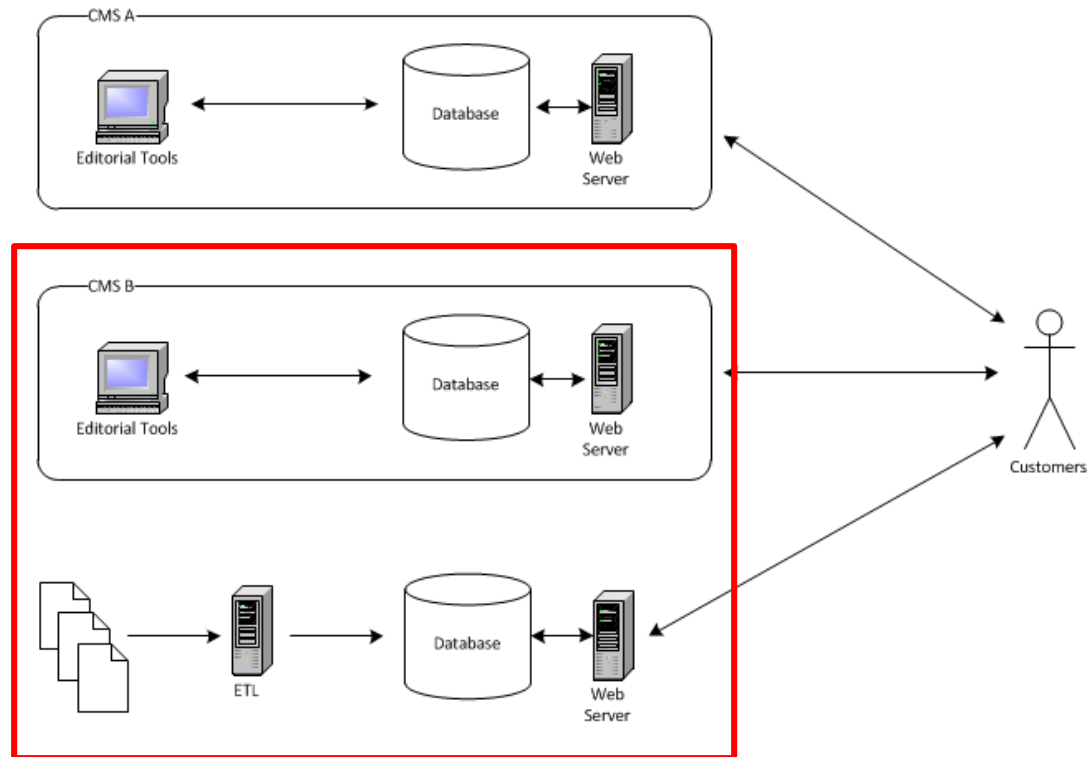
Publishing Today: A Common Scenario



Publishing Today: A Common Scenario



Publishing Today: A Common Scenario



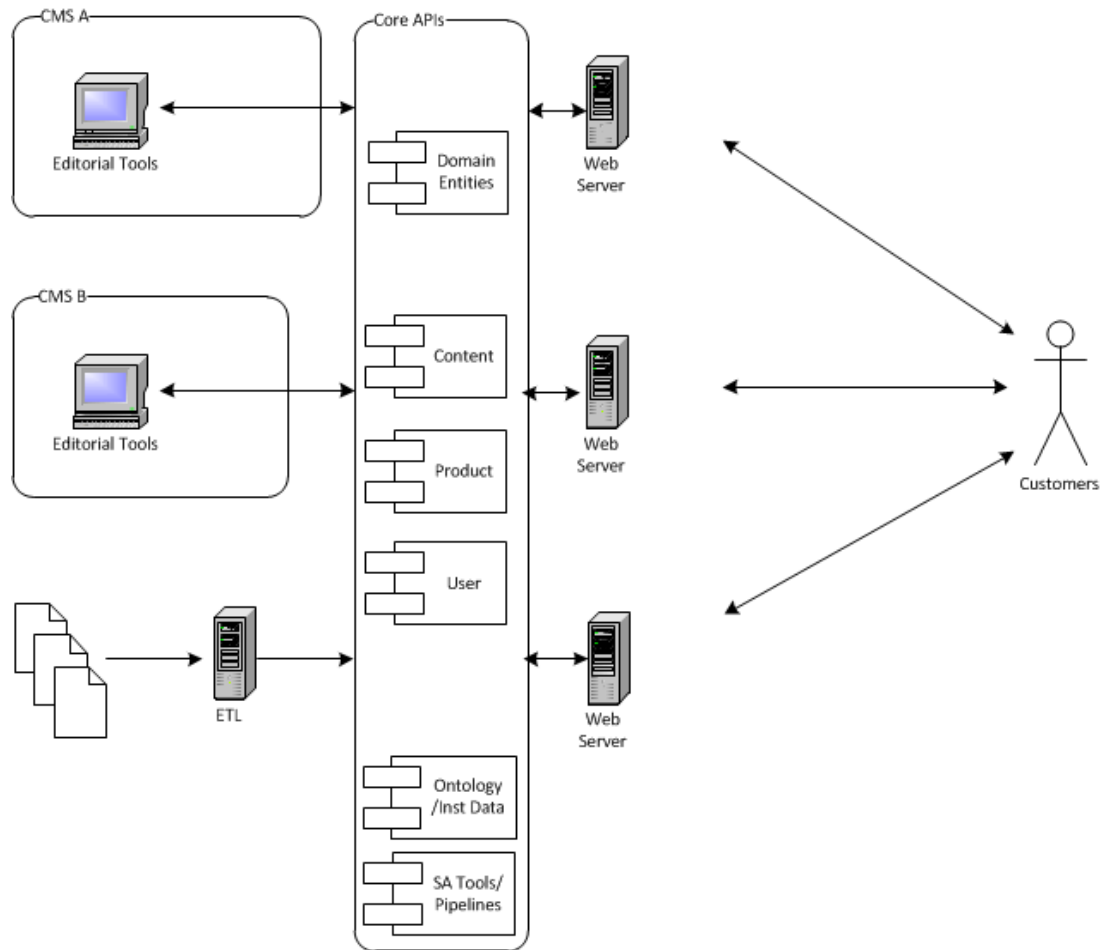
What Needs To Be Done?

- 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

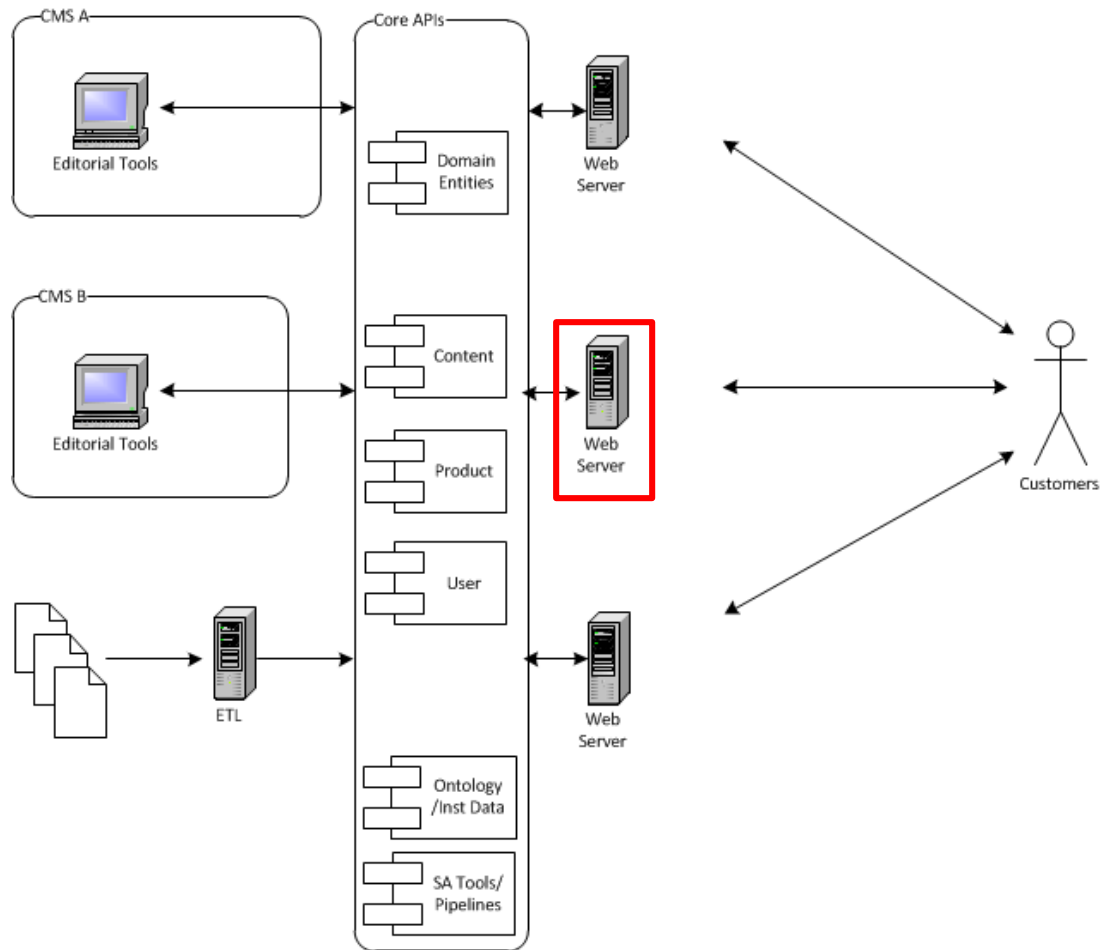
How Should It Be Done?

- Open, decoupled subsystems based around core business capabilities
- Data interoperability: semantics - the common language of the business/platform
 - Domain-Driven Design

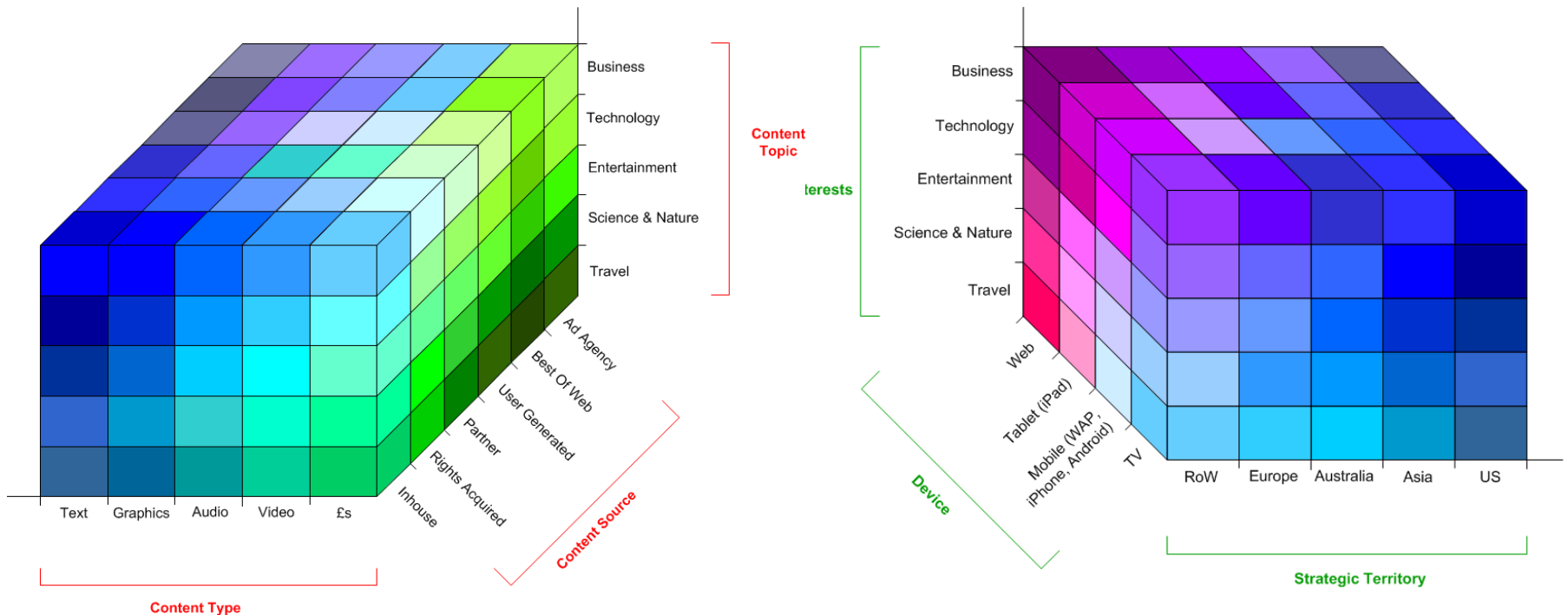
10,000m View



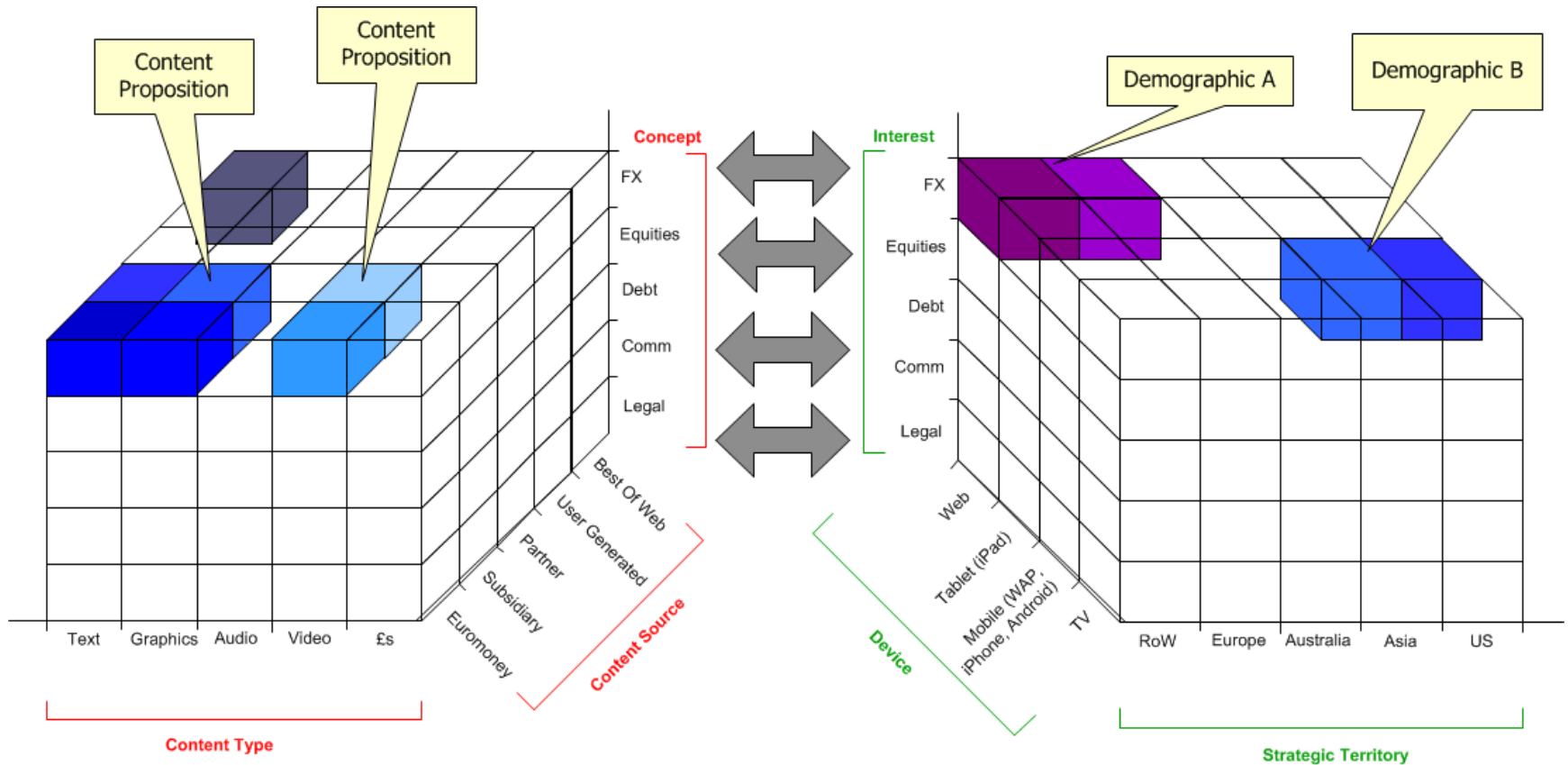
10,000m View



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.

julian.everett@ontoba.com