

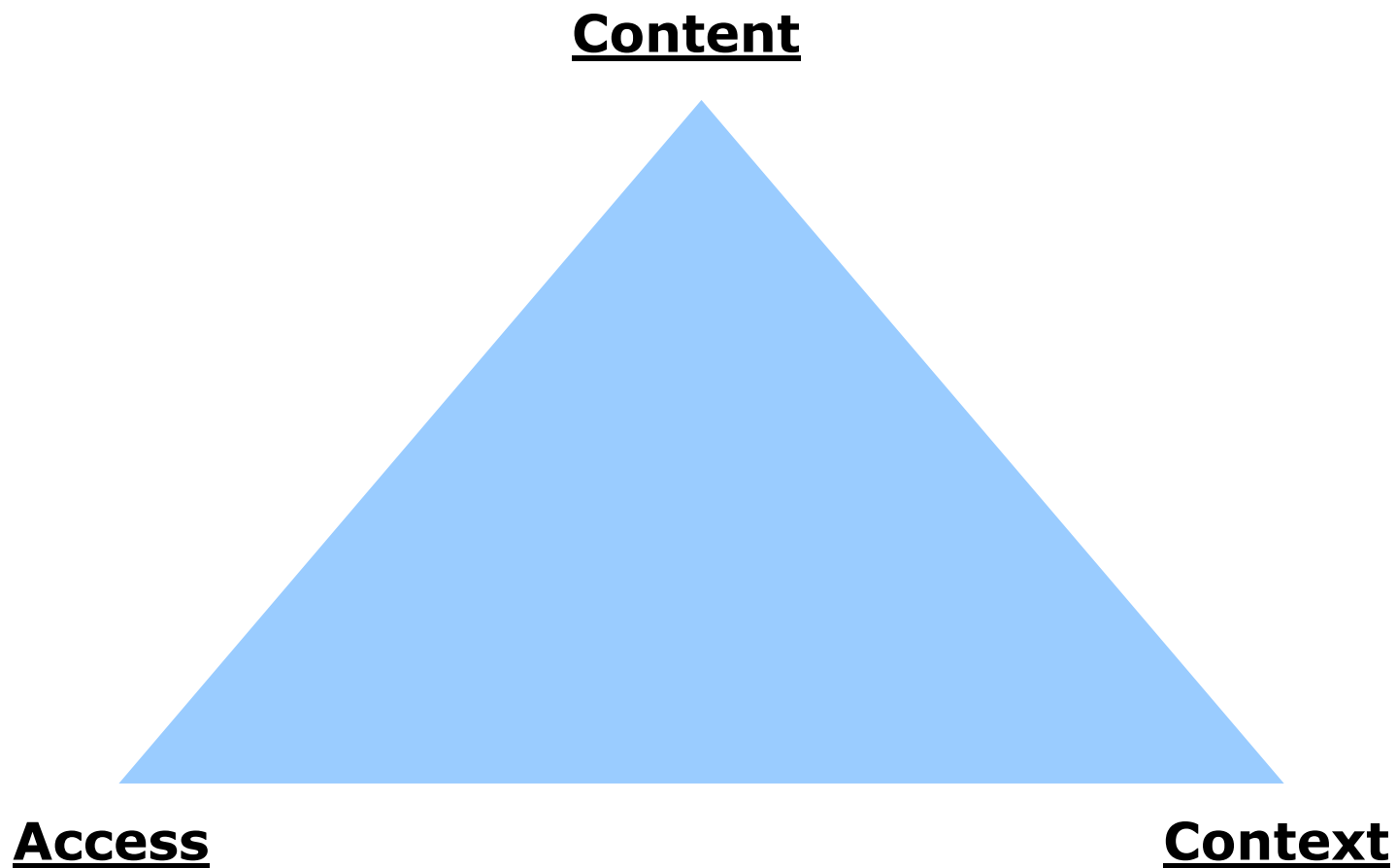


ISPA Conference Vienna, September 2006

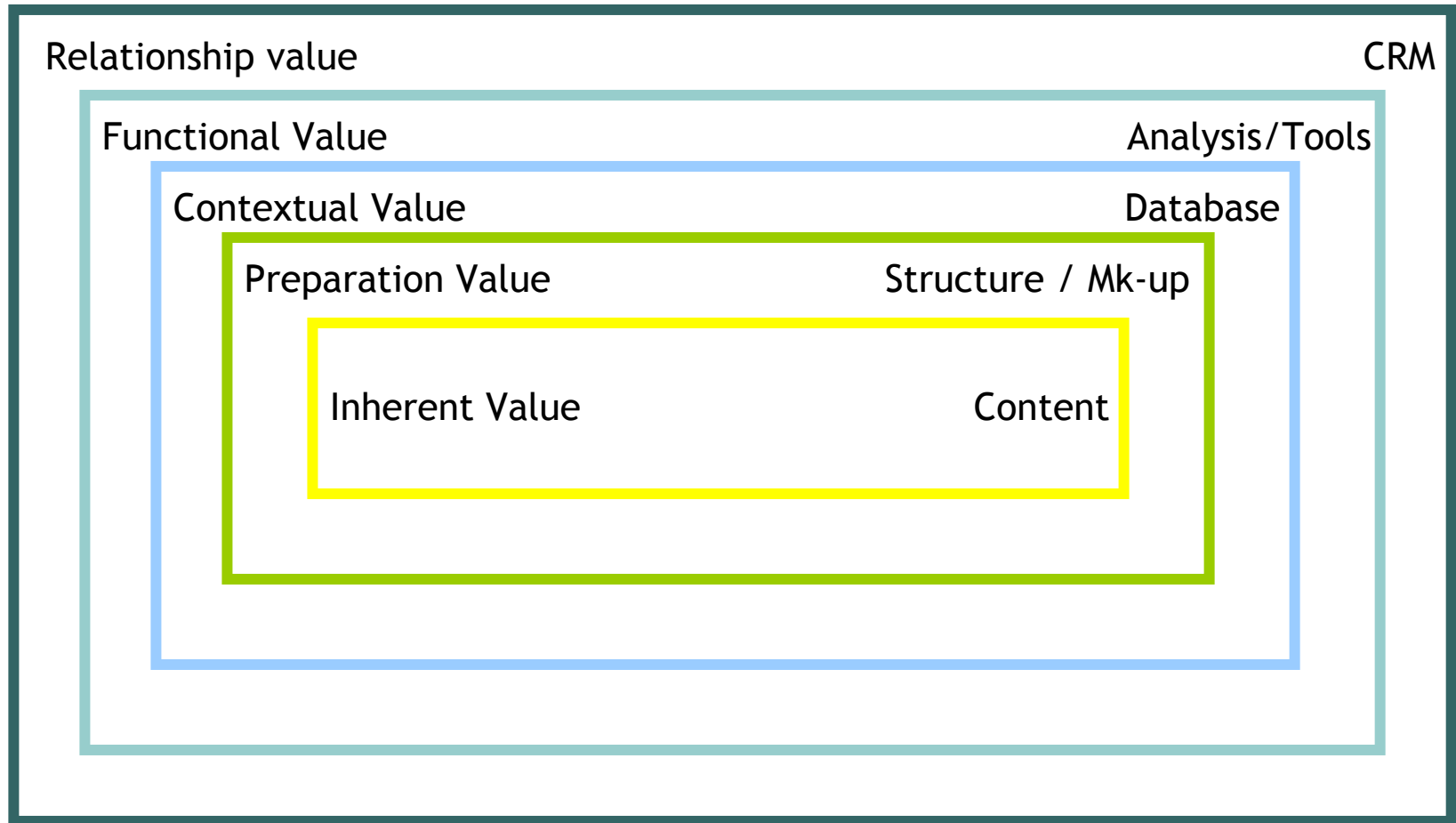
**Presentation by David Worlock
Chairman - Electronic Publishing Services Ltd
Chief Research Fellow - Outsell**

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So who is the King?



The five shades of value



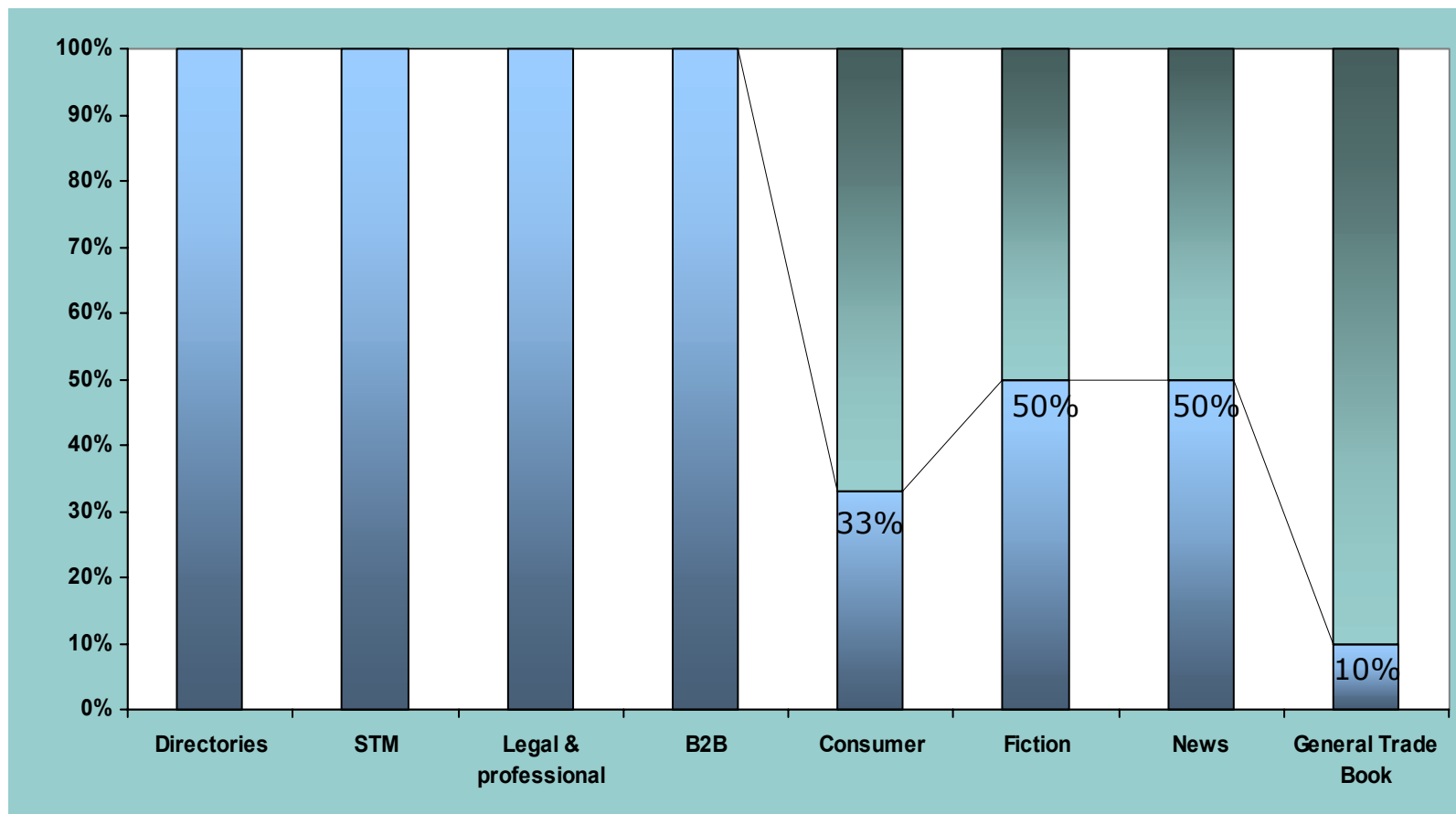
Why is it so hard to become network publishers.....?

“Here we are using the richest technological resources of the twentieth century for the imitation of pressed wood pulp”

Ted Nelson 1990

.....now that we are in the
twenty-first century?

Digital Delivery in 2010



What do users want?

- Hassle-free access
- Through one point of entry
- To everything required for workflow/decisions.
- In the appropriate context, through the most useful access point.

Cost-Effective (ROI):

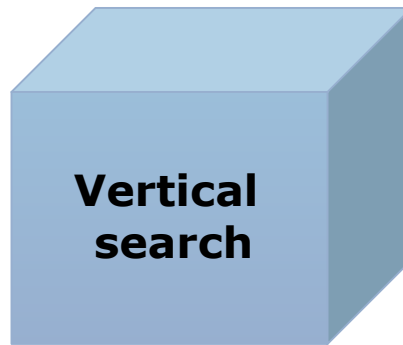
Clear Agreements:

Engineered for Use

Building Blocks for New Market Development



Recognised?
Invented?
Secure?



Aggressive?
Defensive?
Drives business model?



Content requirement?
Whose tools?
Segment or extended?

Why have publishers been thinking so hard about workflow?

- 1 In so many content markets, providers are facing the commoditisation of their basic content.
- 2 The power of the network has seen some content providers threatened by the ability of their customers or search engines or government to replicate some publishing functions.
- 3 Content providers are looking for lock-in and value-add wherever it can be found.

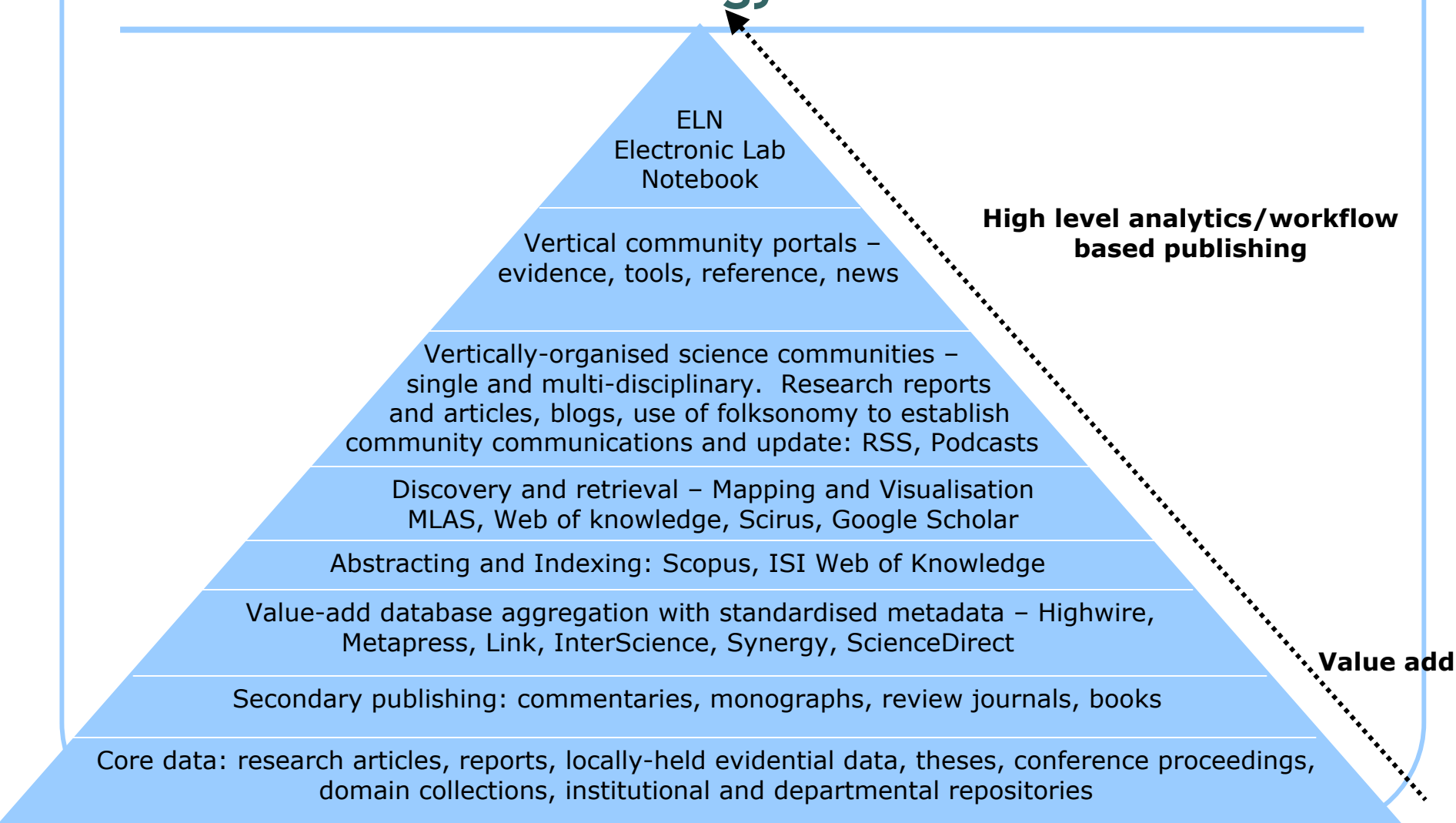
Workflow

- Can sometimes be about process productivity;
- Can sometimes be about decision-making;
- Can sometimes be about compliance;
- Often two or three of these are involved in the same process (e.g. all three may be involved in a clinician making diagnosis decisions).

Building the Digital Future:

STM as a Case Study

Science and Technology Content



The Information Services and Solutions Value Model

20 Critical trends for publishing in a networked society

Community	Graphics, images and videos
Collaboration	High level analytics
Workflow integration	Semantic web
Extended value chains	Ontology development
User identity and authentication	High level taxonomies
Vertical and horizontal search	Persistent content identity
Process productivity	Object-based digital trading
Auditable compliance	DRM
Ubiquitous broadband	Partnership
Visualisation and display	Decision support

On becoming a network publisher.....

- Do we transfer our print world to the network?
- Do we continue to sell content products in a service environment?
- Do we pay more attention to “protecting” our content than to building acceptable business models?

OR

- Do we re-discover how our customer’s business works?
- Do we partner with erstwhile competitors to create whole business solutions?
- Do we invest our content with value added features which make it inherently more useful in the user context?

Knowing our customer’s business intimately is the only key factor
for online success

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change”

Charles Darwin

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