

# CASE STUDY FOR CONTENT HUB FOR PUBLISHERS IMPLEMENTATION FOR A TABLOID

## *How Leading Tabloid Mastered Content Challenges with OpenText CHP and CyanGate*

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### Overview

Leading Tabloid, a prominent name in the tabloid newspaper industry, faced significant challenges in managing and publishing stories that utilized photos from various wire service vendors. The complexities of handling diverse content formats and ensuring timely publication, while maintaining content rights compliance, were hindering their operations. As the newspaper experienced growth in readership and content volume, it became clear that their existing systems could not adequately manage the intricacies of modern news distribution.

In response, Leading Tabloid turned to OpenText Content Hub for Publishers (CHP), a platform capable of handling content receipt, enrichment, creation, packaging, delivery, archival, and syndication. To maximize the capabilities of CHP, they partnered with CyanGate, renowned for its expertise in customizing content management platforms. CyanGate's involvement was crucial in tailoring CHP to meet the dynamic and high-volume needs of Leading Tabloid, revolutionizing their approach to content management.

## Challenges the Tabloid Encountered with Previous System

The main challenges the tabloid encountered included:

- **Content Synchronization Issues:** The tabloid faced significant delays in news updates and publication due to difficulty in synchronizing content from multiple wire services. Additionally, the feed from the previous system was not updated continuously, forcing users to manually search for new content each time.
- **Delayed Image Processing:** Integrating images into the system was inefficient. The process involved transferring images between FTP servers and ingesting them into the system, causing substantial delays before they appeared in search results.
- **Volume Management:** Handling peak times of photo uploads, such as during major events like the Oscars or the Olympics, often overwhelmed their system.
- **Lack of Reporting Capabilities:** The existing system did not support the generation of reports, nor was it open enough to integrate internal tools for report creation. This limitation hindered the ability to analyze and improve operational efficiencies.
- **Operational Efficiency:** Existing systems required logging into multiple platforms to access different feeds, reducing operational efficiency and increasing the time to market.



## Solution and Services for CHP

To address these challenges, CyanGate implemented OpenText Content Hub for Publishers (CHP), which offers a configuration-based approach to ingest photos from commercial wire services efficiently.



- **Metadata Extraction:** CHP's ability to extract and utilize embedded metadata from photos enhances search capabilities and asset management.
- **Unified Repository:** With CHP, users can search across all feeds within a single repository, eliminating the need to access multiple systems.
- **Scalability during High Volume Periods:** CHP efficiently manages high volumes of photo uploads, ensuring stability and responsiveness during critical times.
- **Visual Indicators for Compliance:** Color coding is applied to photos to indicate usage conditions, aiding in quick decision-making and ensuring compliance.
- **Seamless Data Migration:** Migrating 16 TB of production and 7-8 TB of archived content was streamlined through CHP feeds, maintaining integrity and accessibility.
- **Enhanced Security:** Customizable security settings allow administrators to control access to sensitive assets effectively.



## Results

Post-implementation, The tabloid experienced a transformation in their content management and publishing operations. Key outcomes included:

- **Enhanced Efficiency:** The integration of CHP led to a significant reduction in the time required to publish stories, thanks to streamlined content handling and metadata management.
- **Cost-effective Operations:** Visual indicators for photo usage rights reduced costs associated with content licensing by preventing unintentional use of fee-based assets.
- **Improved Content Discovery:** Enhanced metadata capabilities allowed for quicker and more precise content searches, improving workflow for editors and journalists.
- **Scalability and Reliability:** The system proved capable of handling large volumes of data without performance degradation, especially during high-visibility events.

## CyanGate's Strategic Enhancements to OpenText CHP

CyanGate specializes in enhancing the OpenText Content Hub for Publishers (CHP) to meet the complex needs of the publishing industry, particularly for high-volume, high-visibility media environments like those encountered by leading tabloid newspapers.

- **Integrated Media Management:** CyanGate customizes CHP to provide a robust and scalable platform that integrates seamlessly with existing workflows and systems. This integration supports the efficient management of media content from ingestion to publication, significantly improving operational workflows and reducing time to market.
- **Visual Compliance and Security:** Implementing visual indicators for usage rights and comprehensive security measures ensures that media content is used appropriately and kept secure, reducing legal risks and enhancing compliance protocols.
- **Support and Scalability:** CyanGate stands by its clients from the initial implementation through ongoing support, ensuring that as the volume of media content grows, the system remains robust and responsive. This includes handling peak loads effectively during major events, which is critical for tabloid publications.

## Benefits of Implementing CHP with CyanGate

- **Improved Operational Efficiency:** Streamlining asset management processes reduces the overhead and complexity previously experienced, allowing staff to focus more on content creation and less on administrative tasks.
- **Increased Compliance and Security:** With improved tools for managing usage rights and securing assets, the newspaper can safeguard against compliance breaches and unauthorized access.
- **User Empowerment:** Training and continuous support from CyanGate empower users to maximize the use of CHP, leading to better adoption and more effective use of the system across the organization.

By implementing CHP with CyanGate's tailored solutions, the tabloid newspaper not only streamlines operations but also ensures that their publishing processes are more aligned with modern digital practices, making it easier to manage, distribute, and monetize content effectively.