



Liquid Media **Opportunities in a Liquid Architecture**

whitepaper II

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www.dtint.com • dtinfo@dtint.com • US Headquarters: (801) 853-5000

Contents

Opportunities in a Liquid Architecture	3
Ideas for Implementing a <i>Liquid Media</i> Architecture	3
Solving Problems with a <i>Liquid Media</i> Architecture	5
About DTI	6
About <i>Liquid Media</i>	6

Opportunities in a Liquid Architecture

What if breaking news could be updated on the Web pages of your newspapers as it happens, instead of just dumping your print product online once a day? And what if that updating could come from anywhere in your group to any Web site in your group? For example, what if your very best international news editors could update the international news on any or all of the Web sites of any of your newspapers – or any of your media outlets? *Liquid Media* is not just about flowing data, but it is about unleashing your editorial and graphics talent and allowing it to be utilized beyond the current silos.

What if your new generation Web publishing system could enable you to publish as many local Web sites as needed, but have your very best content flow into them from anywhere in your group and mix seamlessly with the local content that sets each site apart for its area?

Or let's say a reader comes to your newspaper ad site and enters a search for a certain product. With a liquid ad architecture, your system could scour every newspaper in your group, and even check all of the other online sources of ads, and return a much broader result. Your system could even remember that search and keep returning results from across the country (or world) for your reader. Could that service be monetized?

What if ads could be sold anywhere in your group, and appear on the Web pages of any site in your group? What if they could appear in print in any publication as well? And what if your print ads could drive traffic online, (using a patented code) directly to the in-depth information that consumers come to the Internet for, without having to go through hundreds of search engine results to find what they are looking for? Could *Liquid Media* start turning the tables in favor of newspapers?

In fact, what if an advertiser could give you an ad and you could not only place it in any or all of your group's newspapers, but you could place that ad in all of the Craigslists-type free ad sites out there? With liquid data flow, the ability to turn the tables and start capitalizing on the other competitors and turning them into an extension of your business becomes possible.

Ideas for Implementing a *Liquid Media* Architecture

The DTI new generation WebSpeed Web Publishing architecture is based upon our *Liquid Media* vision, which means that newspaper groups can start getting the benefits of *Liquid Media* while they are still using their existing print publishing systems and print-oriented data content silos. Editors, ad sales and circulation people can keep using their in-place systems, but start having that data liquefied and flowed online wherever it is needed. *Liquid Media* can start to transform how you publish to the Internet and how you can monetize it.

Consider the possibilities beyond the Internet. Ad sales reps sell more effectively when they present a great looking ad idea to a client instead of just selling space. So why is it so hard for reps to get the spec ads they need to improve their new sales results and up-sell existing clients? What if your reps could get ads from any other newspaper in your group and use them for spec ads in their area? Liquid ad flow could enable that.

What if national sports results tables, box scores and league standings could be made up just once and flow to every newspaper in your group instead of redundantly doing this work everywhere you have a newspaper? What if special tabloid sections, say for Mother's Day, could be editorially created just once, but have the ads sold locally in every market? What if food pages or book reviews could be created in one newspaper but used in another newspaper, and have the presentation take on the look and feel of each individual newspaper? What are the possibilities for saving costs in print if you had a *Liquid Media* architecture that allowed your content to flow from wherever it is to wherever it is needed and take on the shape it needs when it gets there?

Or consider your archives. What if an editor or writer at any newspaper could do a single search and find the information that you have stored in any or all of your silos anywhere? What if that included photos and multimedia as well as text?

And what if you could actually add considerable value to the information that is stored in your archives? For example, newspapers have published births and marriages and deaths for individuals. But those events are usually stored decades apart in a newspaper's archives. What if the liquification of data could allow you to package a dossier on any individual? And since people move, what if the content anywhere in any of your newspapers could be used to locate this information? In fact what if the information in any newspaper in the world could be searched from a query made at your newspaper site?

There is yet another advantage for *Liquid Media*. Newspapers not only have lots of archived information, but this information is considered reliable and from a trusted source. (Google and other operations can offer no reassurance whatsoever for the validity of the information their searches turn up.) However, newspapers have not been able to capitalize on the trust of their brands beyond their printed sheets. What if the newspaper industry as a whole could offer their validated news information, available through any newspaper site that would return trusted results from any other newspaper anywhere? *Liquid Media* data flows could accomplish that without any consolidations of systems and without any elaborate agreements beyond basic security between any newspapers anywhere. If newspapers think cooperating with Google has value, how much more value would there be in cooperating with each other?

Solving Problems with a *Liquid Media* Architecture

One of the big dilemmas for newspapers has been the resistance to paying subscriptions for news online. One work-around for this problem was user registration, based upon the idea that if readers won't pay, at least they will tell us who they are so we can get better advertising support for all of the free news we are providing. But resistance to even registering seems to suppress traffic to the newspaper's site.

Liquid Media could provide a solution to this problem by flowing together information a newspaper already has and enabling the collection of information about readers when they are willing to give it. Newspapers already have circulation databases with lots of information about readers, and they have classified ad customer databases with information about readers. It's just that these are in silos, of course.

The real leap forward is to simply liquefy the information newspapers already have and combine it with the Web information into a unified customer profile. With a liquid architecture, there is no need to first install an integrated classified and circulation and web publishing system before this problem can be solved. The solution can start now.

While the issue of privacy is important, the amount of personal data that is given out over the Internet every day to make purchases is growing at a staggering pace. It is more a matter of collecting information in ways that readers neither find intrusive nor unnecessary from their point of view. And those who collect it must be considered a trusted source. Hopefully newspapers can maintain such a trust better than many other competitors.

Liquid Media can collect the information from wherever it is given and flow it to wherever it needs to be, and take on the shape it needs when it gets there. DTI believes in the benefits of unified systems, but also believes that newspapers no longer have the time to fully integrate all of their system architectures before they can start realizing the benefits. The changes are happening right now. *Liquid Media* needs to be implemented now.

About DTI

Digital Technology International has been developing and implementing solutions for newspaper publishers around the world since 1981. DTI serves customers on a global basis with several offices in the U.S., including world headquarters in Springville, UT. International offices are located in Brentwood in the UK and Darmstadt in Germany. DTI also has regional offices in Panama, Mexico City, Finland and Australia. For more information, visit www.dtint.com.

About *Liquid Media*

Newspapers urgently need a strategic foundation that allows them to leverage their assets and effectively position them for success in a rapidly changing market. *Liquid Media*, from DTI, is an innovative integration technology that enables newspapers to seamlessly share their information and creative assets throughout the enterprise and through any form of media. Through *Liquid Media*, newspapers can flow data into any system - existing or new – regardless of platform. *Liquid Media* opens up immediate options today and better positions newspapers for the future, giving them the power and flexibility to evolve at their own pace, matching investment levels with priorities and needs. For more information, visit www.dtint.com.