

Digital disruption is changing the Publishing landscape

Publishers must adapt to drive increased revenue streams with digital products, channels and syndication



Filter through vast quantities of incoming media



Manage costs associated with publishing



Manage rights associated with publishing



Track what has been published, where and when

Print-dominated news and information publishing is in decline. Digital disruption and economic shifts are the new normal and publishers are trying to adapt. The market is fragmented, moving fast and business models are growing more complex. To stay current, publishers must address declining print channel revenue and reduce editorial production costs while driving increased revenue streams with new and repurposed digital products, channels and syndication.

Publishing software, ePublishing and editorial photography technologies and associated processes are often print dominated: the so-called 'editorial systems' with on-page layout and editing. Journalists create stories and articles in these systems from newswire, picture feeds and other data sources, plus their own research and interviews. There are often challenges extracting from on-page newspaper systems to rework content for digital channels. Information aggregators, specialty and news publishers want to efficiently manage content authoring (news articles), images (photo desk), editorial review, packaging and distribution to multiple publishing channels, such as web, print, mobile and syndication outlets.

OpenText addresses these issues and transforms the editorial process with **OpenText™ Content Hub for Publishers (CHP)**. Publishers can now meet the industry challenges of declining print revenues, spiraling growth across digital channels and a plethora of new products. CHP scales to the largest operations and demonstrates an understanding of customers' workflow, content production, authoring and publishing with industry-specific features, functionality and integration points to other systems. The CHP platform handles the large volumes of content that newsrooms across the world are exposed to daily

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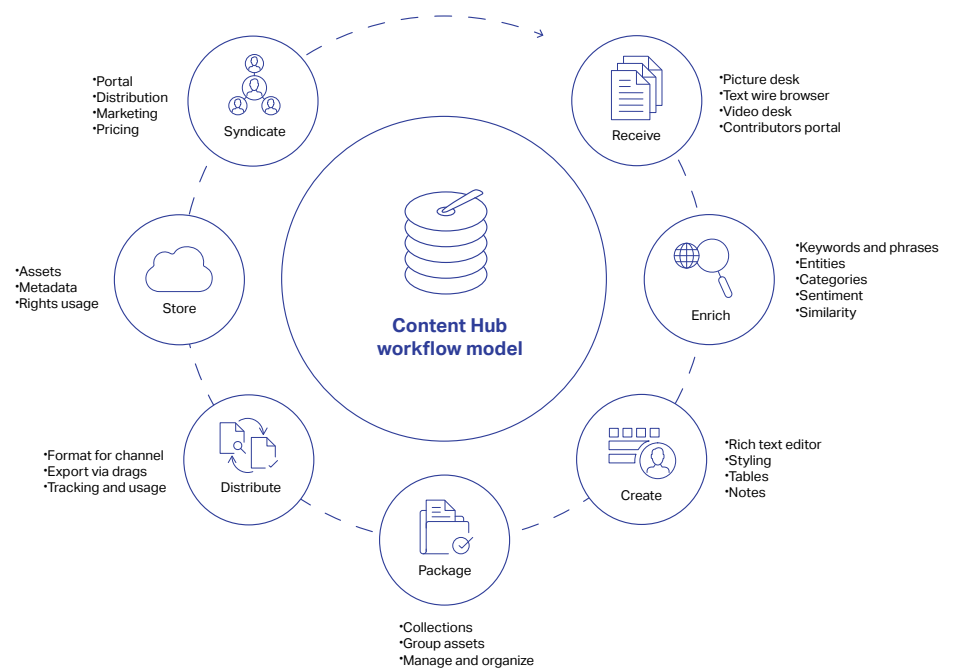
"OpenText Content Hub for Publishers allows News UK to collect as many as 100,000 or more new digital assets and news feeds submitted each day by multiple journalists, photographers and agencies into a single system. Content can be quickly found and retrieved across the various editorial desks."

Simon Pumphrey
Systems Manager
News UK

Read the full success story

CHP is a comprehensive editorial content publishing platform. It provides newswire handling, picture desk and archive tools to manage resources for research, search and find, content authoring and creation and packaging for print and digital media needs. CHP is a browser-based set of applications, providing a rich user experience with a panelized drag-and-drop-based interface. Users create and manage their own working environment, with multiple saved workspaces and layouts.

CHP's "content hub" strategy places content, rather than multiple processes, at the center of a rationalized workflow that allows for controlled access to the content hub and editorial control over content creation, while facilitating delivery to multiple branded channels outlets or syndicators. By placing content at the center of the new business model, it becomes possible to move towards an iterative workflow that flows across the organization and delivers a way to address the challenges of digital transformation by controlling, enhancing, tracking and leveraging assets that can be delivered across multiple channels and platforms.



About OpenText

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