

CREATING THE EDITORIAL WORKFLOW OF THE FUTURE



KNOWLEDGE
Publish

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TABLE OF CONTENTS

Introduction	01
The challenge	02 & 03
The solution	04
Anywhere, anytime publishing.....	05
Real-time global view	06
Fluid page creation & publishing.....	06
Content sharing & retrieval.....	07
Hubbing.....	07
Adapting to change.....	08
Summary.....	08
Ask yourself these questions.....	09



INTRODUCTION

Ten years ago, if you thought of a newsroom it would be a frenetic place full of reporters, subbies, page designers, editors and much more. Print advertising revenue was high and if you had the right title, brands were crying out to be on your pages.



2006



2017

The digital revolution has totally turned the traditional publishing model on its head. People get their content via print, websites, apps, social media and anywhere else they fancy. In the US, half the population gets their news from Facebook. There are 2.5 billion monthly active users for the top 4 social networking apps and 3 billion for the top 4 messaging apps.

Some newspapers and magazines have gone completely digital, whilst other print

have ceased publishing, leaving publishers in a quandary about how they can make their content work for them regardless of its end destination.

In order to survive industry challenges, the editorial suite has to become an entirely different operation. Publishers need to reduce overheads, increase productivity, create content once then facilitate that content making money and attracting advertising spend.



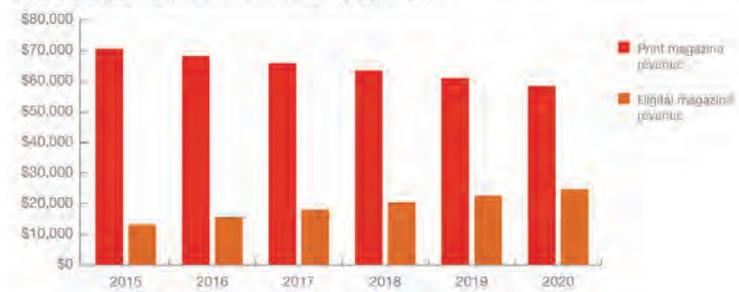
THE CHALLENGE

The world has gone digital and what 42.4 million users can't do on a smartphone is almost not worth doing. It is getting harder for publishers to stand out from the crowd, maintain links with readers and drive revenue. Readers are less likely to pay for content and more likely to get their news through social media – only 7% of people in the UK have paid for online news in the last year.



The difficulty of monetising digital magazines means digital growth will not make up for print losses

Print and digital magazine revenue (US\$m), 2015–2020



Source: Global entertainment and media outlook 2016-2020. PwC, Ovum



Publishers are therefore looking for the holy grail of sustaining quality editorial and readership numbers, at the same time as being profitable - but is this possible?



“

News and journalism have never been easier to access or more difficult to monetise.

”

Reuters

Printing your publication and having some of that content available online is simply not enough in this day and age. Publishers need to strategically deliver quality content that can be accessed across multiple platforms in real time, effectively becoming cross platform media companies.



During this time of uncertainty, publishers are therefore looking at ways to reduce their overheads. Losing staff is always an obvious starting point, but surely all those people are required to produce a quality magazine or newspaper? Re-assessing processes and content workflow is another way to potentially reduce costs, but how can this be done whilst still producing that publication - ideally in print and digitally?



THE SOLUTION

“
 We wouldn't have been able to transform our newsroom in the way we have without the flexibility of Knowledge and the support of the PCS team.
 ”

Working with a technology partner who develops the right publishing software is the best beginning in streamlining your production workflow and starting to reap the benefits this can deliver - including reduced overheads and increased productivity. Content creation and accessibility should remain at the heart of your workflow, while the rest of the required elements seamlessly come together.

“
 Knowledge allows us to be better planned by making best use of time and editing a paper based on the single most vital element – content.
 ”

The industry needs to think content first rather than producing content for print and re-purposing for digital. With that in mind, imagine an editorial system that lets you directly push content in packages that are tailored for their end destination from a single content hub. This content is not page driven, but feeds into pages, and can be generated, managed and refined as well as drawn from an integrated archive. Combined with a complete suite of intelligent editorial tools, you have ... **Knowledge Publish.**



ANYWHERE, ANYTIME PUBLISHING



Regardless of location, Knowledge is set up for remote access and utilisation via a web-browser. You can perform basic page editing anywhere without the need for any publishing software. Journalists can report from wherever they are and write in real-time, meaning they are not desk bound when filing copy.

“

If the reader revenue is going to help bail out the sinking ships of legacy media, they are going to need a bigger bucket.

Guardian Editor, Kath Viner

”

“

I now have a real-time view of the publication that gives me control over reacting to change and benefitting from it.

”



REAL-TIME GLOBAL VIEW

With Knowledge you gain a complete dynamic visualisation of your content workflow. A comprehensive view of your titles at all times allows you to close the gaps in your operation and hone your stories. You will always know what stage of the production process you are at and be able to view your title in its entirety to check the overall product looks as you want it to, and make any last minute cosmetic tweaks.



“

Having the ability to drag copy and imagery onto the pages in an instant allows us to put pages together quickly with no manual drawing.

”

FLUIDPAGE CREATION & PUBLISHING

Knowledge provides the ability to create publications from a series of your own house style templates. This reduces the time spent manually drawing up pages and creates a tailored layout you can revisit each issue.

You can integrate Knowledge with leading desk-top publishing solutions so your team can continue to work in a way they are used to. Content can be brought in from news wires, email, RSS and more, as well as your in-house sources. Simultaneous output to print and multiple digital channels enhances your audience engagement with audiences.

“

There used to be lots of double keying, cutting, pasting and searching archives to craft pages. What previously took two hours can now be done in 15 minutes with Knowledge.

”



CONTENT SHARING & RETRIEVAL

Knowledge is a central hub that houses all your content, new or old, as objects. These can be searched individually or as a whole, then dropped straight onto a page. Both copy and imagery can be edited with just a web-browser. This will prevent the time and money spent looking for valuable content, whilst making what you have crafted work harder for you.



“

Hubbing and collaboration is something all independent newspapers need to be looking at in order to reduce overheads.

”

COLLABORATE

PCS has the opportunity for you to benefit from collaboration; outsourcing with much less cost and risk. We can introduce you to publisher partners using PCS solutions, who can carry out tasks such as copy editing and ad production then feed work directly back into Knowledge.

Suddenly your team has the opportunity to spend their time creating content and capitalising on the revenue possibilities from that content both in print and online.

“

Knowledge has delivered the efficiencies we needed to remove process costs and has the scope to be adaptable to our needs in the future.

”

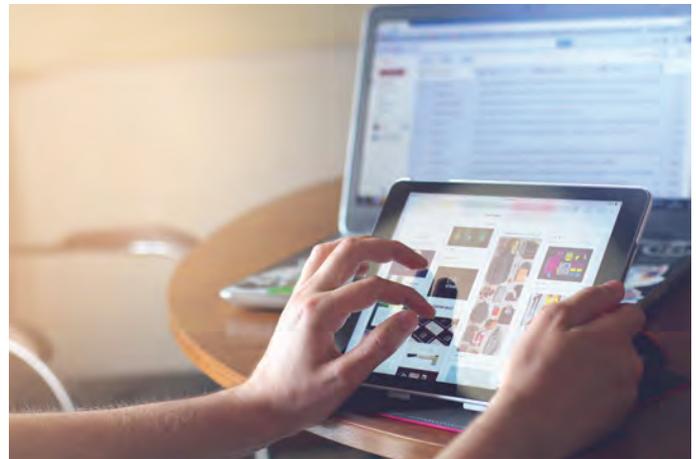
“

We have gone from a standalone operation to one that is fully hosted and operates within a virtual group scenario that we are in control of.

”

ADAPT TO CHANGE

Wherever you are with print and/or digital, Knowledge can start to work for you immediately. What's more it can grow as you do, reacting to industry and technology changes as they happen. You can utilise the solution internally or as a fully hosted solution, again with the ability to change at any time.



SUMMARY

The industry is being presented regularly with different statistics about the publishing market, some portraying doom and gloom and some predicting optimism. Right now, that shouldn't be your focus. What you should concentrate on is getting your content workflow, be it within magazines or newspapers, into the best possible shape it can be. PCS can help you do this by taking a partnership approach to your needs that will provide impressive results.

PARTNERSHIP

Change management & trusted expertise



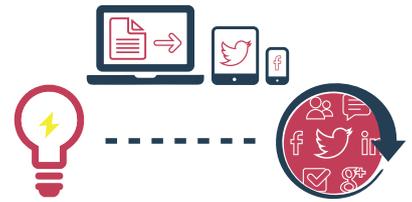
TIME

Work anywhere



PRODUCTIVITY

Publish everywhere



EFFICIENCIES

Streamlined workflows



ROI

Economical sense & scalability



GROWTH

Digitally focused, accomplished in print



ASK YOURSELF THESE QUESTIONS:

1 Would less staff mean you couldn't produce the same quality publication?

2 If you could automate manual processes would it hinder your workflow?

3 Could you produce your publication if the office had to temporarily close?

4 Can all your content be accessed and utilised at the touch of a button?

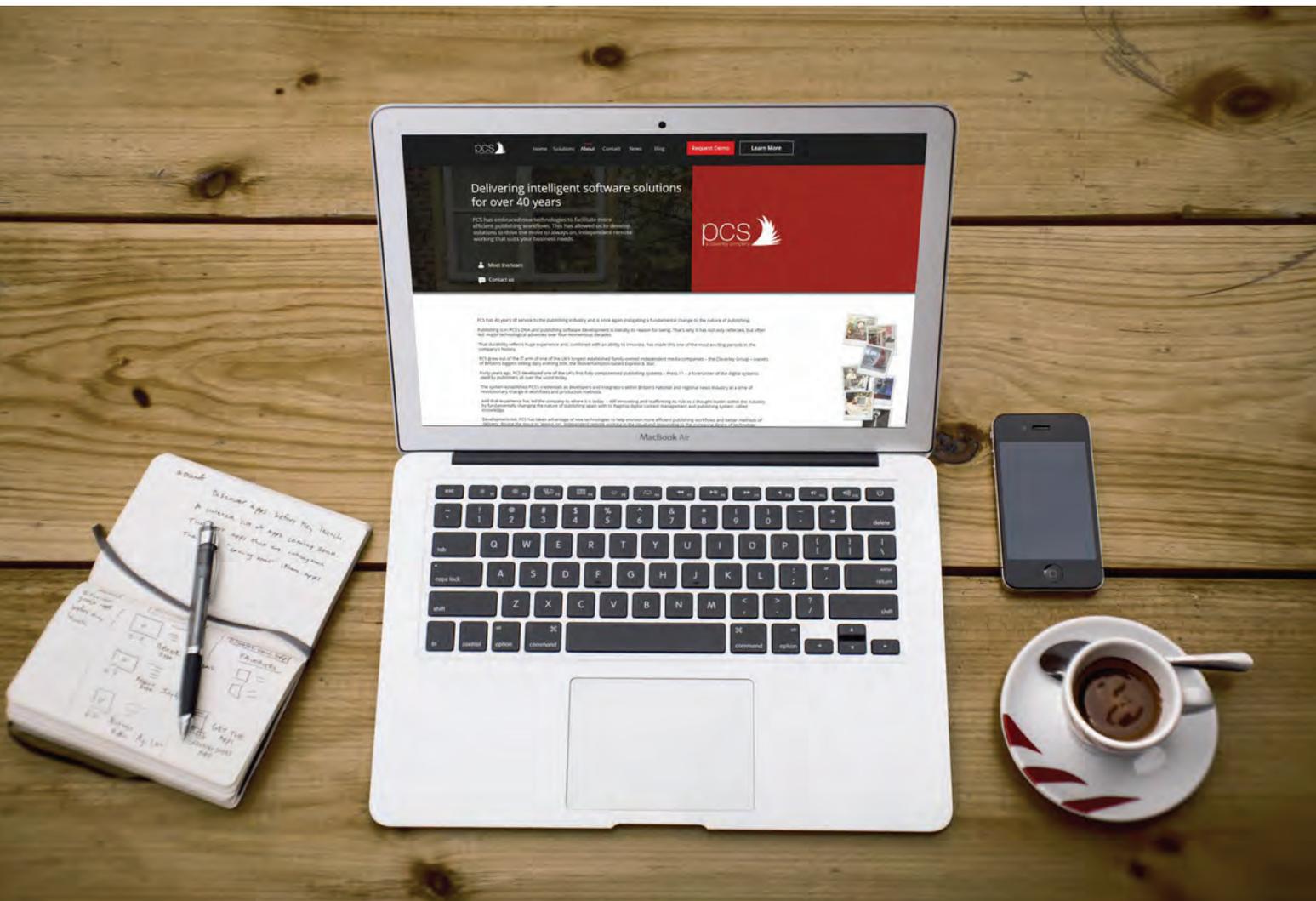
5 Does your team have a global view of the entire publication at all times?

6 Do you need to handle every element of your workflow internally rather than outsourcing to a trusted technology partner?

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a claverley company

If the answer to any of these questions is no, you need to speak to PCS. We have forty years experience of being at the forefront of publishing innovation.





Want to know more?

visit www.pcs-publishing.com

Alternatively, contact us directly for a **FREE** consultation with our in-house experts

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