

Content management in a distributed environment

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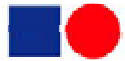
24 March 2006

Multimedia Meets Radio & TV



Structure

1. Introducing ourselves
2. Choosing a CMS
3. Our experience
4. A distributed environment
5. Content syndication
6. Conclusion



Introducing ourselves...

Netherlands Public Broadcasting Internet coordination unit (ICO)

Our job is to:

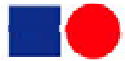
- Coordinate and maximise portfolio performance
- Maintain central portals
- Distribute the budget



Broadcasting corporations (BC's) produce content for channels



	consument	muziek	films							
tros										
avro										
bnn										
eo										

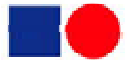


Choosing the right CMS

First think about your approach..

1. A system out-of-the-box
2. Developing with a partner
3. Build it yourself

... but you will always have to work on it yourself..



See what suits your organisation..





When choosing a CMS out-of-the-box, consider...

Scalability

Open standards

Extensions

Workflow

Database

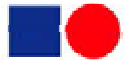


When developing...

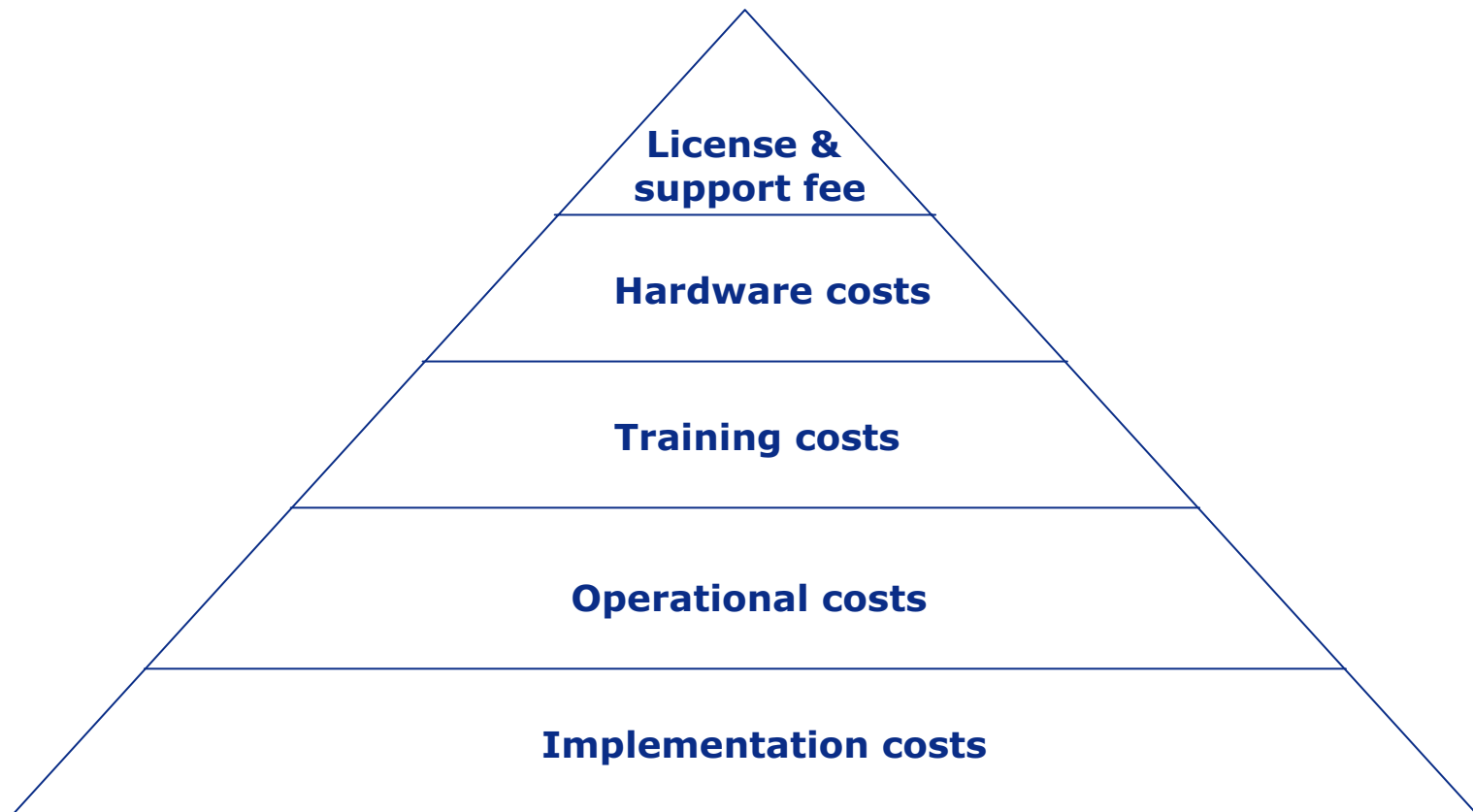
Add new functionality in a modular way

Always COPE (Create Once, Publish Everywhere)

Integrate legacy systems



Costs: in general





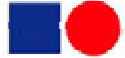
Our own experience...

Licenses & support	5%
Hardware	10%
Training	5%
Operational implementation	80%



Which CMS's did ICO choose? And why?

CMS	Omroep.nl portal TV channel sites Quick sites	Websites of popular music stations	Web EPG On demand streaming portal
Advantages	Quick publication Integrating feeds easily Scalable	Scalable Strong database Suited to radio environment	Open standards Strong database Easy interfacing with legacy systems Direct mail extension
Disadvantages	Flat database structure	Less flexible for publishing	Usability not so strong



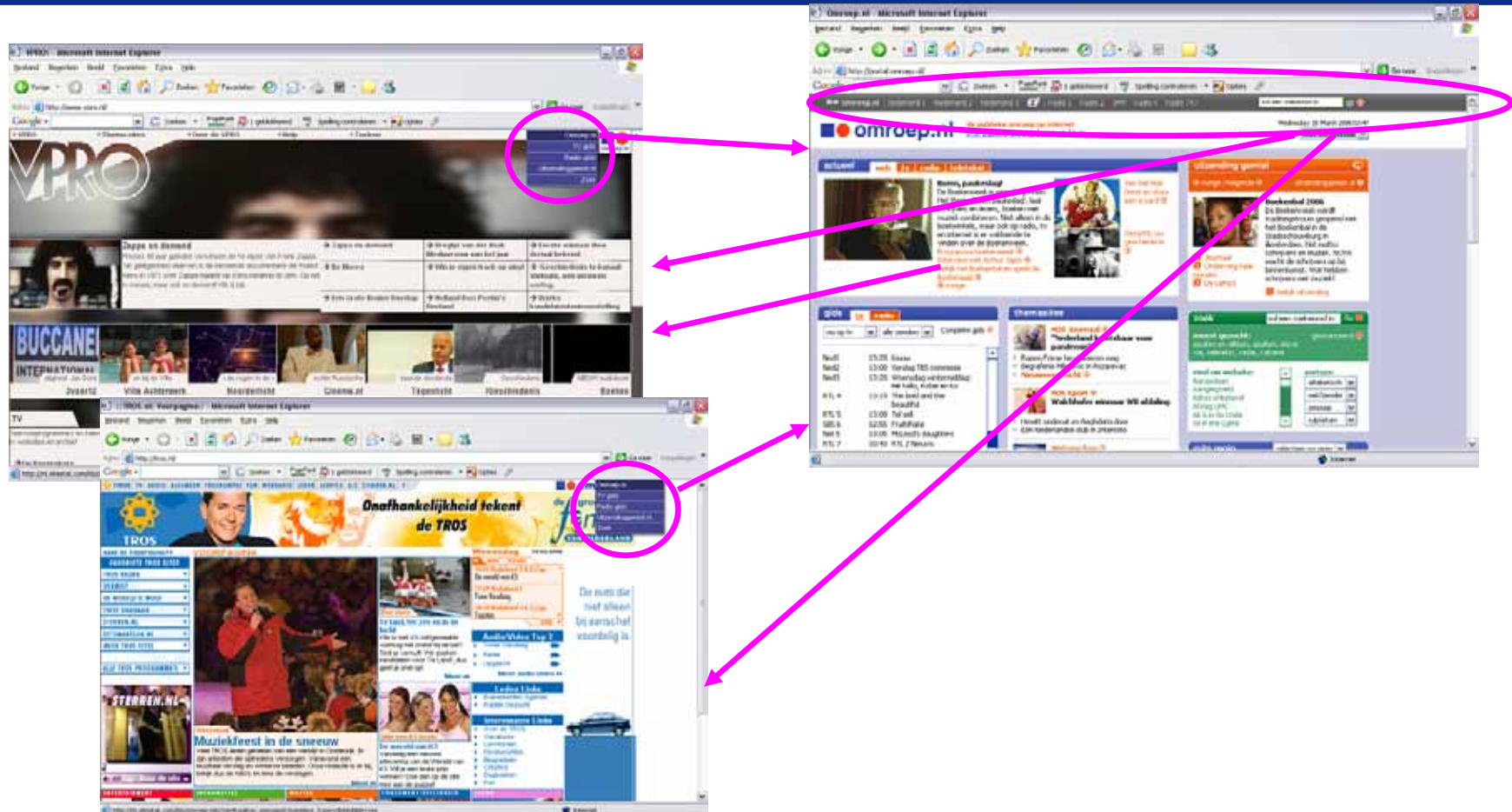
2002: Common internet plan

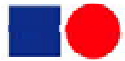
Goal: content syndication

- Making 20 Broadcasting Corporations (BC's) work together
- Crosslinking to maximise portfolio performance
- Central navigation

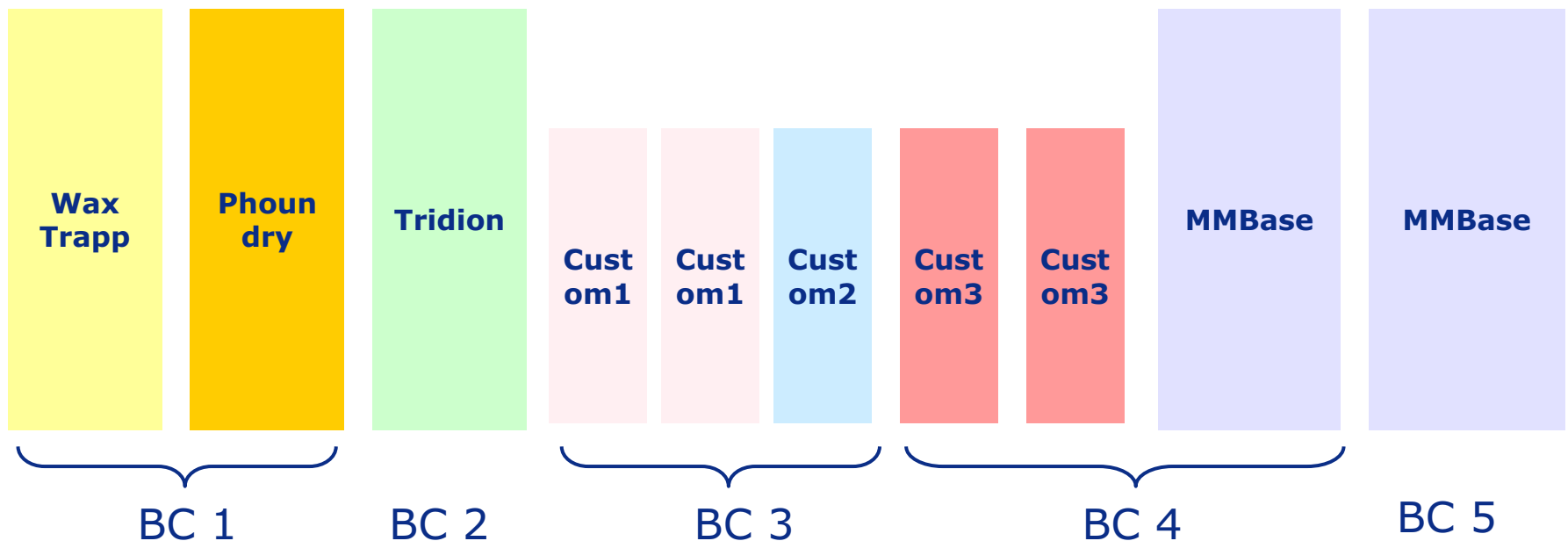


Crosslinking



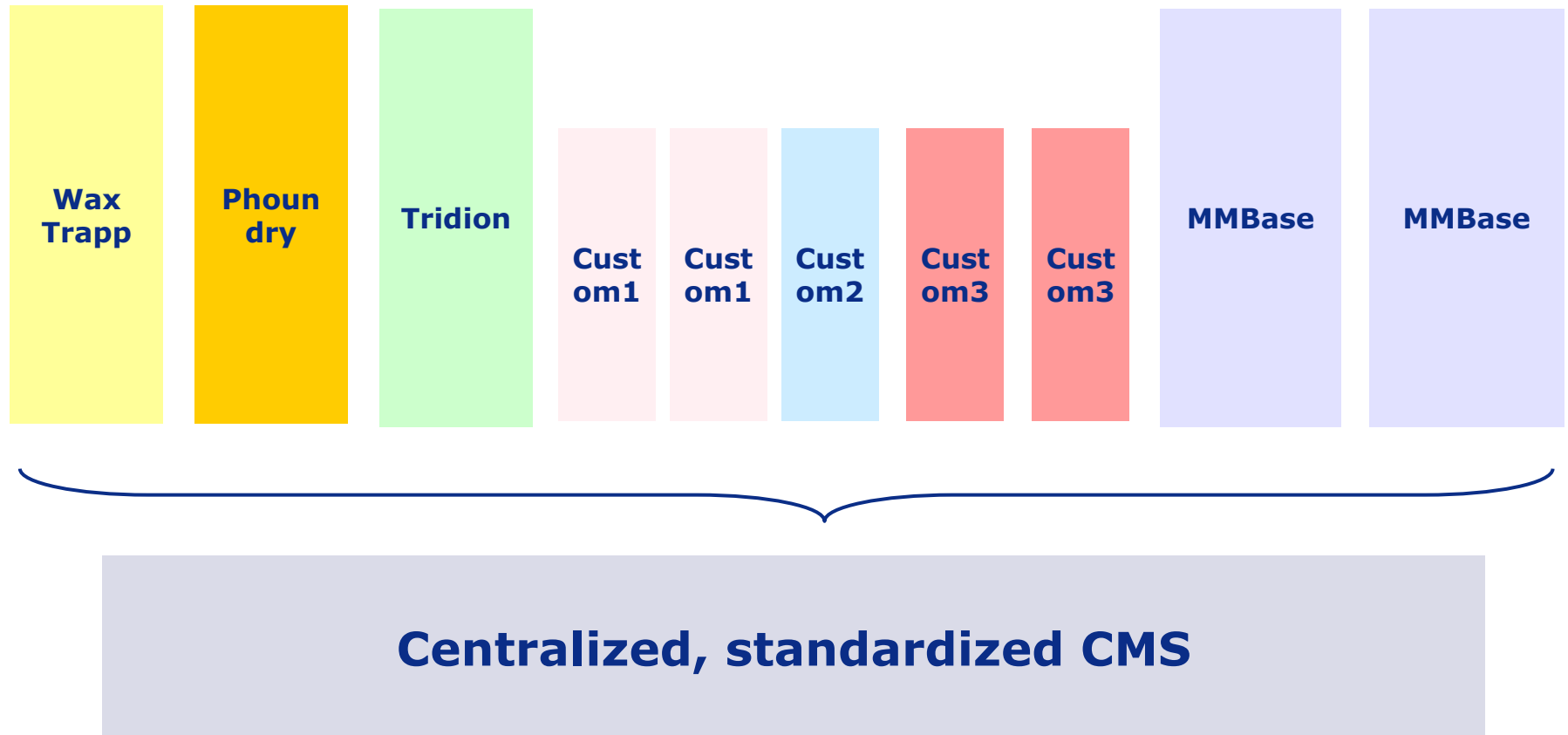


BC's each use a different CMS. Sometimes more than one...





Standardize to one system?





Centralisation has benefits...

Cost reduction

- Licenses & service/support contract

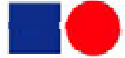
- Shared hardware

- Training & hiring personnel

- Build and maintain less interfaces

- Systems management more efficient

- ...



But.. drawbacks as well!

- Huge project, high investments, few results in the short term
- Knowledge of current systems already available
- Current systems adapted to their environment!
- One system means a single point of failure
- Dependency on one supplier
- Hand in on flexibility



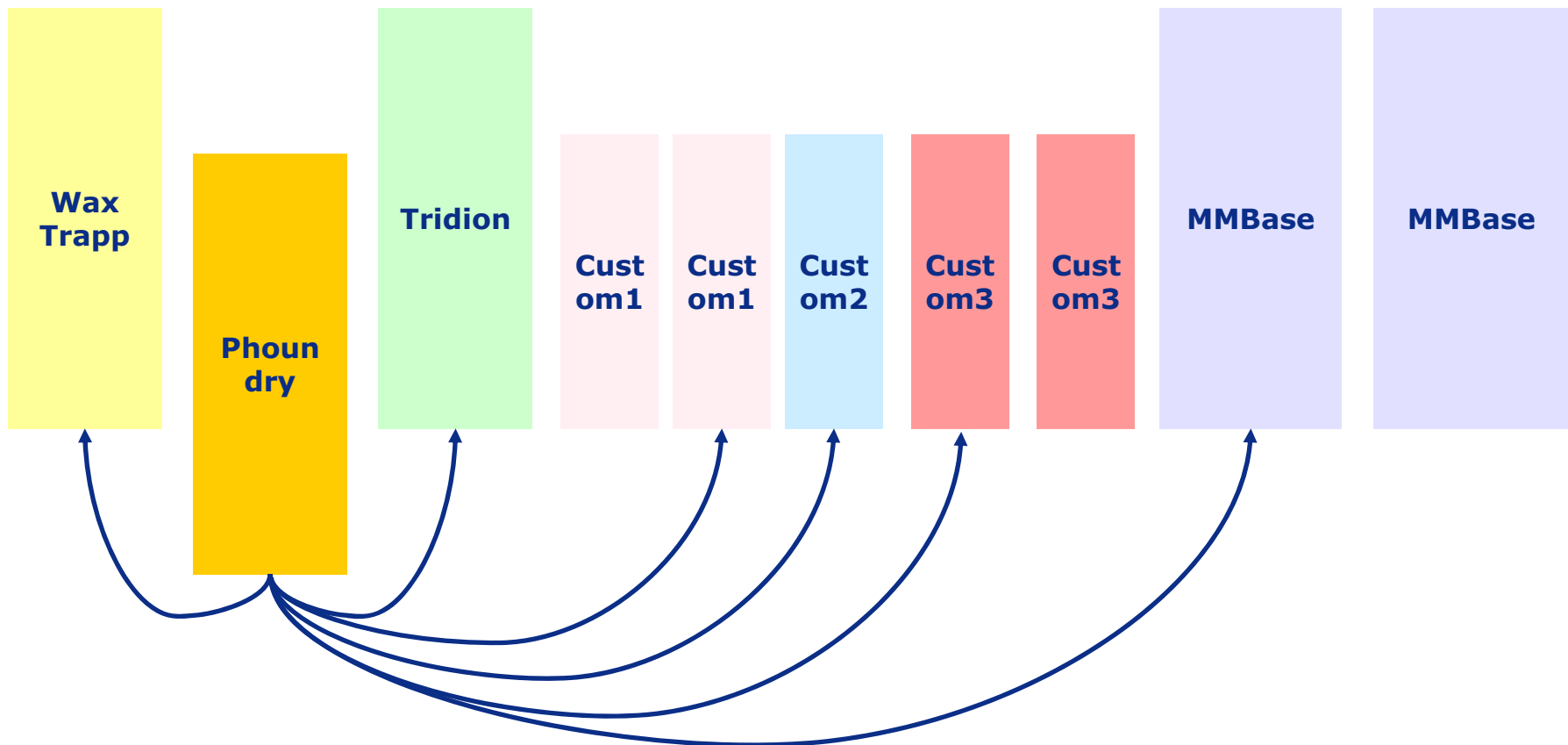
Remember what our goal was...

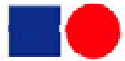
Content syndication!

Why think about such a complex project, when there are other, more easier ways to reach your goal?



Standardise interfaces



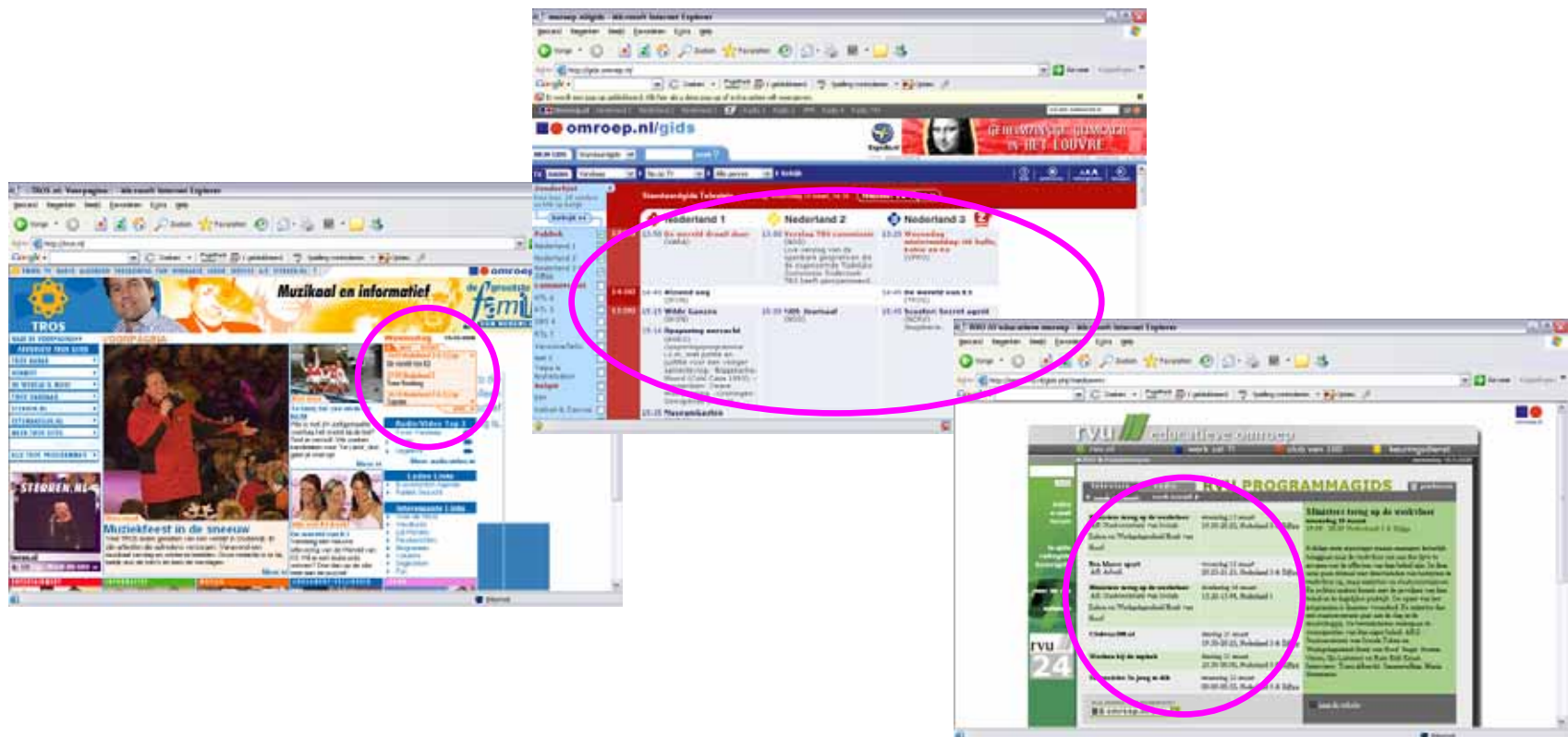


2004: budget cuts

Challenge:

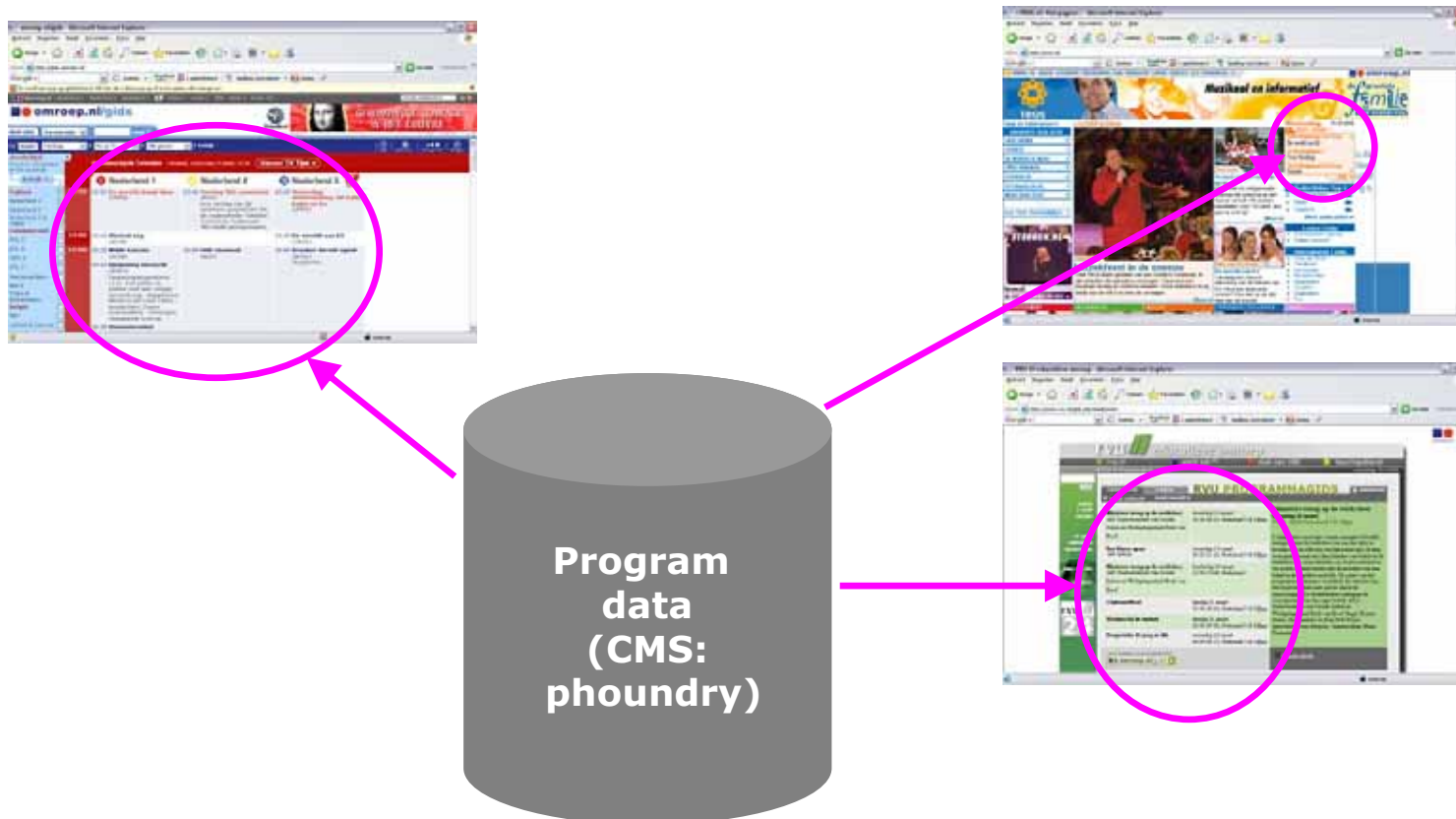
How to continue enlarging our portfolio performance with less money to spend?

Focus on common information needs



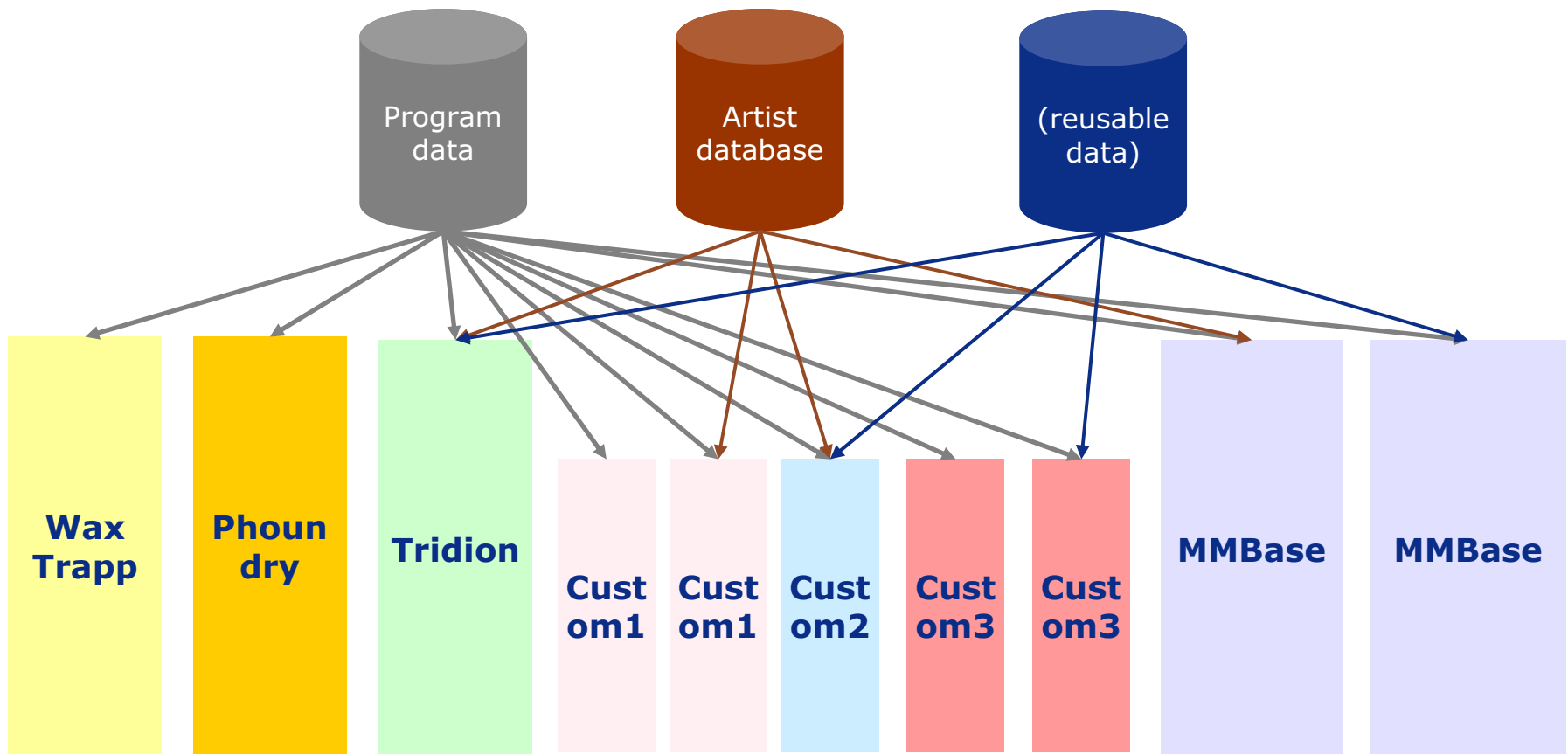


Example: program information



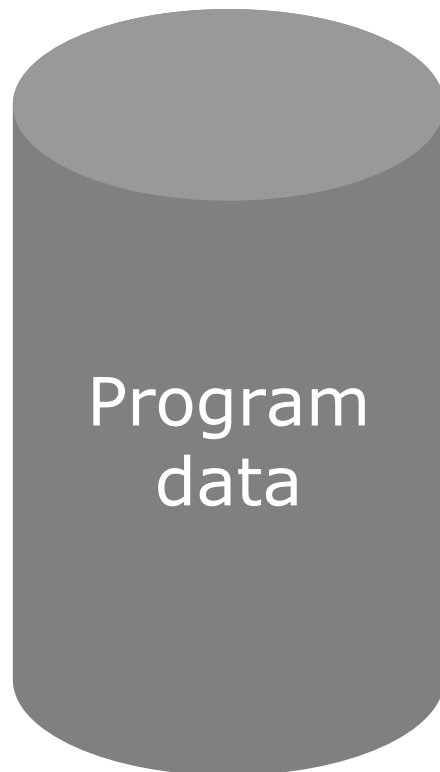


Create Once, Publish Everywhere (COPE)





Cross platform syndication



XML feed

XML feed

XML feed

XML feed



**External
internet
sites**



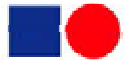
**9ft TV
applications
(i.e. Windows
Mediacenter)**



**Mobile
phones**



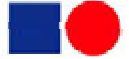
**Digital
TV**



Conclusion

Do not worry about using more than one CMS

But *do* worry about implementation costs!



Now on to MMBASE...