

# Bringing new life to your media business

A new whitepaper "serial" from Atex  
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## Part 1 - Identifying the way forward

The world of media is changing around us all the time, new media forms, new digital technologies, the way we obtain news, the way we consume it. However we look at it, keeping pace in terms of retaining subscribers is a huge challenge, let alone increasing them. From a revenue standpoint, companies are realising that they need to find new ways to increase subscriptions to their services, and improve traditional advertising based revenue streams. What used to be the mainstay of their income is being eaten away by stiff competition for eyeballs and share of wallet, decline in print circulations and the infamous "credit crunch".

### Addressing the challenges

At Atex we bring a wealth of experience to the table in looking at the media industry's challenges head on. This is not a time to maintain the status quo, and cut, cut, cut, but evaluate how the business can transform. At Atex we want to help bring new life to your business.

This document is designed to provide some insight in to what media companies can, should and are doing to position themselves for the future, based on taking a positive approach to the current downturn.

But what do we mean by this statement, "Bringing new life to your media business"? Each of you may have your own perspective based on where your company is today. It may be increasing digital subscriptions to your online sites; it could be improving the attractiveness of your media franchise to potential advertisers; or simply improving the efficiency of your news operations. However you see it, at Atex we have a very clear objective that we believe all other requirements fall under, that is business profitability

### New Life.....

Increase profitability - With the plethora of new channels for media consumption, and the globalisation of content, it is unsurprising that media companies are under severe pressure to capture new advertising revenue, especially considering that consumer advertising budgets are being squeezed, print circulations are down, and the shortfall is not as yet being surpassed or even replenished by new online services.

At Atex we believe that we can help you to "Bring new life to your media business" by increasing the value of your media franchise, by looking at the total picture, audience, content and advertising across all channels.

- As an advertiser, the consideration is not print, or online, it's about targeted advertising to the most "likely to purchase" groups, regardless of channel.
- As a media firm, you want to be able to guarantee that placing ads with you, is the easiest, fastest, most flexible and trackable solution on the market, very targeted, to a large audience with a high degree of chance of a quick sale.

### Ultimately its still about content

But of course this on its own is not enough; you need to consider your core business, publishing content. Atex has been providing expertise and cross platform content

management solutions to clients for many years, we understand how to increase efficiency in integrated newsrooms, leverage the latest in user generated content, and rapid web site development. By having the best news channels, audiences will be attracted, and these become your advertising audience, and capturing their profile information enables them to become of great value to potential advertisers.

## **DNA**



At Atex, we have our Digital News and Advertising (DNA) blueprint that is uniquely positioned to provide an architecture for combining all the key components together in a standards-based approach, whether they are developed by Atex or not. Atex is the only vendor that can fully deliver the model of DNA with its own core components, - and our open Service Oriented Architecture enables us to pull in additional value through 3<sup>rd</sup> party components and technologies.

With the DNA blueprint, Atex is able to deliver new solutions to drive new business opportunities for your company, whether that is “content driven advertising”, “single view of the customer”, or simply solutions that extend the value of newsgathering and publishing based on the latest digital technologies.

Contact Atex if you wish to discuss this article further

## **Part 2 (Summary)**

In part 2 of our whitepaper serial - Bringing new life to your media business, we explore the concept of delivering highly relevant news and advertising messages delivered according to a user’s location, interests, preferences, and requests.