White Paper
Enabling a Rich Experience
For Media Consumers;
Leveraging the Power of Adobe CQ
Sandeep Vaid

Tavant Technologies
PEOPLE. PASSION. EXCELLENCE.
1 Executive Summary

Today’s consumers are digitaholics. They consume digital content with voracity, and across multiple media devices and platforms. Each of these devices – smartphones, tablets, laptops, and PCs – and the platforms that run on them, offer consumers their own set of features and conveniences. The savvy and demanding consumers, well aware of changing trends, expect a superior user experience no matter how content is accessed.

Media companies are awake to this new reality. They realize that it is not sufficient to offer these want-it-all consumers mere access to content in order to attract and retain their interest. While it may have been a key objective earlier, customer service is now hygiene. Instead, the new nirvana is presenting immersive content in a way that engages the digital consumer.

Thus, media companies must produce a wide range of content rapidly, deploy it simultaneously and in real time across traditional and new media channels, curate the content, and ensure a seamless and engaging experience across the plethora of platforms and devices. This is a challenge – but one that can be converted into an opportunity by adopting technology.

Web Content Management (WCM) solutions are key enablers to help media houses serve content across diverse platforms, generate new revenues, and reach out and establish a much wider customer base.


2 Paradigm Shifts in the Digital Media Landscape

The days when consumers accessed content only from newsprint, magazines and books are long gone. Content remains the core of the media industry – the more value media companies can generate from their content, the better their ROI. However, the industry is witnessing a tectonic shift as consumers migrate from traditional media avenues to a state of multi-device digital content access.

According to a survey by the Pew Research Center’s Project for Excellence in Journalism (PEJ) in collaboration with The Economist Group, 64% of tablet owners and 62% of smartphone owners in the US get news on a mobile device at least once a week. According to the Reuters Institute Digital Report 2012, 58% of tablet owners use the device to access news every week in the UK.

Media companies need to ensure that the technology solutions they adopt help them satisfy their demanding consumers by providing a complete digital experience. To enable this, they must understand the shifts that are driving the content market and its consumers.

In this section, we discuss some of these key shifts. Media companies can study these trending parameters, work out their strategy, define their technology, and select a partner who works with them to implement the new framework for digitization.

A partner is essential for implementing an effective digital strategy, for this helps decouple the technology challenge from the core business strategy. Such a partner must have deep and wide understanding of the domain and proven end-user experience. Thus, while the media company focuses on the content, consumers, and revenue, the partner brings in the expertise for the underlying technology-enablement.

2.1 Shift 1: Context-sensitive Content

Over the past few years, there has been a noticeable shift in the media industry from being content-centric to becoming user-centric. Content is now being presented taking into cognizance the context of the user. This is key as consumers of content demand a personalized experience and tailored information.
To meet this need, media companies are optimizing their content based on factors such as consumer behavior, attitudes, requirements, desires, location, demographics, profile, customer data, prior purchasing behavior, social graph, etc. Such curated content enables media companies to provide an enticing experience to consumers and also helps them generate new leads for business development.

Techniques and strategies for user engagement include:

- **Intelligent content mapping and recommendations** – Study user activities to identify their interests, and recommend content and topics of interest to them in real time if possible
- **Context-specific content** – Analyze users’ personal information to create their online persona and deliver content in accordance with their context
- **Content segmentation** – Develop customer segments based on the kind of content consumed by them and deliver relevant content according to this content segmentation
- **Interaction and participation** – Use collaborative platforms to run activities that encourage users to comment, rate, and participate in various programs

Consider a publishing house where a user purchases books using the online portal. Tracking the user’s search key words and book buying patterns will provide insights into the user’s reading preferences. Using this data to provide a quick list in real time of other similar books that the reader may like can lead to further sales. In this case, by providing relevant content in the current context of the user using the power of technology, a whole new sales channel has been established with minimal effort.

Over the past few years, there has been a noticeable shift in the media industry from being content-centric to becoming user-centric.

Contextual and behavioral media delivery requires companies to track and analyze information about each individual visitor.
The contextual delivery requires investment to either improve the existing web content management platform or integrate with third-party tracking and analysis tools to deliver relevant content. However, once the investment has been made, and the solution deployed, the return is significantly higher since the scale of reach increases manifold.

2.2 Shift 2: Multichannel Content

Users today access content through various devices – desktops, laptops, smart phones, and tablets. This plethora of devices has added a new dimension to content delivery, with organizations striving hard to provide the same content on various media – mobile, web, email, and so on.
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For media organizations, the multi-channel effect is phenomenal, opening up several new streams for content delivery to reach a larger audience base.

Multichannel delivery lends itself well to marketing strategies. Think of a movie house that plans to launch a movie. Traditional marketing entails running trailers in movie halls and a launch event before the movie releases. All that is passé. The traditional routes are bolstered by new and smart techniques to promote and sell the movie.

Weeks before the movie is due for release, the trailer is available for download on the internet. Snazzy screensavers and wallpapers are up for grabs, a whole new website is has sprung up to create a buzz, online contests are run with free tickets as prizes for the winners, and games based on the characters in the movie are also available for gaming aficionados. This not only helps promote the movie like never before, it simultaneously creates new revenue opportunities such a gaming.

However, media companies need to formulate a clear multichannel content strategy to provide a seamless and rich user experience to consumers regardless of their access method. This calls for the implementation of a superior technology backbone to enable powerful multichannel strategies.
2.3 Shift 3: Mobile Content

Consumers on the go are demanding content on the go. This is mobile content that can be accessed, viewed, or interacted with while on the move – while riding home from work on the subway, while jogging in the park, while discussing news with friends in a coffee shop. Static content tied to static devices like the television on the wall are a thing of the past.

According to 2012 statistics, there are 6 billion mobile subscribers worldwide. Mobiles are responsible for 8.49% global website hits.

(Data from: Mobile Growth Statistics)

Smartphone usage remains another strong growth area. eMarketer estimates the number of US consumers with a smartphone will more than double from 93.1 million at the end of 2011 to 192.4 million by 2016, when 58.5% of the total US population will have a smartphone.

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Note: CAGR (2011-2016)=15.6%; individuals of any age who own at least one smartphone and use the smartphones at least once per month. Source: eMarketer, April 2012; confirmed and republished, Aug 2012

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With this aggressive proliferation of mobile devices, customizing content for mobiles is a new challenge. Content will have to be intelligently optimized for mobile viewership. For example, a video viewed on a smartphone presents a very different experience from the same video viewed on a huge LCD monitor. Videos for smart phones will have to be crisper, clearer, and much shorter to cater to the attention span of users.

Consider the case of a working soccer mom trying to catch up with her favorite magazine. She has to clock time at work, pick up her younger son
from day care, drive her older son to his soccer practice, head home and make dinner, and put her kids to bed. In between all this, she wants to read the articles in the latest issue. She can read a few on her tablet while she waits at the day care and glance through the titles on her smartphone while she sits through soccer practice, and be done with the issue on her PC. She gets a satisfying experience across these devices as optimized photographs and embedded videos ensure a complete package.

Challenges in content delivery on discrete channels are rapidly fuelling innovations in content distribution. Delivery of huge volumes of dynamic content on multiple devices requires investment in a best-fit content management system. In multi-channel content delivery, the WCM should be able to dynamically optimize published content in accordance with the end channel / device to provide a unified user experience.

Media companies need to look for solutions that help them optimize content across multiple devices, and that also allow them to scale given the speed with which new devices with more capabilities are being released into the market.
2.4 Shift 4: User-generated Content

Another significant change in the content market is the advent of user-generated content. Today’s content is not just user-centric, it is also user inclusive. This means that the user has a role to play in generating content. Media houses need to recognize that after all, their consumers are also great sources of content, and must devise ways to harness this new form of content.

Building social communities and collaborating with users brings a huge stream of advantages such as:

- Better segmentation based on greater insight into customer requirements and opinions
- The power of positive influence based on customer opinions and customer advocacy in public forums
- A combination of customer opinion, information sharing, and overall buzz leads to creating a better brand presence and brand recall

Consider the example of a news portal. User interaction plays a crucial role in sustaining interest levels and consumer loyalty. Providing the capability for readers to discuss a news story, rate the article, start a debate, and upload their videos about an issue helps a media company reach its consumers more effectively. Just like the power of ‘word of mouth’ earlier, there is much power in reader comments and discussions in today’s digital age.

A WCM must enable an interactive user experience and facilitate consumers in creating content. A leading American magazine deployed a technology that helped integrate social media, enabled the writing of blogs, ensured feed generation, and allowed content administering to ensure a highly immersive experience to its consumers.

How can media companies come out on top in the digital age?

Let us recap. As consumers turn to digital content, a strong digital presence can boost revenues for media companies. This can be amplified by delivering a seamless and superior experience to consumers as they move across channels. At the heart of this is the technology that media companies need to deploy for their digital strategy. The choice of a good platform is a crucial enabler for bringing together customers and partners to fuel the digital strategy.
So, how can media companies determine what is the best WCM for their needs?

Gartner’s Magic Quadrant for Web Content Management states that there are hundreds of WCMs in the market. Each WCM claims a feature-rich product that can meet customer needs. In such a scenario, how do media companies zero in on their WCM of choice? Companies need to ask themselves some key questions before they launch the quest for the perfect WCM.

- Does the WCM integrate seamlessly with the tools and processes already in place in the organization?
- Is the product easy to use for non-technical personnel in the organization?
- Is it flexible and can it scale across multiple channels and devices?
- Is the product backed by a solid service and support network?
- And lastly, are there expert partners available who will guide us all the way through the transformation to the new digital strategy powered by the WCM?
Choosing the Right WCM

Although there are several innovative products in the market, no single vendor is able to offer all the diverse features needed by media companies to address the challenges of the new world. Integration with – and among – third-party products, therefore, is the need of the hour. Moreover, organizations that have already invested heavily to build specialized platforms must leverage the integration route to add new features to their existing infrastructure.

Thus, choosing the right WCM product is critical to manage digital properties effectively. Product features, extensibility, and reliability are key considerations in choosing the right WCM.

Adobe CQ leads the WCM market with its innovative features and strong capabilities. Adobe CQ provides a unified content management platform that has a suite of products including web content management (WCM), marketing campaign management (MCM), digital asset management (DAM), and mobile and social applications.

4 The Power of Adobe CQ

Tavant believes Adobe CQ is a CXM in the truest sense of the word with its flexibility, integration with Adobe Digital Marketing Suite, ease of use, enhanced customer experience, and extensibility. With its excellent offering in terms of technology and features, and its integration with other third-party products and services, Adobe CQ can create an engaging user experience to promote traffic on a site and, thereby, drive site stickiness and user loyalty.

Adobe CQ provides a unique experience to customers termed as CXM (Customer eXperience Management) by Forrester which defines CXM as a set of solutions that enable the management and delivery of dynamic, targeted, consistent content, offers, products, and service interactions across digitally enabled consumer touch points. CXM includes multichannel delivery, content targeting, analytics, SEO, on-site search, and integration with other CXM technologies

The 2012 edition of Gartner’s Magic Quadrant positions Adobe in the visionary leader category in the figure below.

In the section Paradigm Shifts in the Digital Media Landscape, we touched
upon some of the critical trends that organizations need to focus on while they arrive at their digital strategy. In this section, we highlight how an Adobe CQ-based solution can help capitalize on these trends.

4.1 *Context-sensitive Content*

Adobe CQ enables media organizations to test different variations in user experiences based on certain demographics before rolling out content to the broader audience. Marketers and business users test variations through A/B and multivariate testing. Adobe products like SiteCatalyst, Test&Target, and Search&Promote provide insights into how users consume and interact with content. Adobe Omniture-based integration enables Adobe CQ to provide rules or algorithm-based content targeting solutions like search, personalization, and recommendations engines.

4.2 *Multichannel Approach*

Adobe CQ delivers optimum multichannel experiences to both web and mobile applications. Adobe CQ enables media organizations to provide consistent branding and messaging across a multitude of devices by leveraging innovative scaffolding techniques to dynamically generate content based on the channel of delivery. Workflows attached with Digital Asset Management (DAM) create multiple renditions of media files to enhance multichannel experience. With Adobe CQ, media companies can...
create, manage, repurpose and deliver intelligent content simultaneously across multiple channels.

4.3 Mobile Content

Adobe CQ Mobile enables entertainment and media houses to reuse and repurpose content for a rich mobile experience. This speeds turnaround time while delivering similar content to multiple channels, and ensures a seamless experience for users across channels. CQ Mobile provides an easy-to-use, browser-based, content authoring environment that enables the creation of user experiences specific to device type. CQ also has a preview feature to test output across multiple devices with the ability to scale to more devices in the future.

4.4 User-generated Content

Customers are faster at adopting current technologies and social media channels than organizations. They also subscribe to a dialog-based relationship in all their media-based interactions. In short, the consumer has broken out of the shell and is willing to share knowledge to enhance experiences overall.

Fully equipped to support such consumer behavior, Adobe CQ enables media firms to build engaging social communities. With integrated profile management, moderation, blogging, calendaring, and a host of other social features, Adobe CQ empowers media companies to have an engaging, collaborative, and mutually rewarding relationship with their user base.

4.5 Why Adobe CQ is the Right Choice

In addition to providing all the capabilities listed in the previous sections, Adobe CQ seamlessly integrates with different products and platforms. Its core framework, Apache Felix, provides extensibility and reliability to its integration capabilities. Apart from this, Adobe CQ also provides off-the-shelf integration with other WCMs such as Microsoft SharePoint, EMC Documentum, and IBM FileNet, alongside integration with Adobe Creative Media, Omniture, and BrightCove.

These integration capabilities are particularly beneficial to organizations that have already invested in products and platforms, and do not want those investments to be scrapped. Adobe CQ can leverage Java-based frameworks to integrate using a variety of integration protocols for out-of-the-box integration, thus providing a straightforward and specifica-
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Once a media company is clear about the WCM it needs to deploy in the organization, it must then select a partner who will help realize the digital strategy. Adobe CQ being your choice, Tavant is well-positioned to work with media companies to translate their digital strategy into reality.

5 Tavant and Adobe CQ: A Strong Relationship

Tavant has deep expertise in a gamut of Enterprise Content Management (ECM) products ranging from popular open source products like Drupal and Joomla to industry-leading licensed products such as Adobe CQ5, Documentum and Oracle WebCenter. Tavant has a team of experts as part of its dedicated ECM CoE (Center of Excellence).

Our deep understanding of emerging web and media technologies combined with our expertise in a leading ECM product like Adobe CQ, positions us as a partner of choice.

Tavant can provide full implementation life cycle services that include:

- Consult with client team to draft the Web Content Management (WCM), Web Experience Management (WEM) and content strategy
- Ensure content migration and transition (from existing system to CQ5)
- Customize to achieve target user experience in terms of content flow presentation and seamless user experience
- Implement integrated social and mobile strategy through customization of relevant CQ5 components
- Execute content migration, required customizations and deployment
- Test the new system to ensure it works as per requirements
- Train the client’s IT team for knowledge transitioning
- Provide post-implementation support

5.1 Multichannel Support via Stories Listing

The stories listing component leverages Adobe CQ’s multichannel support and content targeting features to intuitively order and organize content.

Component features include the following:

- Widget to arrange stories:
  - Search stories based on keywords and tags
  - Drag and drop of stories to curate and arrange them in order of importance
  - Attach additional resources such as images, videos, and
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● Override headlines and attach, override, and crop image to the story
● Add tags to enhance searchability
● Story categorization to provide a special pitch
● Limit story listing count
● Presentation component to enhance multichannel support

Omniture integration to track story hits and automatically rearrange stories based on popularity or when a new story of higher priority is uploaded.

Our expertise in this component provided a leading Canada-based publishing house with the capability to provide readers with targeted articles based on popularity, while rendering the same stories seamlessly across multiple channels

5.2 Strong Integration: Carousel
Adobe CQ can iron out all integration issues since it connects seamlessly with several industry-standard third-party tools, saving costs and effort.

The Carousel built by Tavant leverages Adobe CQ capabilities of seamless integration and web analytics to provide the following features:

- Search for images from third-party image providers (like Getty, Picapp, etc.) and upload them to the Digital Asset Management solution
  - Widget to intuitively arrange cover stories shown on carousel
  - Search for recent articles
  - Upload and crop cover images
  - Text overlay on cover images
  - Overwrite image and title/description fields
- Workflow to create multiple image renditions
- Omniture integration to track user activities and assign delay on each cover image

Multichannel support as provided by Adobe CQ with responsive design

In the course of multiple complex implementations, Tavant has created a
number of reusable components to provide functionality such as third-party integration, commenting platforms, video streaming platforms, and feed generation (RSS & JSON) to name a few.

6 Conclusion: Engage With the Experts

Tavant represents a unique combination of intimate knowledge of the Media and Entertainment industry, coupled with deep expertise in technology.

We provide full implementation life cycle services that leverage our expertise in a wide range of ECM products. At the Tavant ECM CoE (Center Of Excellence), we explore the power of Adobe CQ to:

- Push the limits on Adobe CQ’s extensibility and customizability
- Use our domain knowledge and expertise to propose innovative solutions for our customer’s specific business requirements
- Leverage the knowledge derived from several successful implementations to build a comprehensive knowledge base for Adobe CQ

Using industry-standard development methodologies such as Scrum, and a modular and extensible approach to the design and development of components, Tavant is the right partner to for media companies looking to deploy Adobe CQ. We work closely with clients to understand their specific business needs, take cognizance of organizational constraints, recommend a game plan, and then implement the plan.

As the rules of content change in the digital era, Tavant can enable media companies to satisfy their consumers by providing them a rich, personalized and seamless user experience.
About Tavant Technologies

Tavant Technologies is a specialized IT solutions and services provider that leverages its deep expertise to provide impactful results to its customers. With our unrivaled capabilities and domain insights, we have enabled game-changing results for leading businesses across chosen industry micro-verticals. We are known for our long-lasting customer relationships, engineering excellence and passionate employees. Founded in 2000, we are headquartered in Santa Clara, California and service customers across North America, Europe, and Asia-Pacific.

About the Author

Sandeep Vaid has over 10 years of experience and in-depth exposure in varied technologies and platforms. He works as a Technical Architect for Tavant Technologies. He has architected and designed large-scale enterprise applications across different domains including Lending, Event Management, and eMedia. Currently, he is a part of Tavant ECM CoE and leads the Adobe CQ track.