

A woman with voluminous, curly dark hair is smiling and looking towards the right side of the frame. She is wearing a dark blazer over a red top and a light-colored patterned scarf. The background is dark and out of focus, suggesting an indoor setting with some lights.

ATYPON

# WebinarSeries

## Creating new revenue streams from existing content

Repackaging and selling reference  
manuals, guidelines, and standards

**Jacob Wilcock**

June 12, 2019

Includes Literatum's  
"Living Documents"  
technology



# Content as a Service (CaaS)

**Today, we'll walk through two examples:**

1. Living Documents
2. Chunked/repackaged content



Example #1

## Living Documents

How AIAA gets critical updates to reference documents into the hands of the practitioners who need them most

*This is a hypothetical use case. AIAA authorized the use of their logo and standard in this mockup.*



Claire, an aerospace engineer, searches AIAA for the latest standard on electromagnetic compatibility requirements



ANSI/AIAA S-121A-2017

**Standard**

**Electromagnetic Compatibility  
Requirements for Space Equipment and  
Systems**



## **Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems (AIAA S-121A-2017)**

**She discovers that the 2009  
edition she subscribes to has  
been superseded**




## Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems (AIAA S-121A-2017)


AIAA 2017 (FINAL) ▾

COMPARE ALL

### 6.9.2 Electrically-Initiated Explosive Devices (EED)


Electrically-Initiated explosive devices shall not be inadvertently initiated or dudged by a 25 kV electrostatic discharge caused by personnel handling. Compliance shall be verified by test (such as MIL-STD-331), discharging a 500 PF capacitor through a 500 Ω resistor to the EED (pin-to-pin and pin-to-case). 

### 6.9.3 Spacecraft Charging


Spacecraft vehicle design shall mitigate plasma vehicle charging to protect against puncture of materials and finishes and shock hazards from charge accumulation, to prevent contamination due to electrostatic discharge and attraction of ions to sensitive surfaces, and to prevent contamination due to electrostatic discharge arising from vehicle charging. 

She navigates to the section she needs and notices an icon

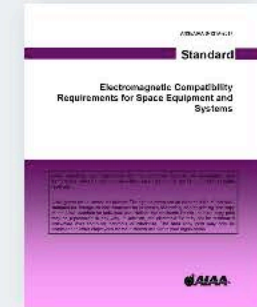
### 6.10.3 Hazards of Electromagnetic Radiation to Ordnance (HERO)

Ordnance shall not be inadvertently initiated or dudged by radiated EME. The EME includes onboard emitters and the external EME (see MIL-STD-464C, Section 5.3). Compliance shall be verified by test, analysis, inspection, or a combination thereof. Inspection alone is inadequate. 

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Electrical bonding measures shall be implemented for management of electrical current paths and control of voltage potentials to ensure required space system performance and to protect both personnel and platform. Bonding provisions shall be compatible with other requirements imposed on the space system for corrosion control. Compliance shall be verified by test, analysis, inspection, or a combination thereof, for the particular bonding provision. Compliance of equipment installation bonds shall be verified by test. 

Figures References Cited By Details



### Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems

#### Related Articles:

[Conjugate Analyses of Ablation in Rocket Nozzles](#)

Peter G. Cross and Iain D. Boyd

[Can We Estimate Air Density of the Thermosphere with CubeSats?](#)

Raphael F. Garcia, Zimo R. Sibbing and Adriaen Van Camp

[Smart Projectile Parameter Estimation Using Meta-Optimization](#)

Matthew Gross and Mark Costello

## Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems (AIAA S-121A-2017)

AIAA 2017

### 6.9.2 Electrical Hazards

Electrically hazardous personnel handling equipment shall be protected by a resistor to the ground.

### 6.9.3 Spacecraft Charging

Spacecraft vehicle design shall mitigate plasma vehicle charging to protect against puncture of materials and finishes and shock hazards from charge accumulation, to prevent damage to electronics and solar cells due to electrostatic discharge, to prevent contamination due to ESD and attraction of ions to charged surfaces, and to control electromagnetic interference caused by electrostatic discharge arising from vehicle charging.

### 6.10.3 Hazards

Ordnance shall be designed to ensure compatibility with EME (see MIL-STD-1818) and shall be verified by testing.

### 6.12 Electrical Compatibility

Electrical compatibility shall be ensured by design and testing to ensure the equipment is compatible with the system analysis, installation, and operation. Installation shall be verified by testing.

### AIAA 2017 (FINAL)

#### 6.9.3 Spacecraft Charging

Spacecraft vehicle design shall mitigate plasma vehicle charging to protect against puncture of materials and finishes and shock hazards from charge accumulation, to prevent damage to electronics and solar cells due to **ESD electrostatic discharge**, to prevent contamination due to ESD and attraction of ions to charged surfaces, and to control electromagnetic interference caused by electrostatic discharge arising from vehicle charging. [Resource documents may be found in the appendix.](#)

### AIAA 2015

#### 6.9.3 Spacecraft Charging

[Spacecraft vehicle design shall mitigate plasma vehicle charging to protect against puncture of materials and finishes and shock hazards from charge accumulation, to prevent damage to electronics and solar cells due to ESD, to prevent contamination due to ESD and attraction of ions to charged surfaces, and to control electromagnetic interference caused by electrostatic discharge arising from vehicle charging.](#)

### AIAA 2009

N/A



COMPARE ALL

Clicking it reveals the previous version of that section...

Figures References Cited By Details



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## AIAA 2009

N/A

...and indicates exactly what wording was changed





## AIAA 2017 (FINAL)

### 6.9.3 Spacecraft Charging

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Red, crossed-through type indicates text that has been deleted

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## AIAA 2015

### 6.9.3 Spacecraft Charging

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## AIAA 2009

N/A

## AIAA 2017 (FINAL)

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## AIAA 2015

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## AIAA 2009

N/A



**Blue type indicates an addition made to the previous version**

## AIAA 2017 (FINAL)

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## AIAA 2015

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## AIAA 2009

N/A



The words “electrostatic discharge” were added in the 2017 edition...



## AIAA 2017 (FINAL)

### 6.9.3 Spacecraft Charging

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...this entire sentence was new in 2017

---

## AIAA 2015

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## AIAA 2009

N/A




## Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems (AIAA S-121A-2017)

AIAA 2017 (FINAL) ▾


A 'Compare All' button...

COMPARE ALL


### 6.9.2 Electrically-Initiated Explosive Devices (EED)

Electrically-Initiated explosive devices shall not be inadvertently initiated or dudged by a 25 kV electrostatic discharge caused by personnel handling. Compliance shall be verified by test (such as MIL-STD-331), discharging a 500 PF capacitor through a 500  $\Omega$  resistor to the EED (pin-to-pin and pin-to-case). 


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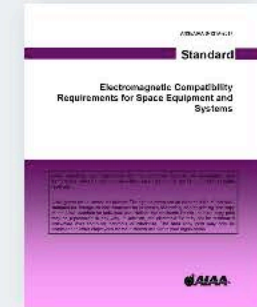
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### 6.12 Electrical Bonding

Electrical bonding measures shall be implemented for management of electrical current paths and control of voltage potentials to ensure required space system performance and to protect both personnel and platform. Bonding provisions shall be compatible with other requirements imposed on the space system for corrosion control. Compliance shall be verified by test, analysis, inspection, or a combination thereof, for the particular bonding provision. Compliance of equipment installation bonds shall be verified by test. 

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#### [Smart Projectile Parameter Estimation Using Meta-Optimization](#)

Matthew Gross and Mark Costello

...reveals a multi-edition side-by-side comparison

## AIAA 2017 (FINAL)

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### 6.10.3 Hazards of Electromagnetic Radiation to Ordnance (HERO)

Ordnance shall not be inadvertently initiated or

## AIAA 2015

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**Electro** Electrically-Initiated explosive devices shall not be inadvertently initiated or dudged by a 25 kV electrostatic discharge caused by personnel handling. Compliance shall be verified by test (such as MIL-STD-331), discharging a 500 PF capacitor through a 500  $\Omega$  resistor to the EED (pin-to-pin and pin-to-case).

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### 6.10.3 Hazards of Electromagnetic Radiation to Ordnance (HERO)

Ordnance shall not be inadvertently initiated or dudged by radiated EME. The EME includes

## AIAA 2009

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The far left column displays the current edition of the standard

**AIAA 2017 (FINAL)**

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**AIAA 2015**

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**AIAA 2009**

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## Standard: Electromagnetic Compatibility Requirements for Space Equipment and Systems (AIAA S-121A-2017)


AIAA 2017 (FINAL) ^  
AIAA 2015  
AIAA 2009

A drop-down menu lets Claire toggle between versions—and presents AIAA with an upsell opportunity


COMPARE ALL

Explosive Devices (EED) shall not be tested for electrostatic discharge caused by personnel handling. Compliance shall be verified by test, analysis, inspection, or a combination thereof through a 500  $\Omega$  resistor to the EED (pin-to-pin and pin-to-case). 


### 6.9.3 Spacecraft Charging

Spacecraft vehicle design shall mitigate plasma vehicle charging to protect against puncture of materials and finishes and shock hazards from charge accumulation, to prevent damage to electronics and solar cells due to ESD, to prevent contamination due to electrostatic discharge and attraction of ions to charged surfaces, and to control electromagnetic interference caused by electrostatic discharge arising from vehicle charging. Resource documents may be found in the appendix. 

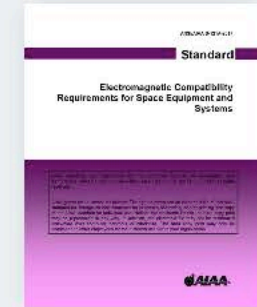
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[Smart Projectile Parameter Estimation Using Meta-Optimization](#)  
Matthew Gross and Mark Costello





# Custom user interfaces (UIs)

PSYCHIATRY online DSM Library Books Journals News APA Guidelines Patient Education Topics International More Enter words / phrase: Advanced Search

DSM Library DSM-5® DSM-5® Handbook of Differential Diagnosis DSM-5® Clinical Cases Guía de consulta del DSM-5® DSM Legacy

Sections View Options Hide All Updates Tools Share Figures References Cited by Details

and related disorder category. Indeed, specific criteria for a disorder involving short-duration hypomania are provided in Section III in the hope of encouraging further study of this disorder.

### Bipolar I Disorder

#### Diagnostic Criteria

For a diagnosis of bipolar I disorder, it is necessary to meet the following criteria for a manic episode. The manic episode may have been preceded by and may be followed by hypomanic or major depressive episodes.

#### Manic Episode

A distinct period of abnormally and persistently elevated, expansive, or irritable mood and abnormally and persistently increased activity or energy, lasting at least 1 week and present most of the day, nearly every day (or any duration if hospitalization is necessary).

B. During the period of mood disturbance and increased energy or activity, three (or more) of the following symptoms (four if the mood is only irritable) are present to a significant degree and represent a noticeable change from usual behavior:

1. Inflated self-esteem or grandiosity.
2. Decreased need for sleep (e.g., feels rested after only 3 hours of sleep).
3. More talkative than usual or pressure to keep talking.

Diagnostic and Statistical Manual of Mental Disorders

**Effective August 2015**

A distinct period of abnormally and persistently elevated, expansive, or irritable mood and abnormally and persistently increased **goal-directed** activity or energy, lasting at least 1 week and present most of the day, nearly every day (or any duration if hospitalization is necessary).

Chunhong Liu1 et. al., Yuan Zhen3, Yu Zhang1, 2,

A

## Living Documents

Get changes to critical  
reference documents  
to your readers—fast

Bridge the gap between  
print editions with a new  
subscription service  
to online updates



# Living Documents

- Works for multiple publication types
- Must be updated regularly
- Version control
- Can be human- or machine-readable
- Sell subscriptions:
  - To universities, individuals or corporations
  - Tiered model: updates are available via premium subscription only

# A

Example #2

## “Chunking” content

How Awesome Publishing  
repurposes an essential manual to  
reach new audiences



# A The Manual of Garden Gnome Engineering

The authoritative guide—and de facto industry standard—for the safe and high-quality production of garden gnomes worldwide.


Published by *Awesome Publishing*.





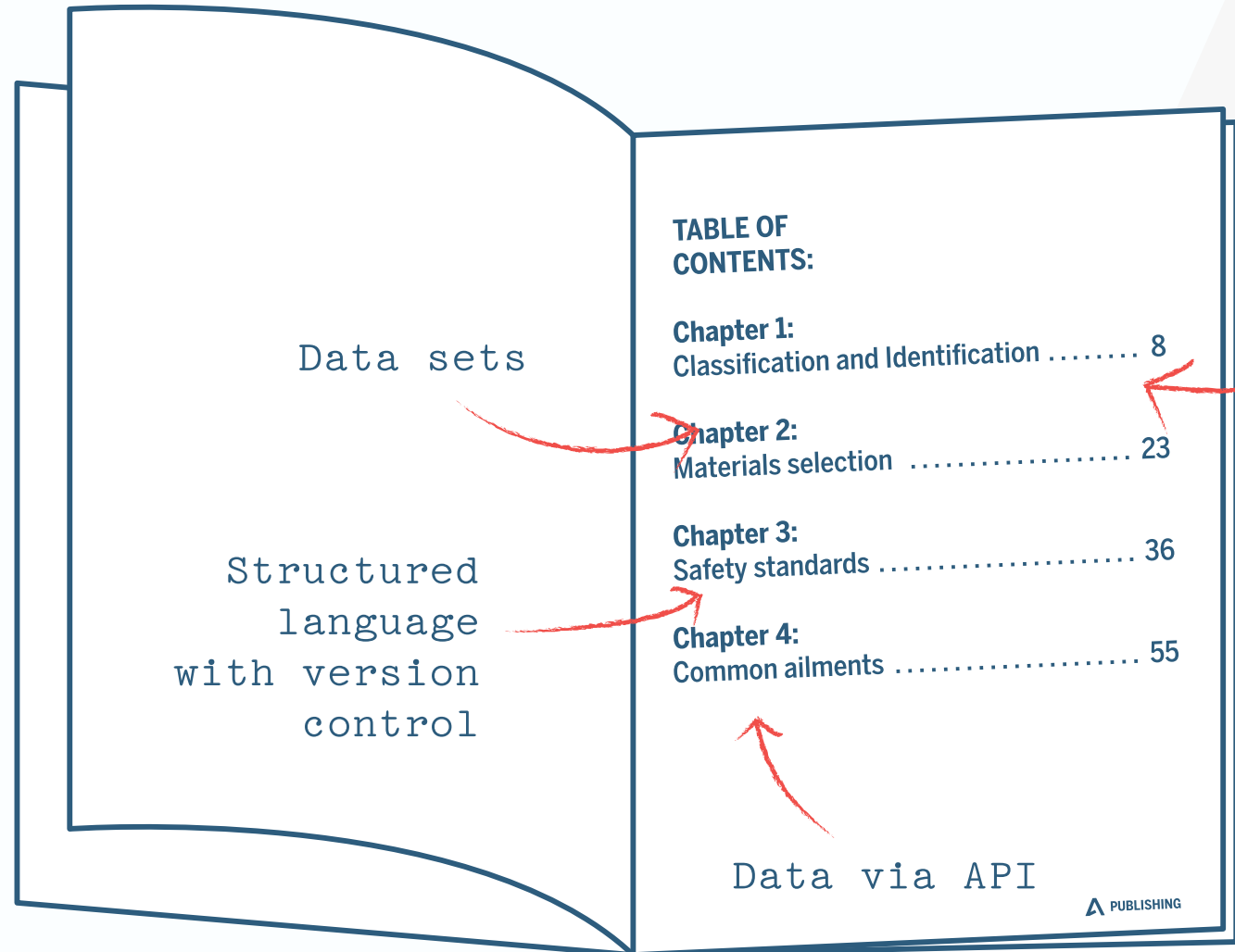
# The Manual of Garden Gnome Engineering

|  |    |
|--|----|
| <b>TABLE OF CONTENTS:</b>                                    |    |
| <b>Chapter 1:</b><br>Classification and Identification ..... | 8  |
| <b>Chapter 2:</b><br>Materials selection .....               | 23 |
| <b>Chapter 3:</b><br>Safety standards .....                  | 36 |
| <b>Chapter 4:</b><br>Common ailments .....                   | 55 |

 PUBLISHING



# The Manual of Garden Gnome Engineering



Figures and tables



# Challenges

- Decorative garden statue engineering: a fast-evolving field
- Awesome Publishing standards review board meets monthly
- Manual of Decorative Garden Statue Engineering (MDGSE) published annually



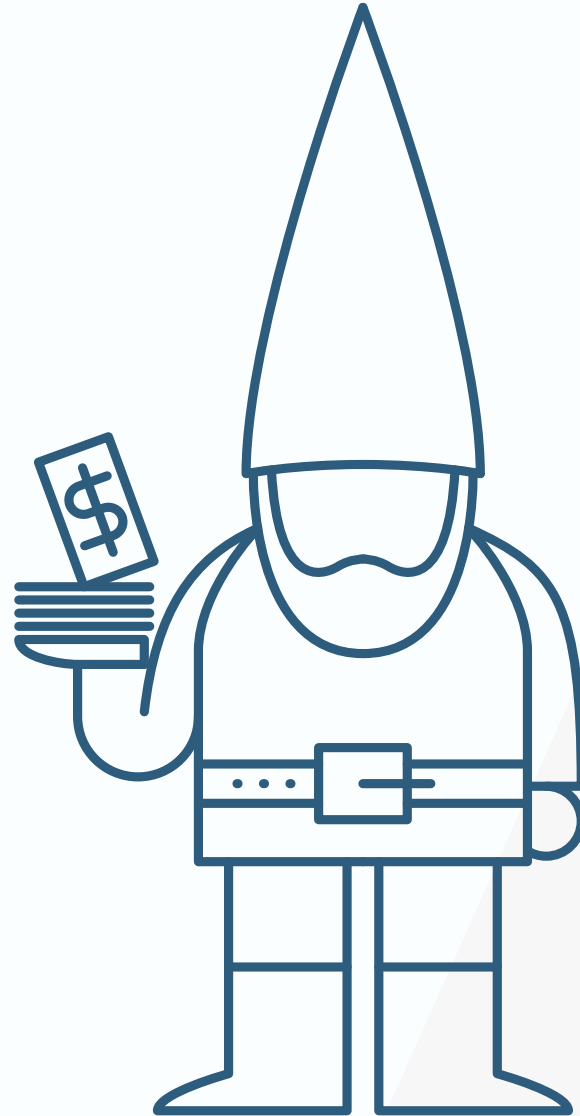
**Result:** Some updates must wait nearly a year before becoming publicly available





## Solution: Living Documents

- Distribute live updates via Literatum
- Make the updates easy to find
- Sell premium subscriptions to the updates



but first...

A



Explosion!



## **Solution: Literatum Digital Objects technology**

Chunk content beyond chapters.

Assign each section, figure, table, diagram, etc., its own DOI.



# Solution: Literatum Digital Objects technology

Chunk content beyond chapters.

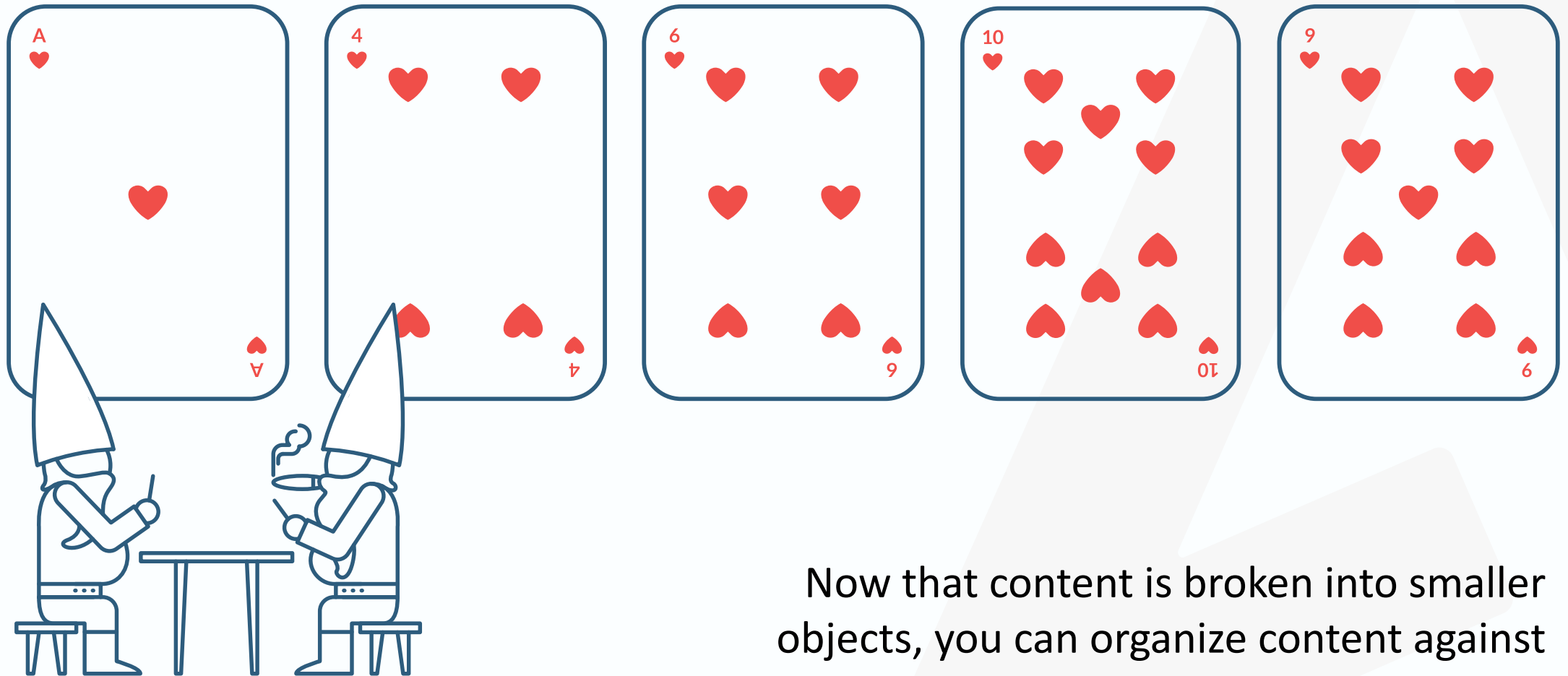
Assign each section, figure, table, diagram, etc., its own DOI.

**Then, each content object can be:**

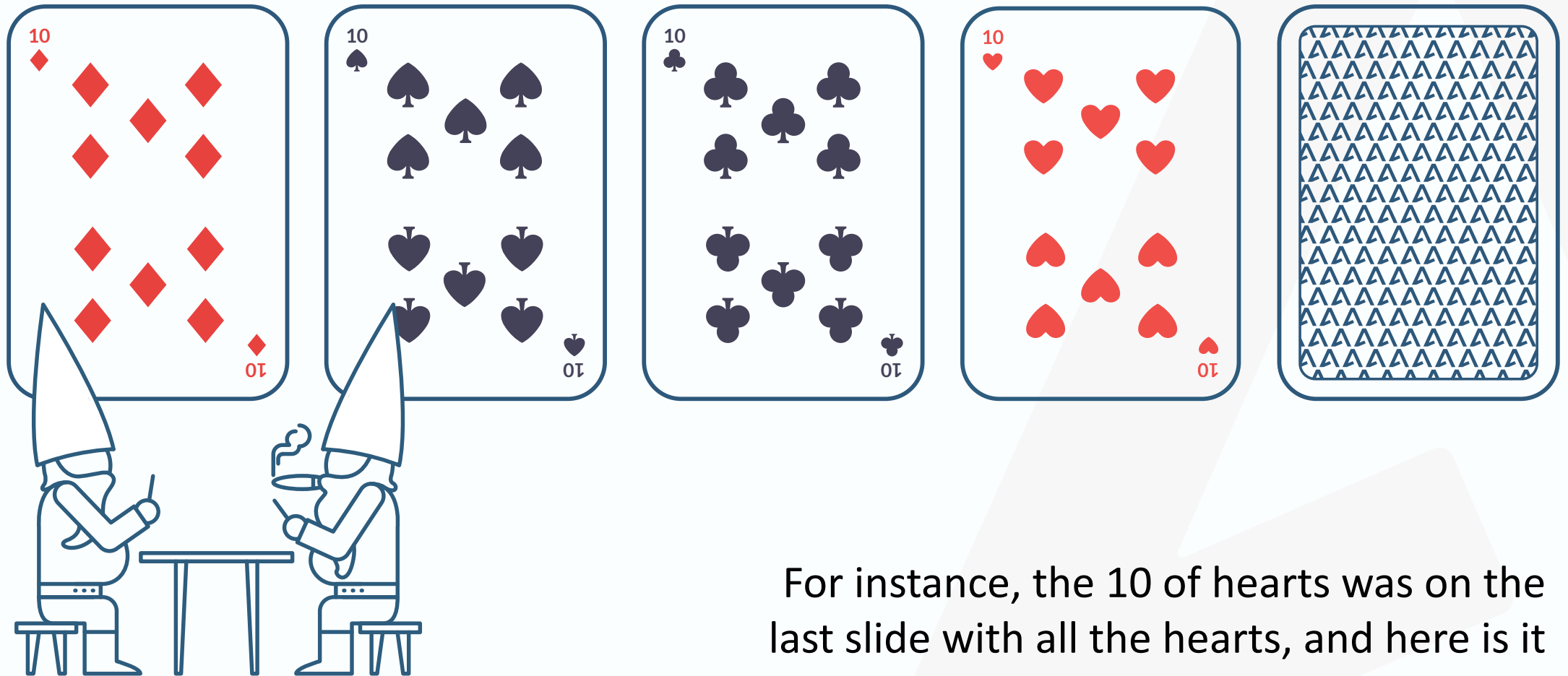
- Discovered
- Tagged
- Targeted
- Discounted
- Promoted
- Bundled
- Reordered
- Sold



# A

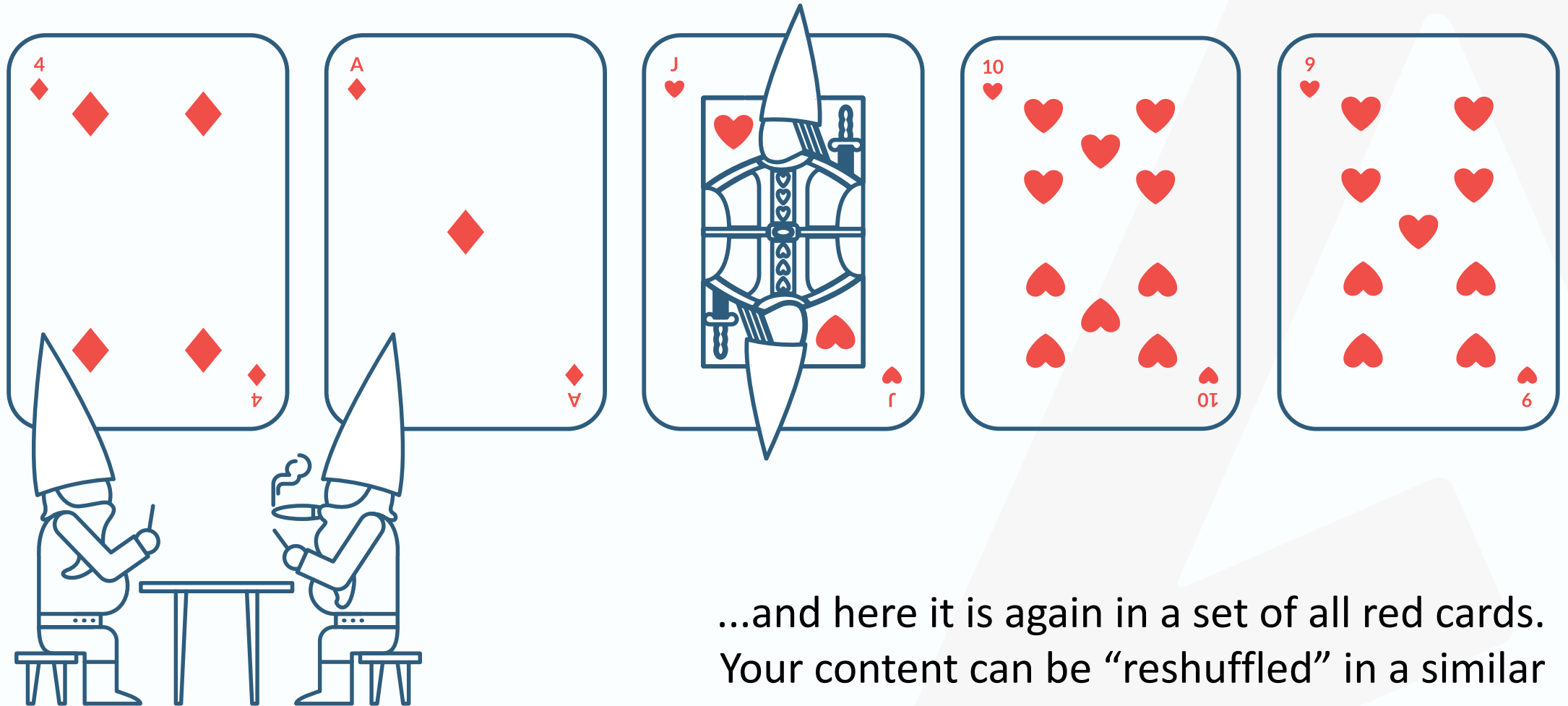


Now that content is broken into smaller objects, you can organize content against multiple classifications.



For instance, the 10 of hearts was on the last slide with all the hearts, and here is it again with all of the other 10's...

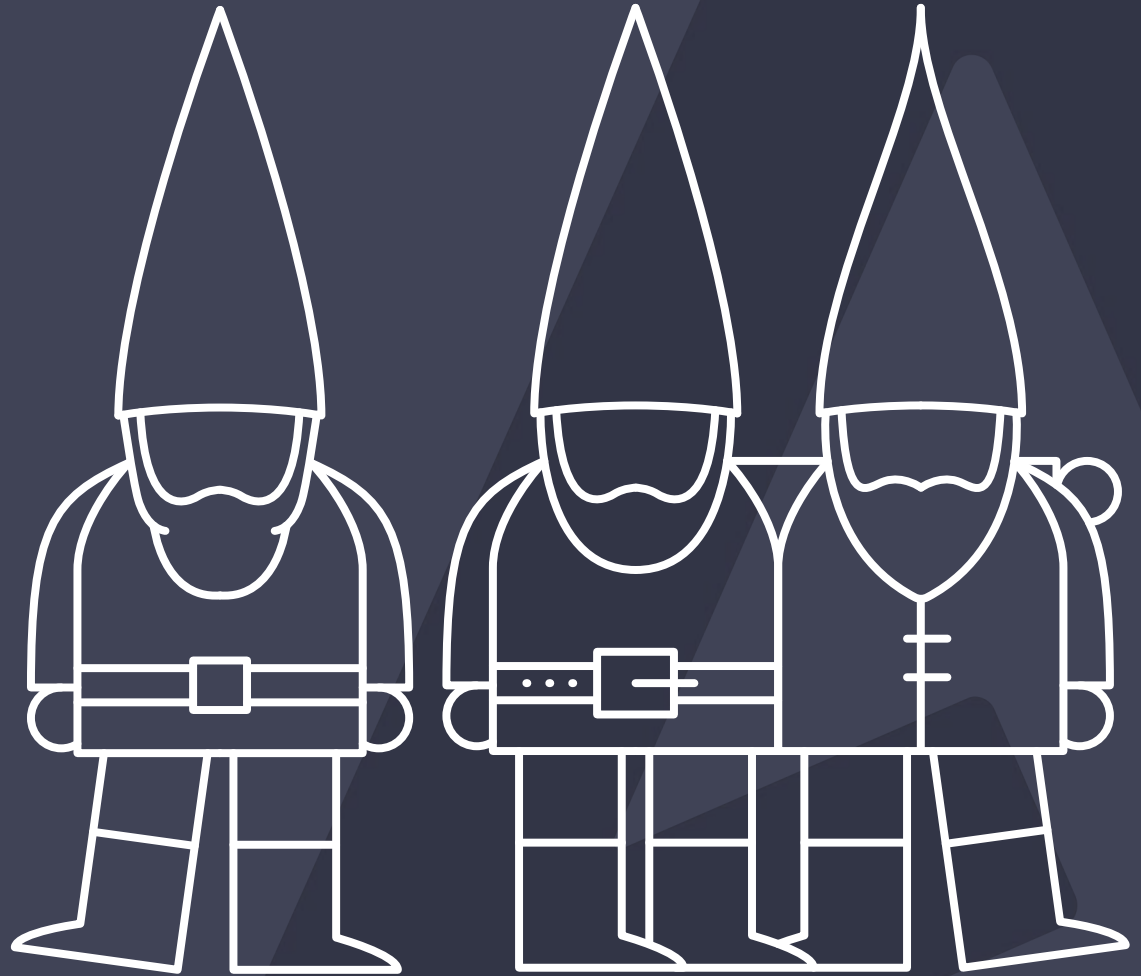




...and here it is again in a set of all red cards. Your content can be “reshuffled” in a similar way to serve different audiences.

A

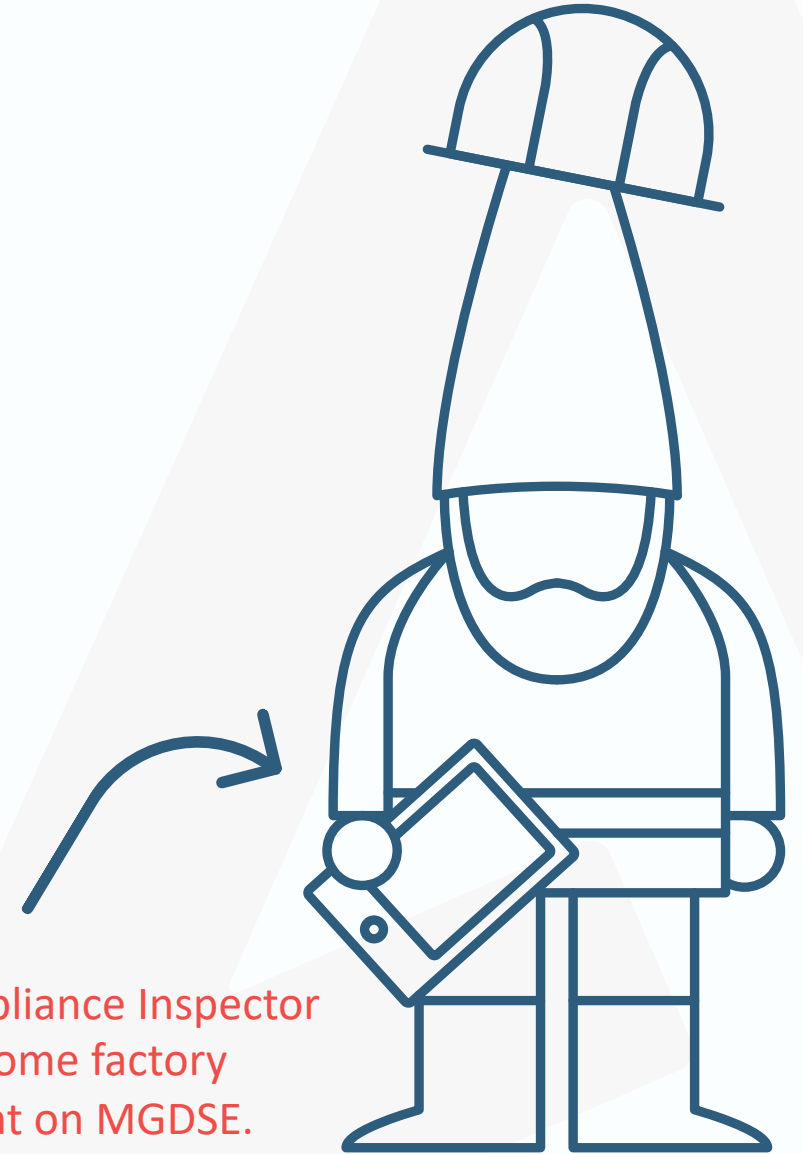
**Curating content  
products to fit multiple  
audiences**





## Use Case: Update tracking

- Literatum notifications for new updates
- Updates can be easily reviewed
- Any device / mobile responsive
- Previous, version-controlled content available



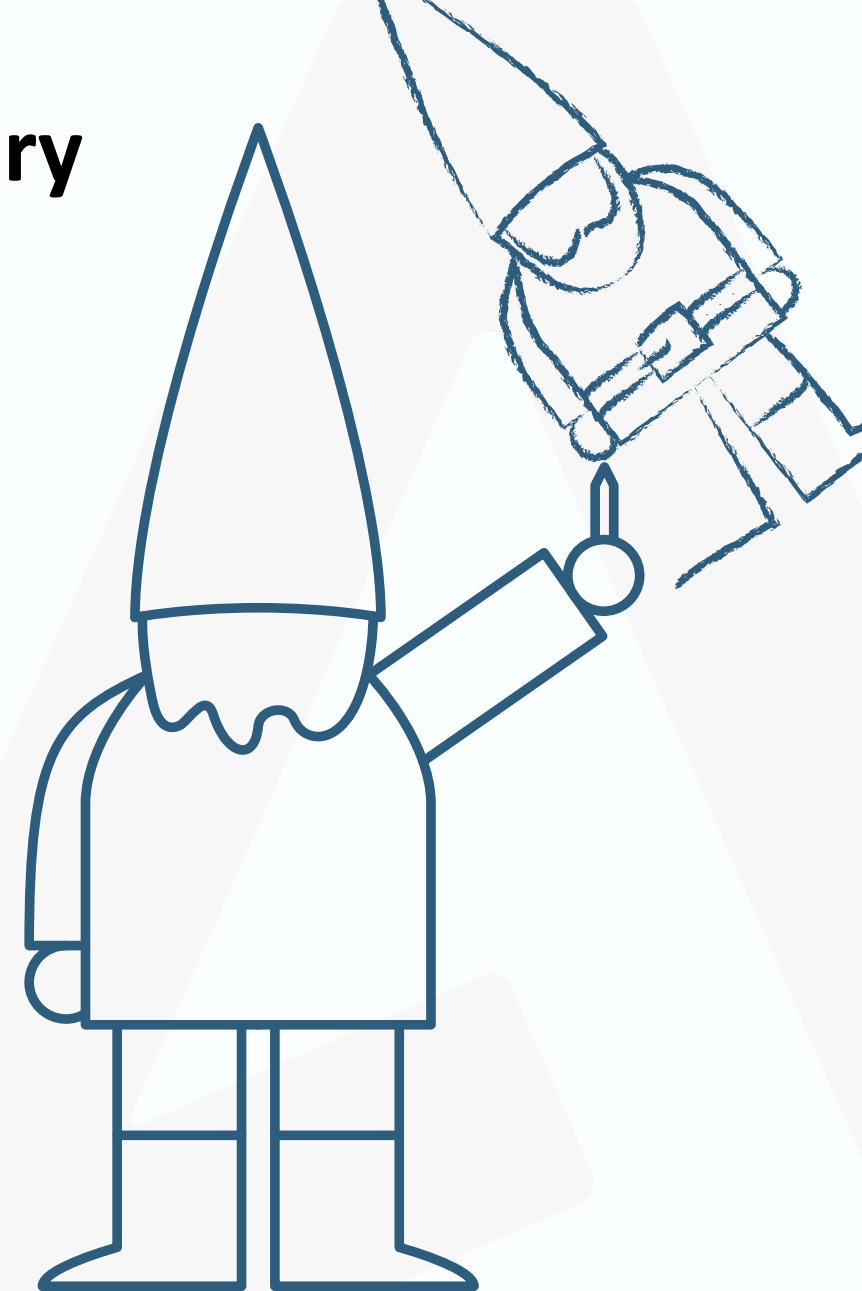
Compliance Inspector  
in gnome factory  
reliant on MGDSE.



## Use Case: Topic-Based Discovery

- Interested in both old and new content
- Enjoys “*Sustainable Garden Decorations*,” a Content as a Service microsite about green gnome engineering

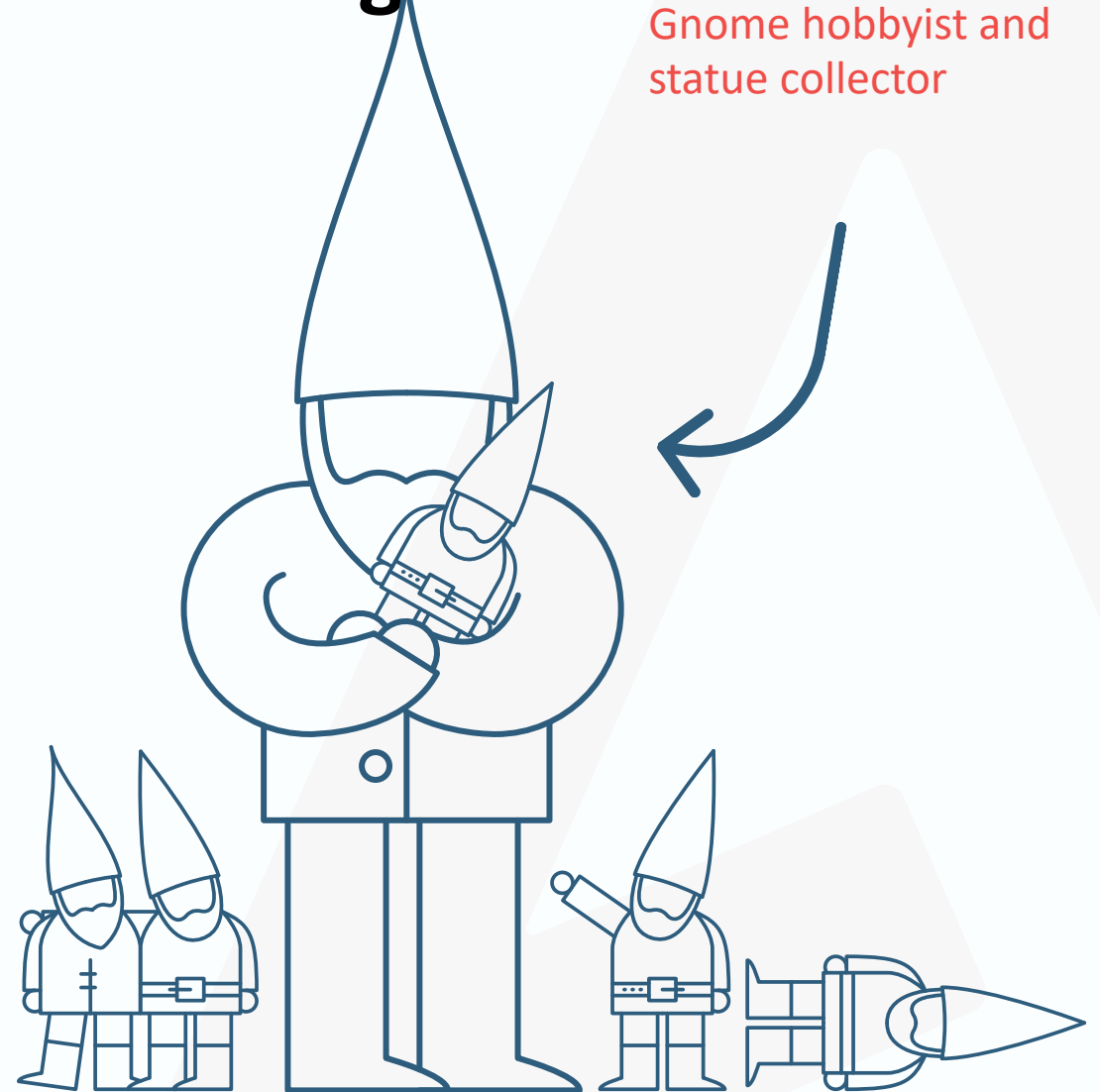
Specialist in environmentally friendly gnome design





# Use Case: Question Answering

- Interested only in non-professional content on gnome ID, classification, and gnomomenclature
- Enjoys search-related Q&A interactions...



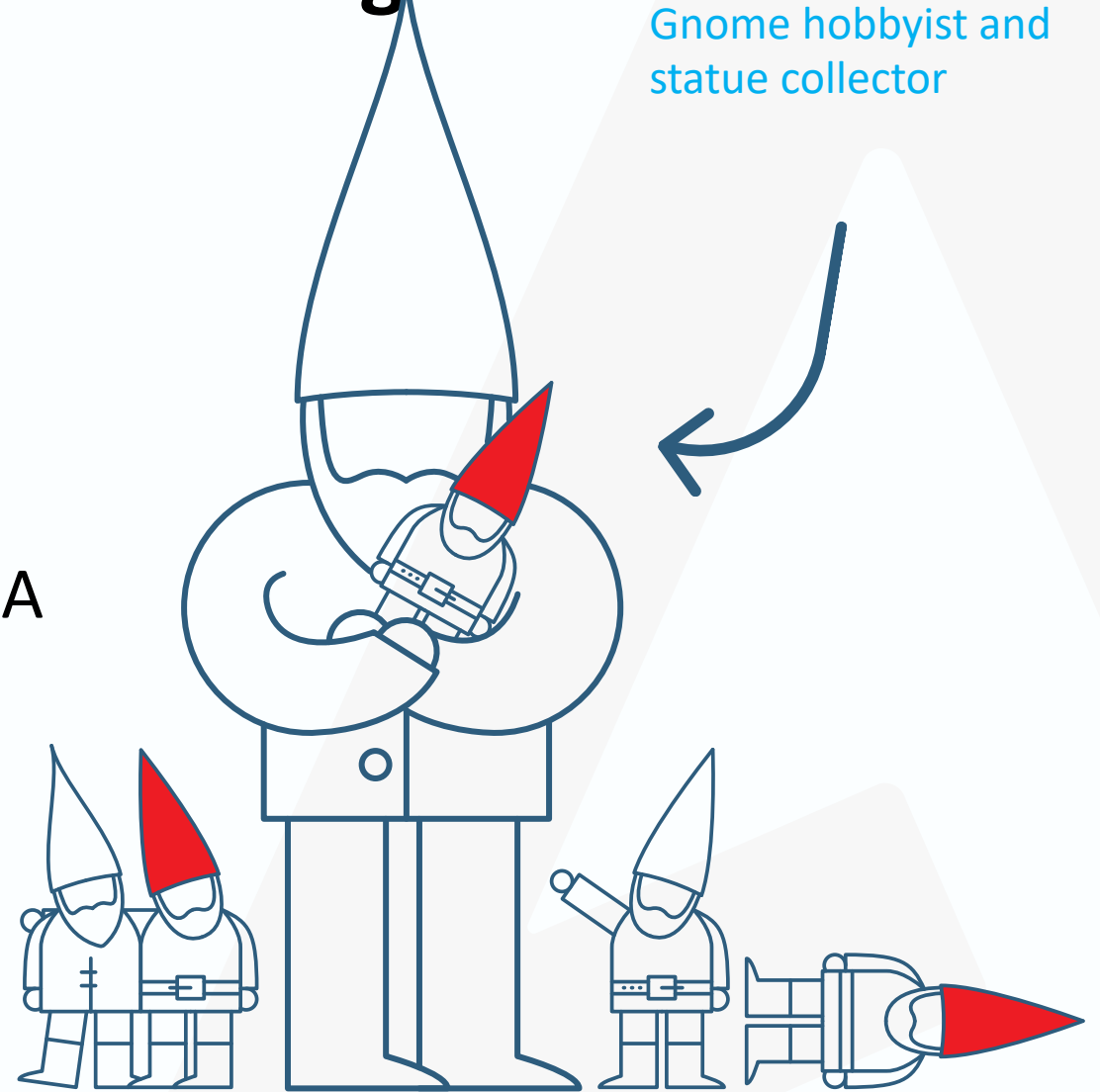


# Use Case: Question Answering

- Interested only in non-professional content on gnome ID, classification, and gnomomenclature
- Enjoys search-related Q&A interactions...

**Q:** What kind of gnome statues have red hats?

**A:** All German-made gnome statues have red hats. See chapter 6, "History of Gnomes."

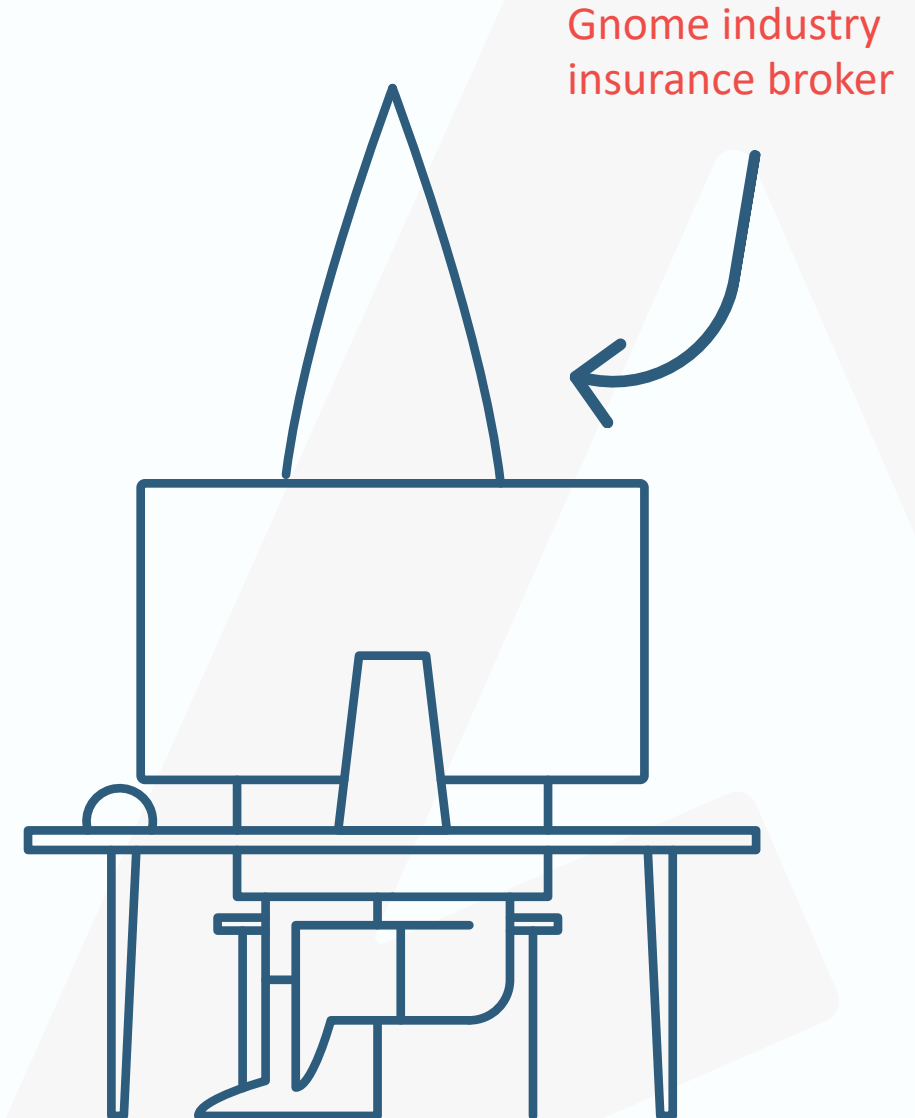






## Use Case: Data feeds

- Subscribes to Awesome Publishing XML data feed for classification codes in risk management
- Her computer reads data feed updates describing changing risk profiles over time
- She uses this to update her proprietary model for predicting insurance claims





# Technology

The technology underlying Atypon's  
Content as a Service offerings



# Literatum capabilities that enable Content as a Service

1. Machine learning and artificial intelligence  
*Technology proven in the international BioAsQ challenge*
2. DeltaXML processing
3. Digital Objects
4. Access control

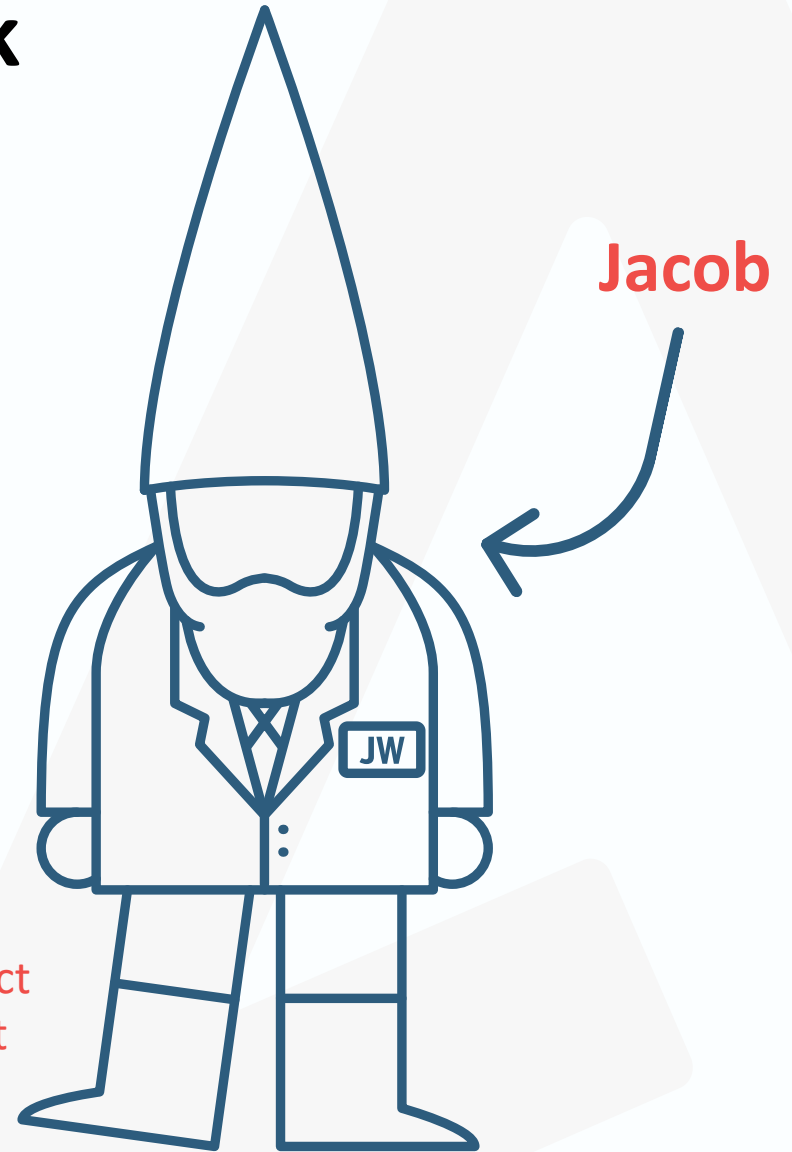




## How to get started: let's talk

Speak to your Atypon salesperson about publications that you could convert to a *Content as a Service* model.

Atypon subject matter expert





ATYPON

# WebinarSeries

## Get More Out of Literatum

A new free 10-webinar series

Register at [atypon.com/webinars](https://atypon.com/webinars)

Up next:

**WEDNESDAY, JULY 10**  
**10:30 AM ET**

Accelerating  
content discovery with  
AI-based technologies

**WEDNESDAY, AUGUST 7**  
**10:30 AM ET**

Deepening readers'  
engagement with  
your content

**TUESDAY, SEPTEMBER 10, 10:30 AM ET**

Attract targeted audiences,  
extend their time onsite,  
and monetize their visits—  
through **content marketing**

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