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

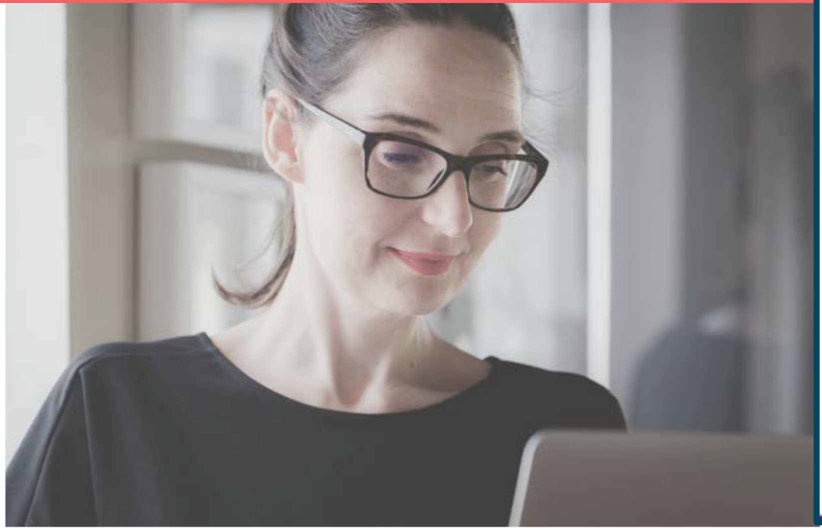
Example #1

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

SHAPING THE FUTURE OF AEROSPACE

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She discovers that the 2009 edition she subscribes to has been superseded

AIAA
SHAPING THE FUTURE OF AEROSPACE

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

AIAA 2017 (FINAL)

COMPARE ALL

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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 ... vent contamination due to electrostatic discharge and attraction of ions ... ference caused by electrostatic discharge arising from vehicle ch... dix

She navigates to the section she needs and notices an icon

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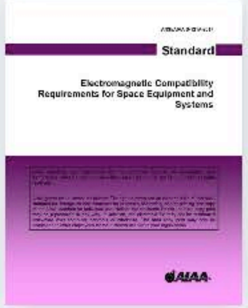
Figures | References | Cited By | **Details**



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
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AIAA 20 | COMPARE ALL

AIAA 2017 (FINAL)

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AIAA 2015

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AIAA 2009

N/A

Clicking it reveals the previous version of that section…

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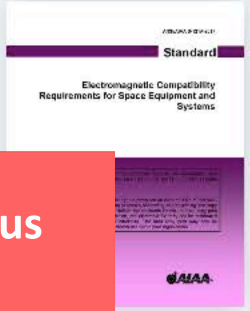

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AIAA 2009

N/A

...and indicates exactly what wording was changed

AIAA 2017 (FINAL)

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

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AIAA 2015

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AIAA 2009

N/A

AIAA 2017 (FINAL)

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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 2009

N/A

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

AIAA 2017 (FINAL)

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...this entire sentence was new in 2017

AIAA 2015

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AIAA 2009

N/A

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

AIAA 2017 (FINAL)

A 'Compare All' button…

COMPARE ALL

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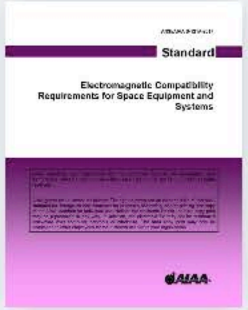

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...reveals a multi-edition side-by-side comparison

AIAA 2017 (FINAL)

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The far left column displays the current edition of the standard

AIAA 2017 (FINAL)

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AIAA 2017 (FINAL)
AIAA 2015
AIAA 2009

COMPARE ALL

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

...sive Devices (...

Electrically-Initiated explosive devices shall not ... charge caused by personnel handling. Compliance shall be verifi... r through a 500 Ω resistor to the EED (pin-to-pin and pin-to-case).

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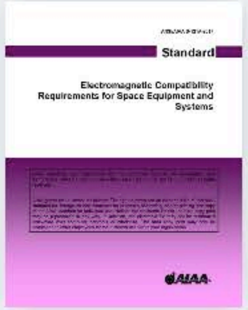

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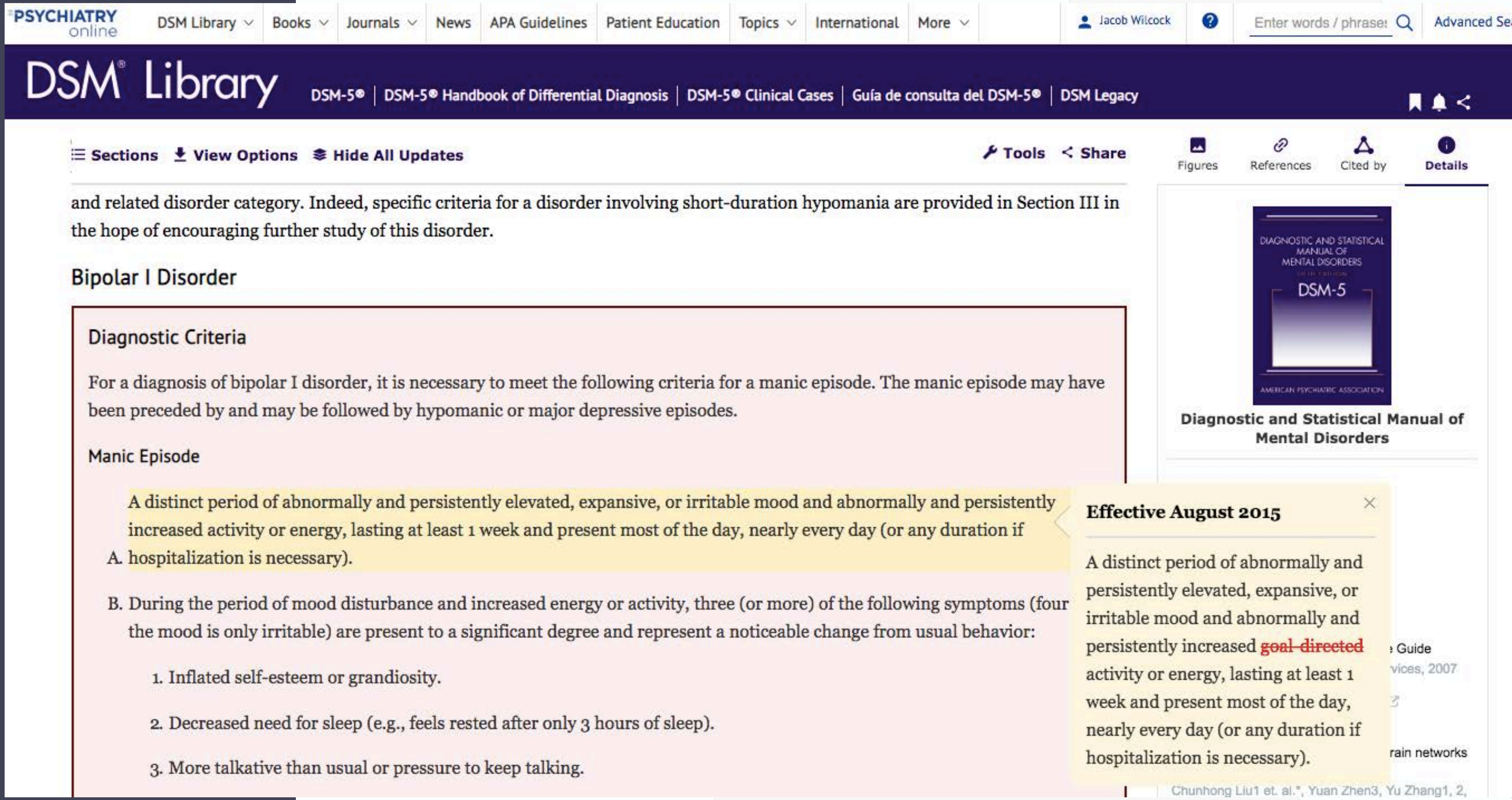
Custom user interfaces (UIs)



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

Example #2

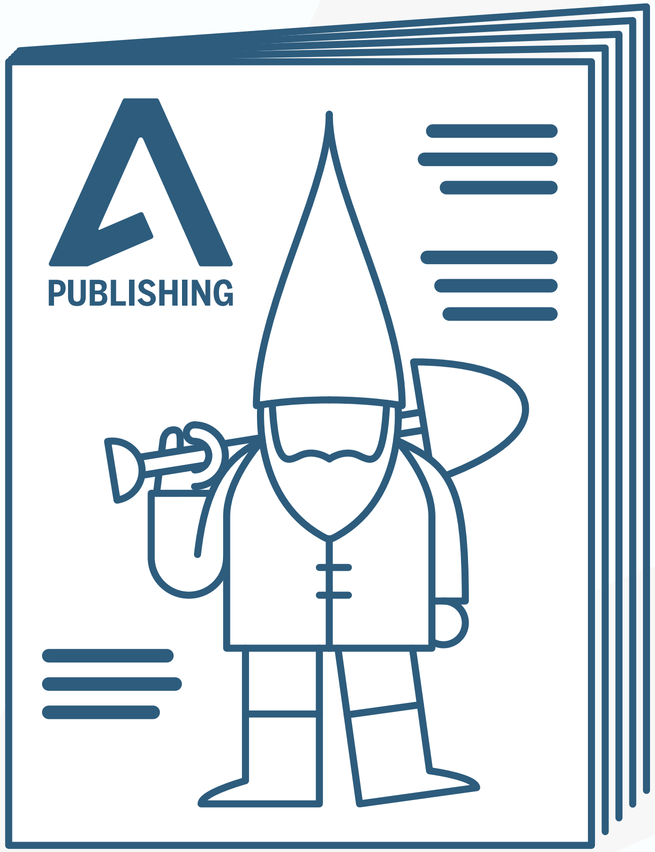
“Chunking” content

How Awesome Publishing repurposes an essential manual to reach new audiences

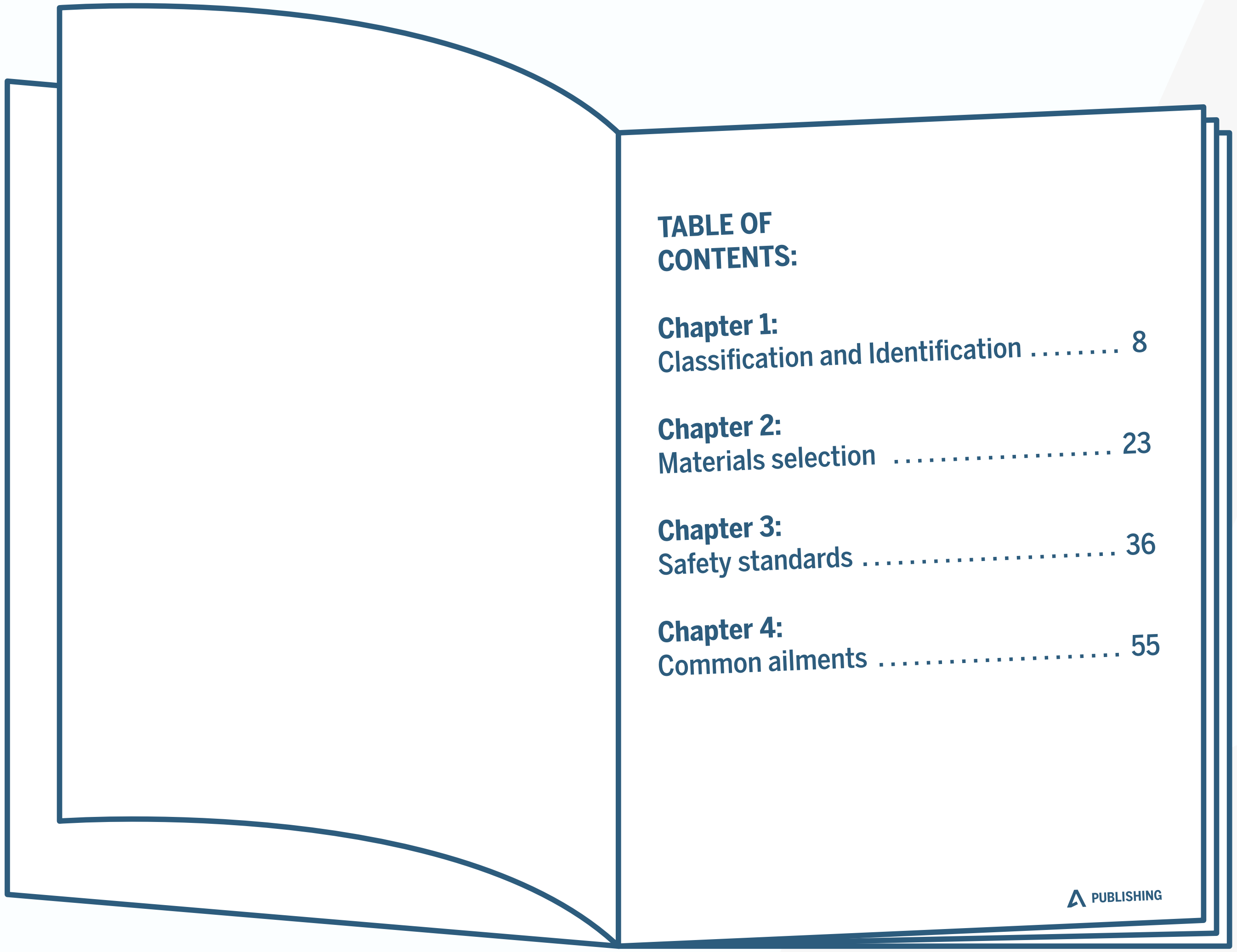
The Manual of Garden Gnome Engineering

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



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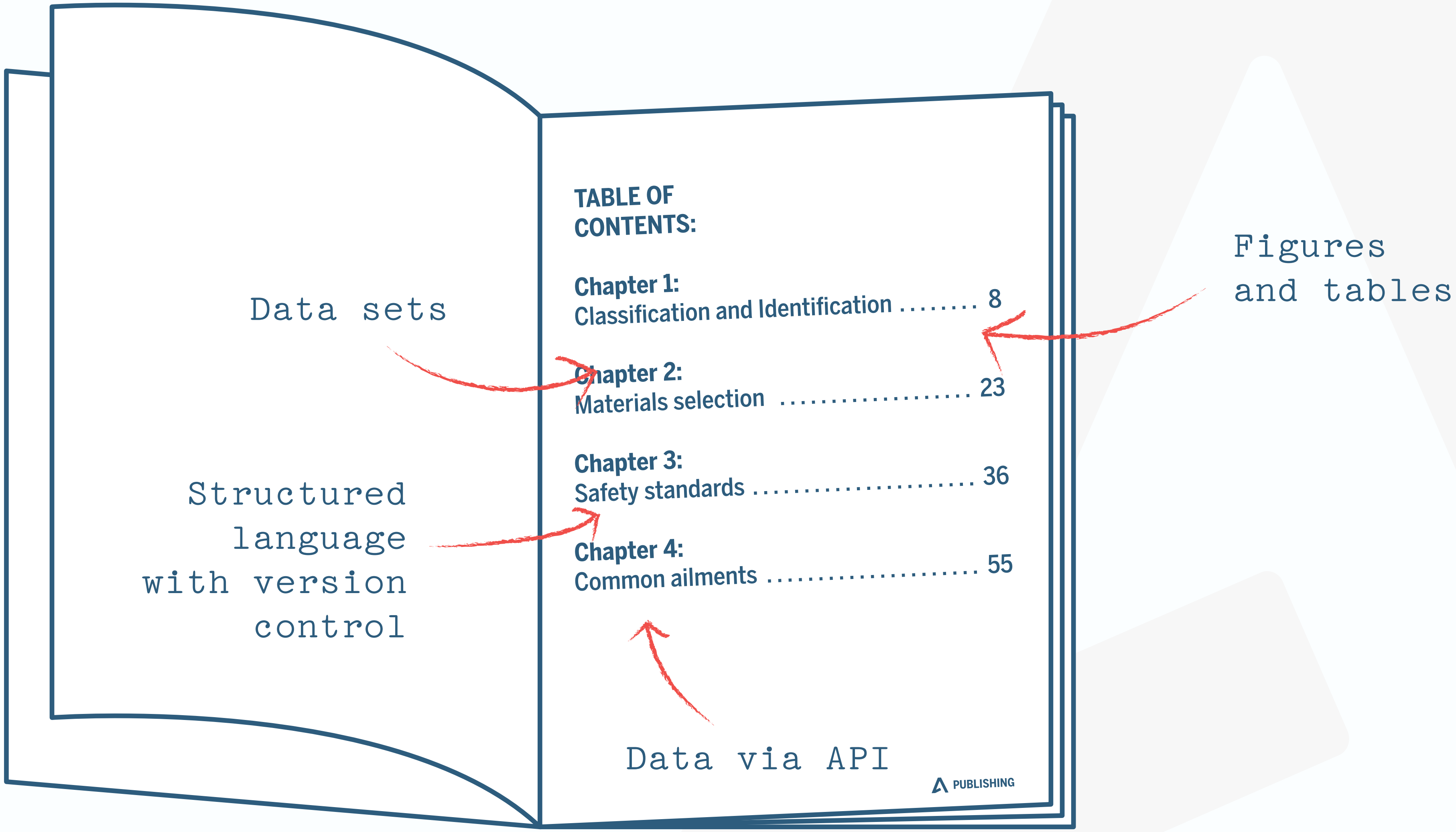


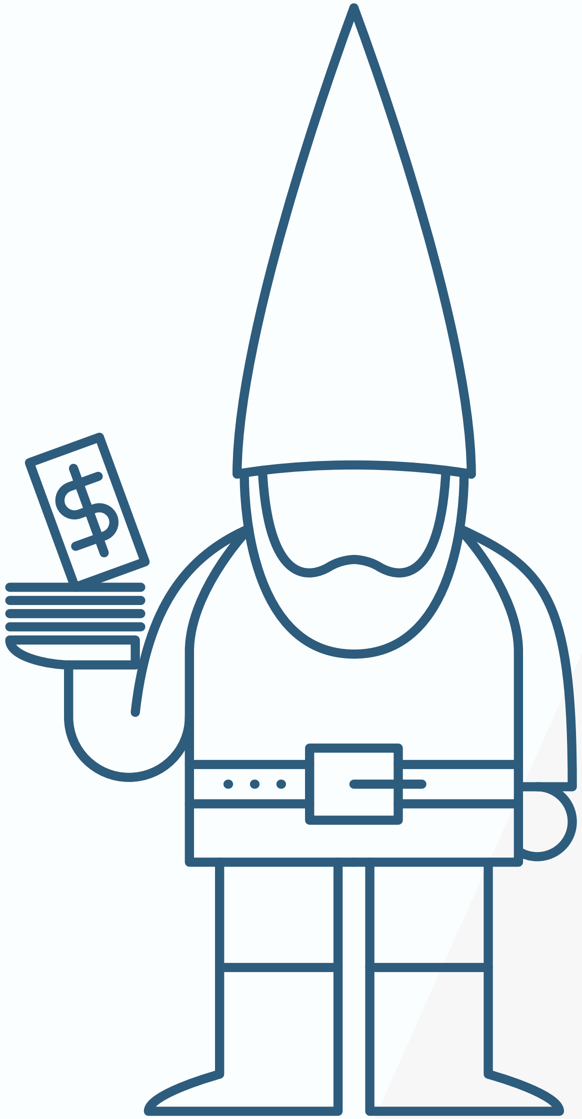
Challenges

- 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…

Explosion!

Solution: Literatum Digital Objects technology

Chunk content beyond chapters.

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

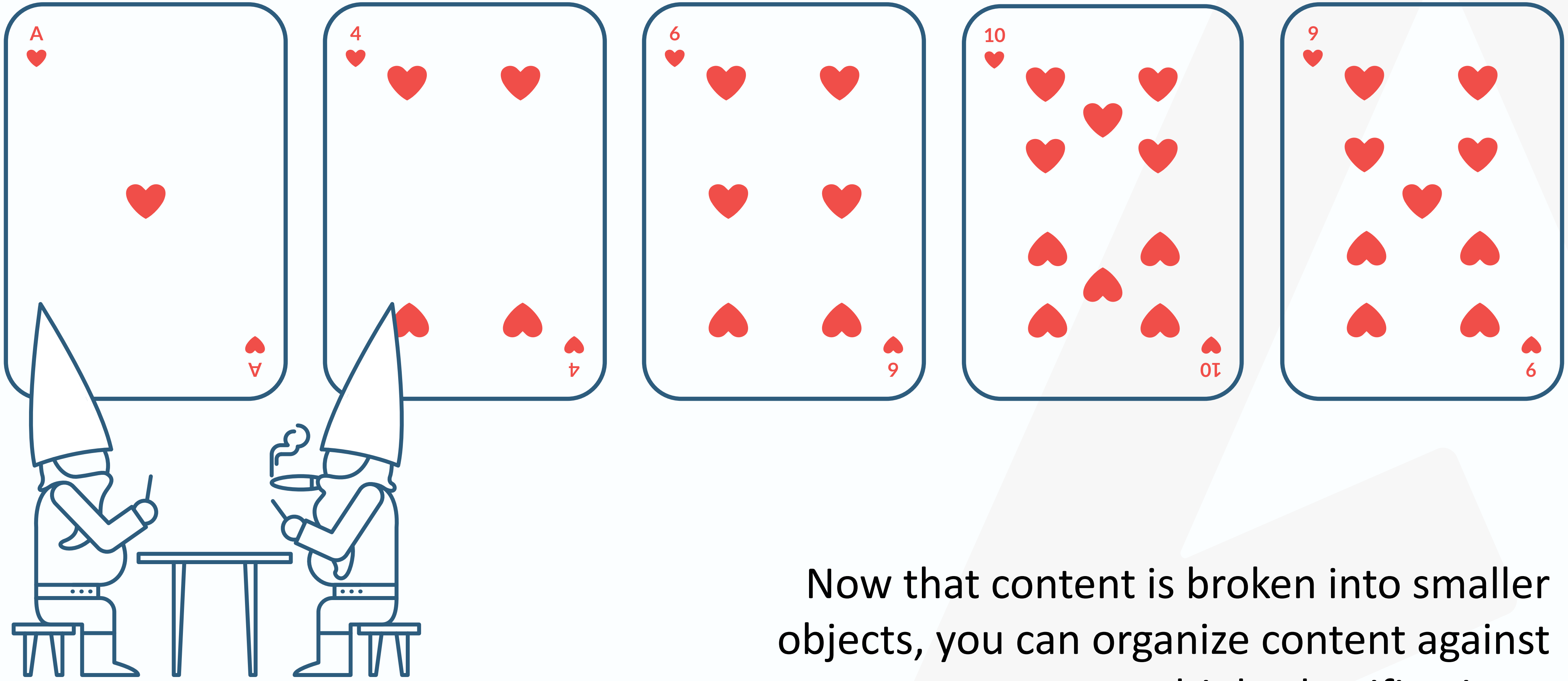
Solution: Literatum Digital Objects technology

Chunk content beyond chapters.

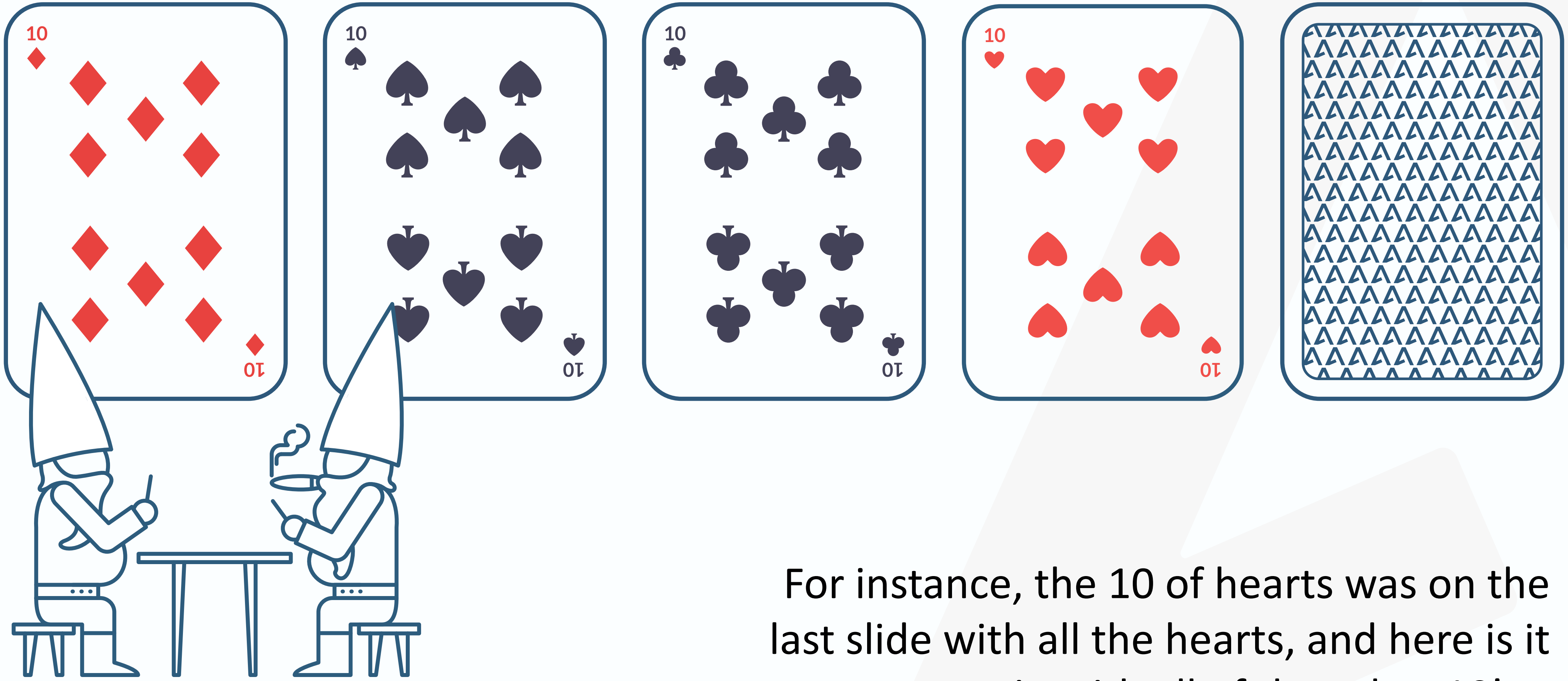
Assign each section, figure, table, diagram, etc., its own DOI.

Then, each content object can be:

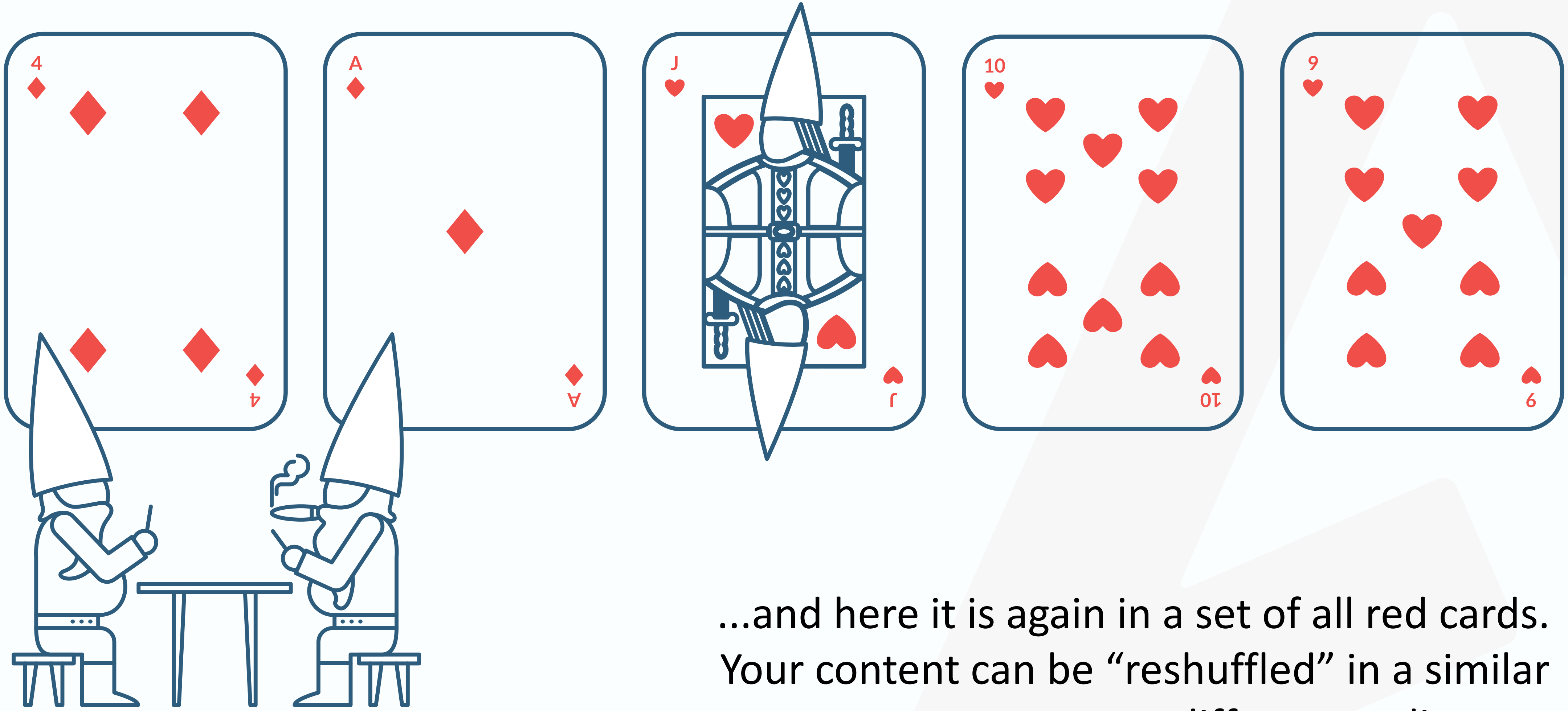
- Discovered
- Tagged
- Targeted
- Discounted
- Promoted
- Bundled
- Reordered
- Sold



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

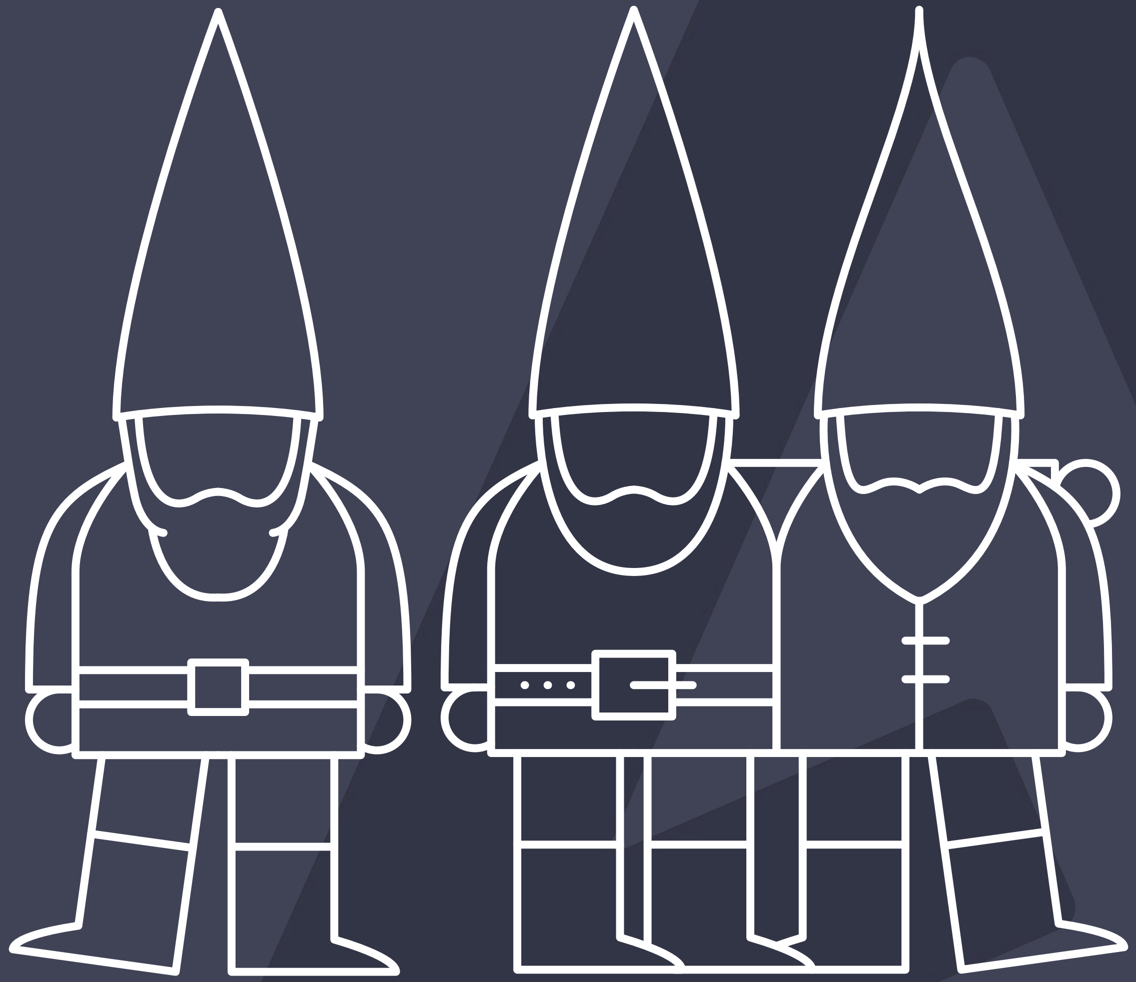


For instance, the 10 of hearts was on the last slide with all the hearts, and here is it again with all of the other 10's…



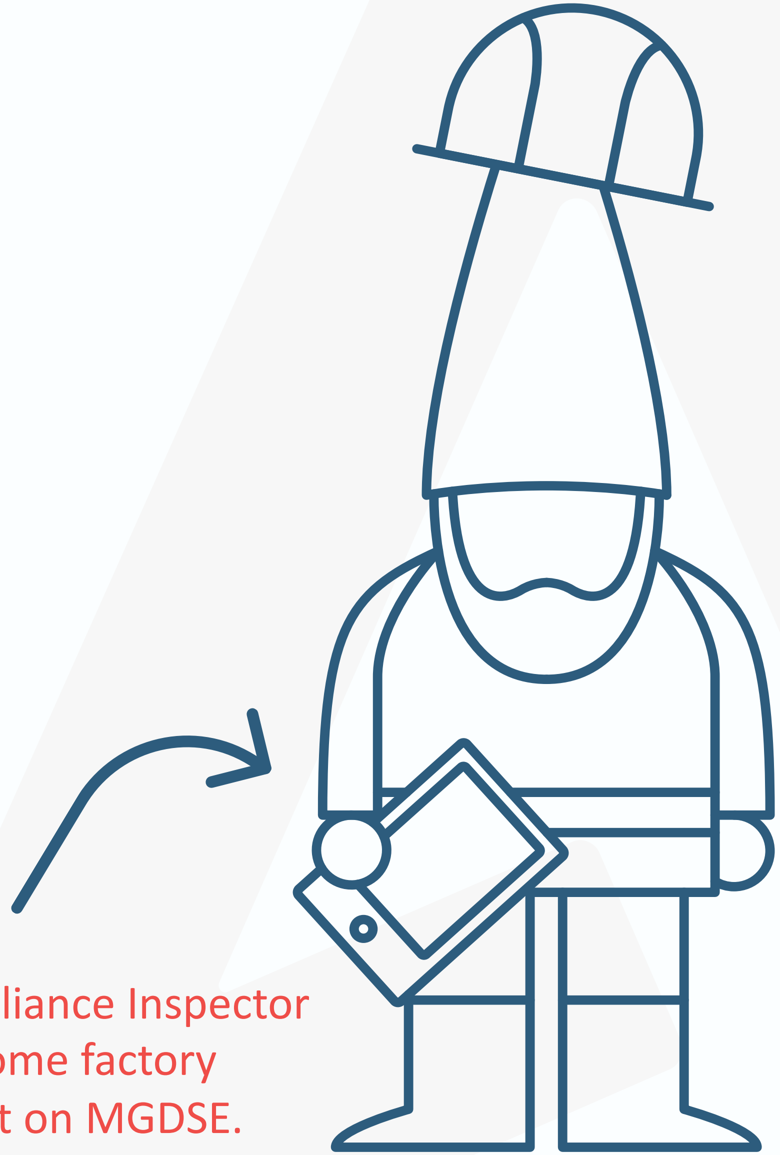
...and here it is again in a set of all red cards. Your content can be "reshuffled" in a similar way to serve different audiences.

Curating content products to fit multiple audiences



Use Case: Update tracking

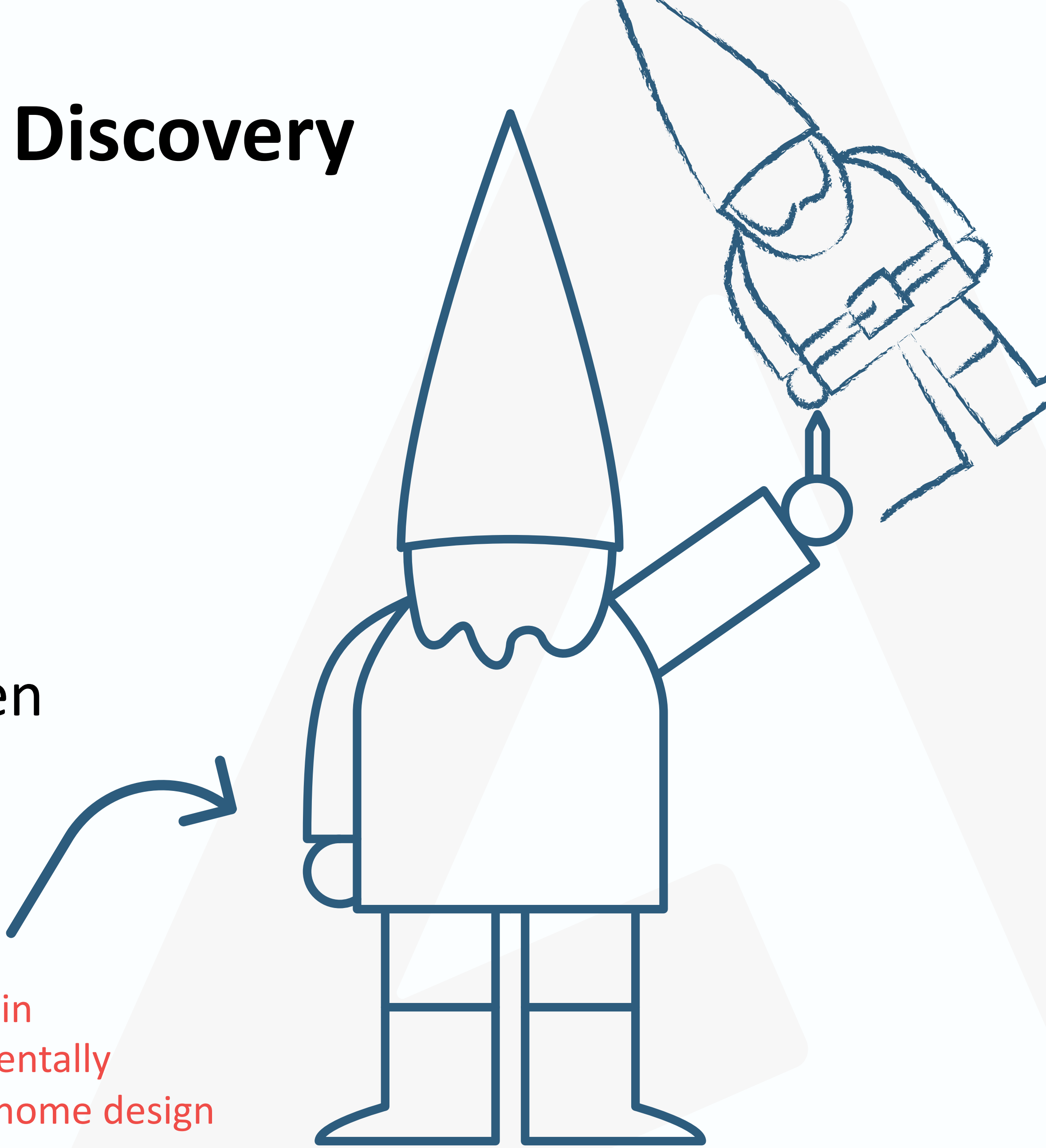
- Literatum notifications for new updates
- Updates can be easily reviewed
- Any device / mobile responsive
- Previous, version-controlled content available



Compliance Inspector in gnome factory reliant on MGDSE.

Use Case: Topic-Based Discovery

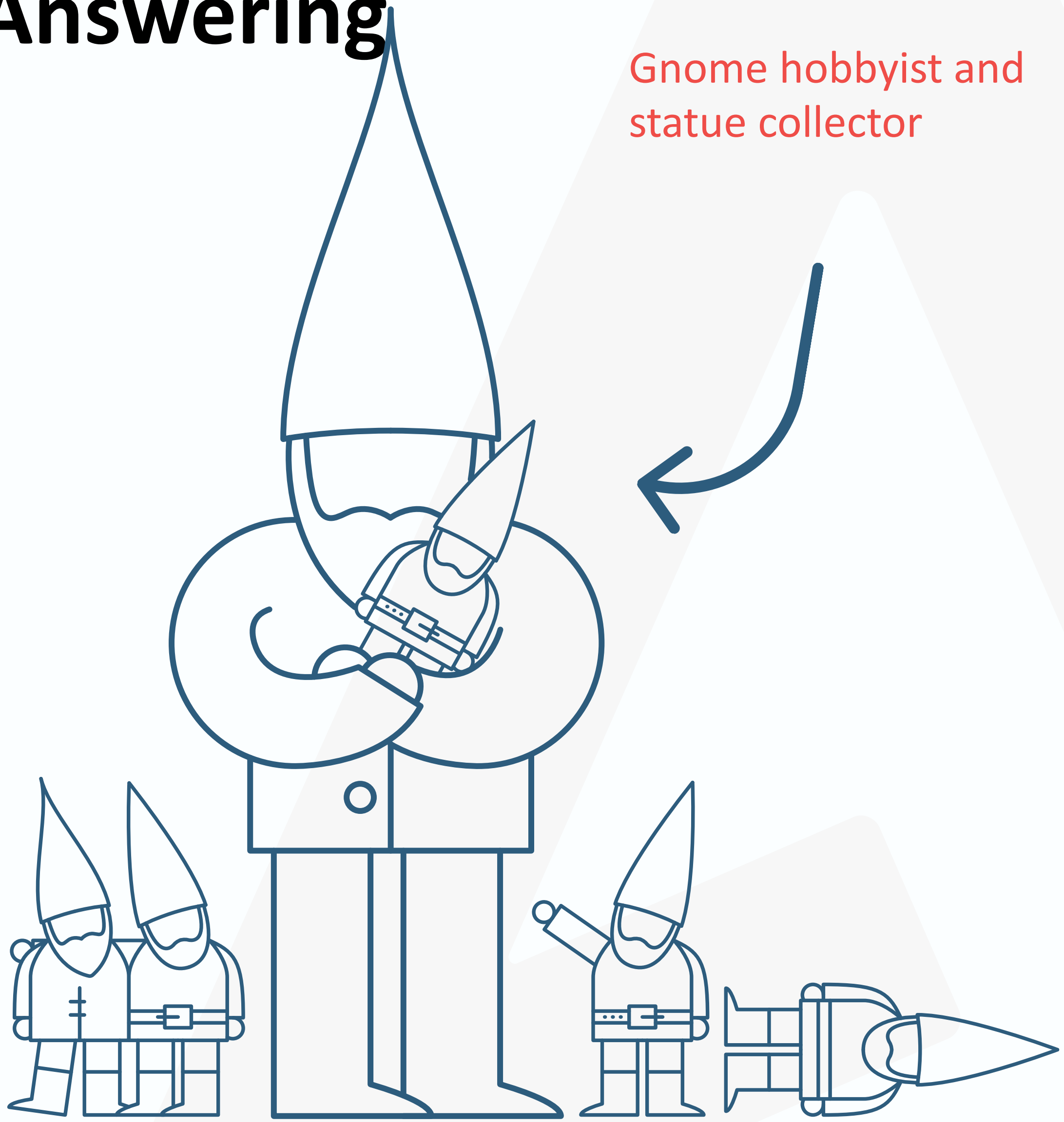
- Interested in both old and new content
- Enjoys *"Sustainable Garden Decorations,"* a Content as a Service microsite about green gnome engineering



Specialist in environmentally friendly gnome design

Use Case: Question Answering

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

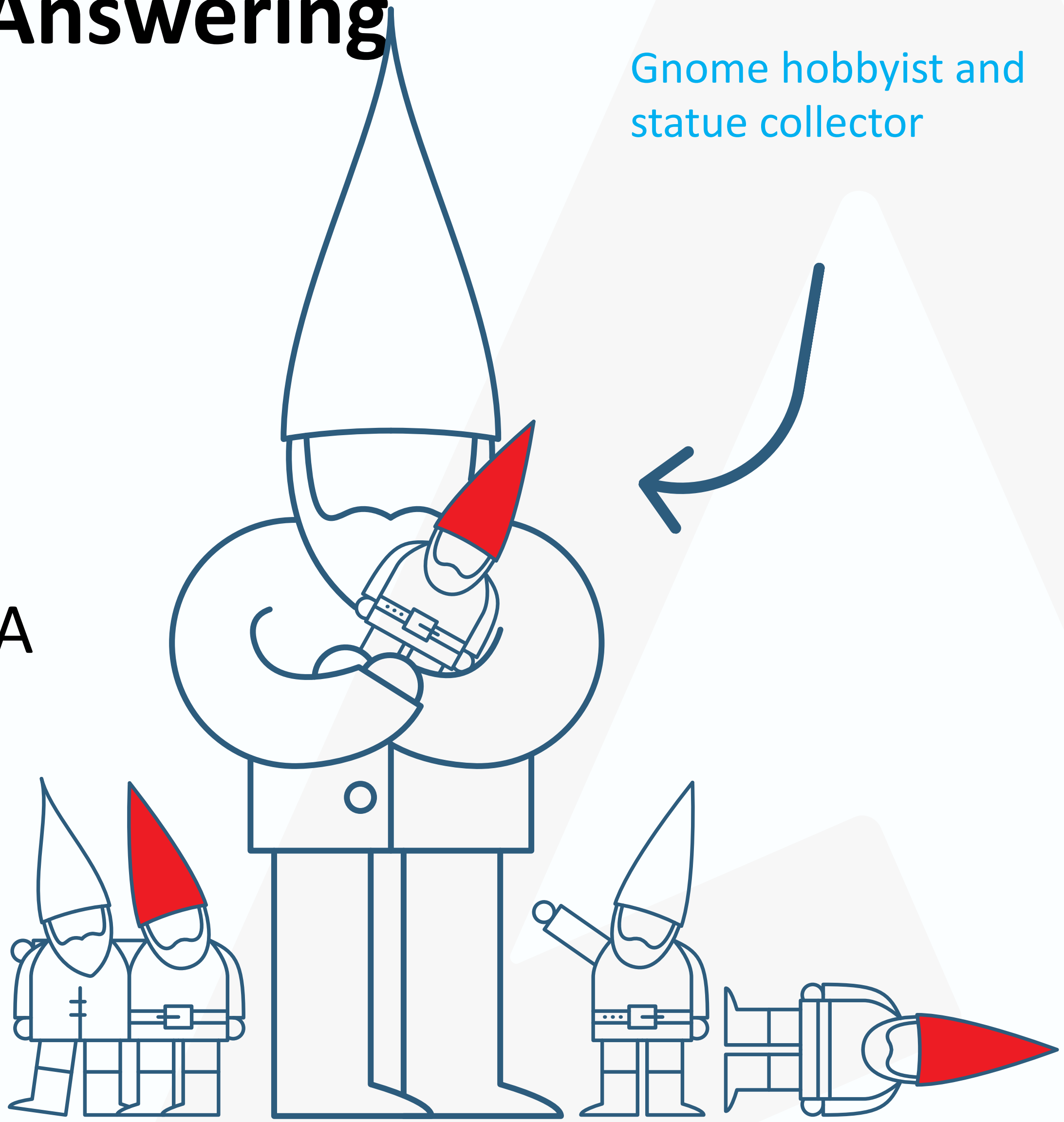


Use Case: Question Answering

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

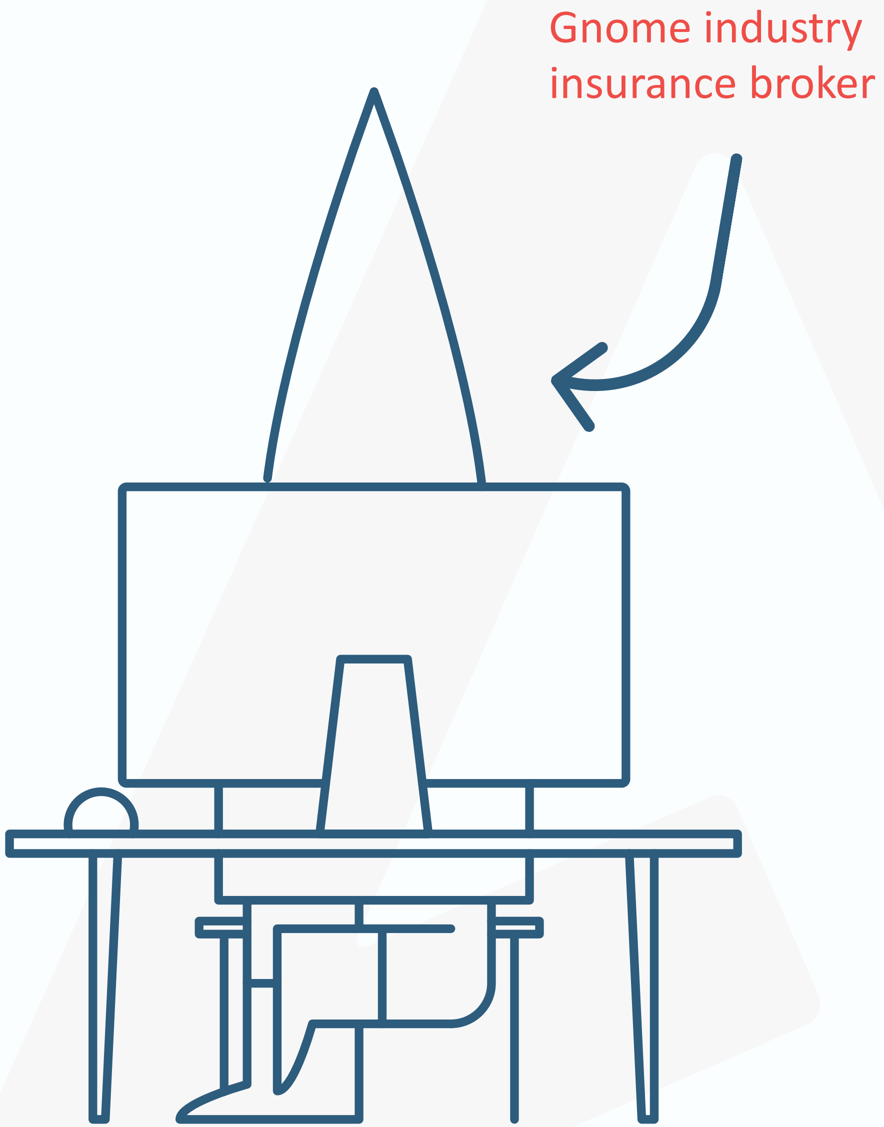
Q: What kind of gnome statues have red hats?

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

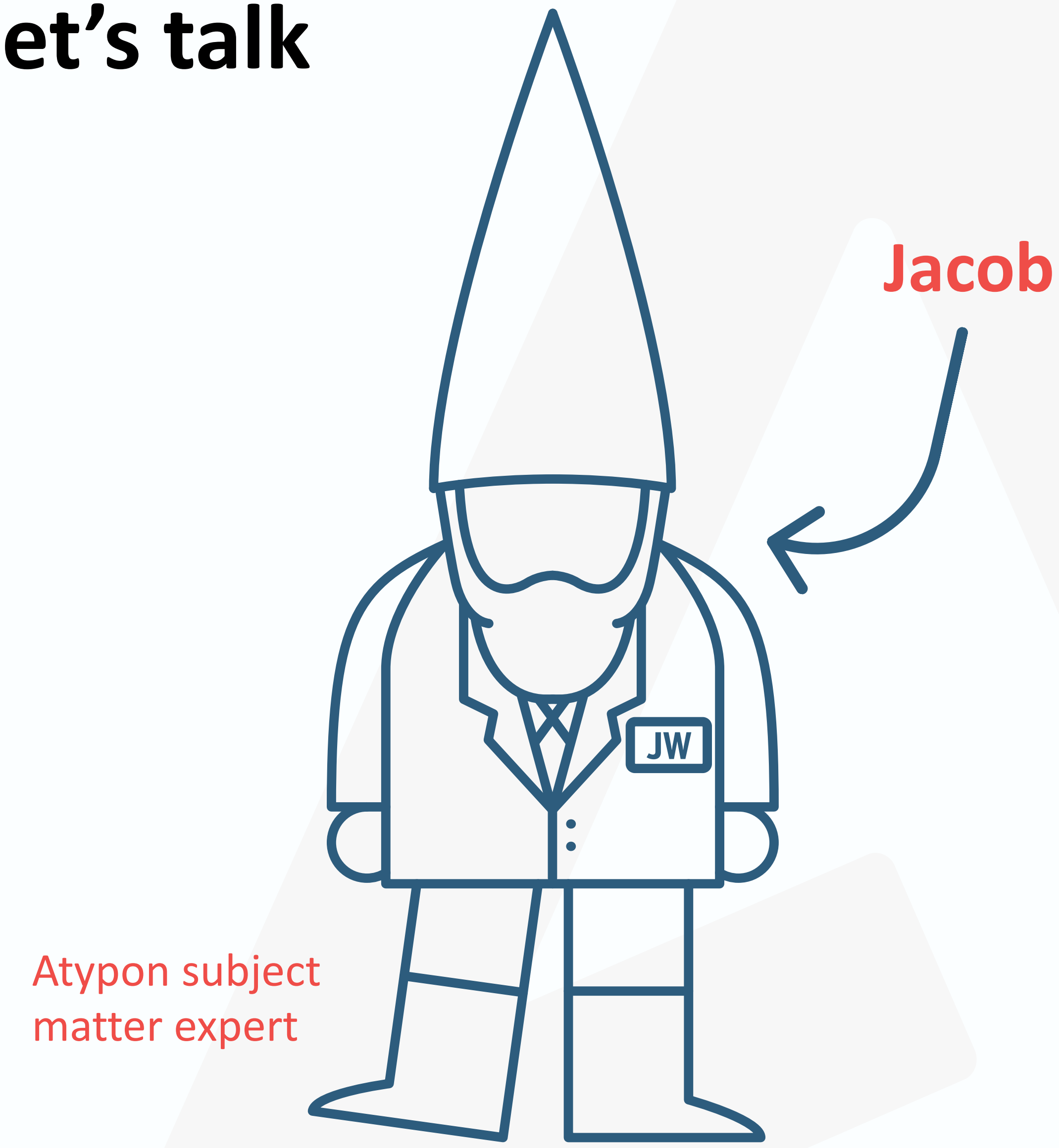
The technology underlying Atypon's Content as a Service offerings

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.

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WebinarSeries
Get More Out of Literatum
A new free 10-webinar series
Register at 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

ATYPON

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atypon.com
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