

ATYPON

How to manage, market, and monetize your multimedia content

Moving your magazines, blogs, eBooks, audio, and
video to Literatum

Andrew Schwartz
Solution Architect

Thursday, April 11, 2019

What can Literatum do for you?
A new, 10-webinar series from Atypon



Agenda

1. Why move your magazines, blogs, eBooks and news sites to Literatum?
2. A look at what Atypon publishers are doing with multimedia content
3. Digital Objects: The unique technology that makes it all possible
4. Demo: Marketing and monetizing multimedia content
5. How to move your multimedia content to your Literatum website



Literatum supports every type of content

AUDIO FILES

ARTICLES

BLOGS

BOOKS

CME COURSES

COMPUTER CODE

DATABASES

EXAMS

IMAGES

INTERACTIVE DATA SETS

INTERACTIVE HTML

JOURNALS

MAGAZINES

MULTIMEDIA FILES

MUSIC

NEWS SITES

ONLINE COURSES

PODCASTS

PRACTICE GUIDELINES

PROCEEDINGS

SOFTWARE

STANDARDS

TECHNICAL
DOCUMENTATION

VIDEOS

WHITE PAPERS

A

All platform functionality for any content type.

All content types can be tagged, targeted, discounted, promoted, bundled, and sold **as easily as a journal article.**



A

The benefits of hosting multimedia content on your Literatum website



Why move all of your content types to Literatum?

- Deepen engagement
- Search across all content types simultaneously
- Paywall “enhanced” content
- Cross-promote content
- Increased traffic & ad revenues
- Decreased / unified platform management

Digital Objects on Literatum are first-class content objects (FCCOs)

All tools, technologies, and platform features that apply to journals are available to Digital Objects



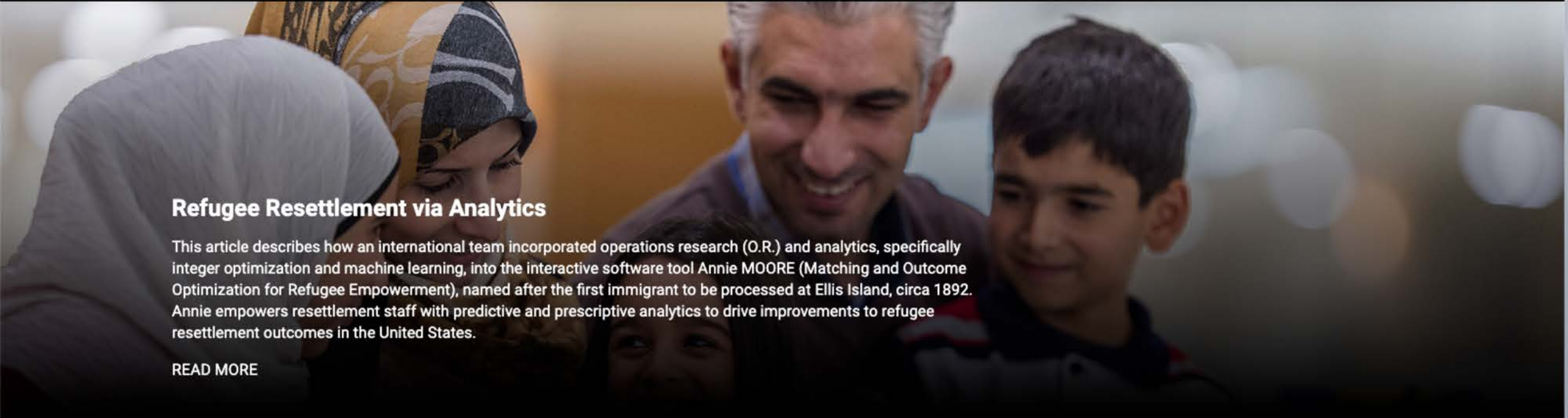
Examples

What Literatum publishers are doing
with multimedia and non-peer-
reviewed content

ORIMSI TODAY

informatics
membership magazine

[NEWS](#) [FEATURES](#) [PODCASTS](#) [DEPARTMENTS](#) [ISSUES](#) 



Refugee Resettlement via Analytics

This article describes how an international team incorporated operations research (O.R.) and analytics, specifically integer optimization and machine learning, into the interactive software tool Annie MOORE (Matching and Outcome Optimization for Refugee Empowerment), named after the first immigrant to be processed at Ellis Island, circa 1892. Annie empowers resettlement staff with predictive and prescriptive analytics to drive improvements to refugee resettlement outcomes in the United States.

[READ MORE](#)

LATEST NEWS

Deepen engagement



The Fastest



Multimedia

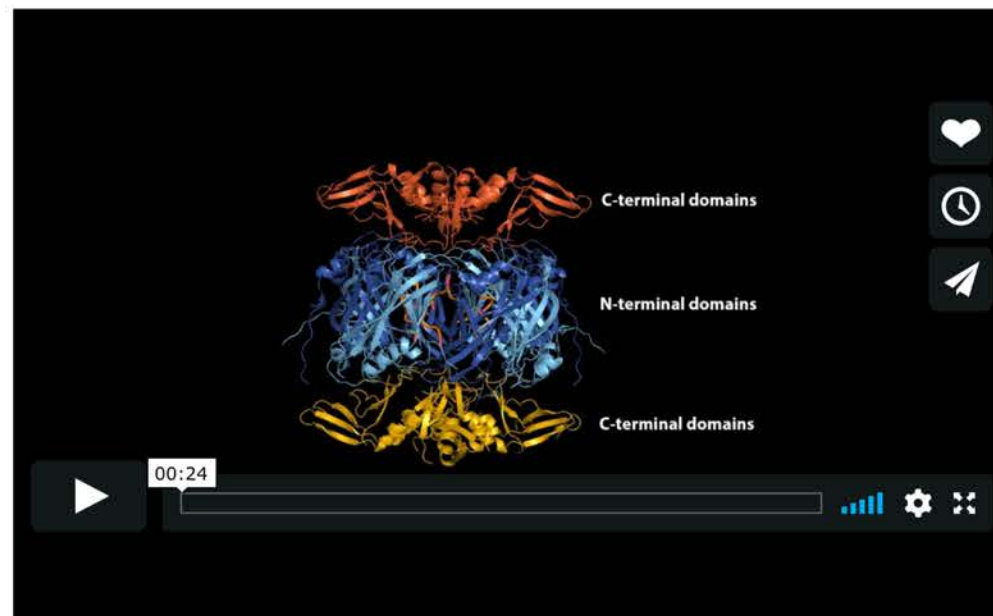
[← GO TO ALL ITEMS](#)

Annual Review of Virology

More than Meets the Eye: Hidden Structures in the Proteome: Video 2

A video from the 2016 review by Hal Wasserman and Erica Ollmann Saphire, "More than Meets the Eye: Hidden Structures in the Proteome," from the *Annual Review of Virology*.

[View on YouTube](#) | [Read Associated Article](#)



Cross-promote content



test

ADVANCED SEARCH



Articles Blogs Briefs Multimedia

RESULTS: 1 - 20 OF 4176

FOLLOW RESULTS:  

REFINE SEARCH 

PER PAGE: 20 50 100

SORT: DATE 

RESEARCH ARTICLE DETERMINANTS OF HEALTH

The Role Of Social, Cognitive, And Functional Risk Factors In Medicare Spending For Dual And Nondual Enrollees

Kenton J. Johnston and Karen E. Joynt Maddox

April 2019

Abstract | Full text | PDF | References  | Health Affairs Volume 38, Issue 4

...

We used the Wald *test* to compare differences in proportions (or means) for dually enrolled versus non-dually enrolled beneficiaries on these risk factors in the baseline year as well as on following-year costs. Second, we estimated five patient-level multivariable regression models that predicted following-year Medicare costs under different baseline risk-adjustment scenarios: using age, age squared, and sex; adding to the first scenario the seventy HCC disease indicators as well as indicators for disabled status, end-stage renal disease, and institutionalization in long-term care; adding to the second scenario the cognitive and functional risk factor variables; adding to the third scenario the social risk factor variables;

Integrated search

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Email*

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Narrow Results

TOPICS 

Health care finance

2500

The Affordable Care Act In The Heart Of The Opioid Crisis: Evidence From West Virginia

The Role of CDK4 Inhibitors in Triple-Positive Breast Cancers

April 3, 2019

Giuseppe Curigliano, MD, PhD

[Author Bios +](#) [Disclosures +](#)



Article Highlights:

- The CDK4/6 pathways play a key role in the proliferation of breast cancer cells.
- CDK4/6 inhibitors may be an



Unify platform management

abemaciclib have changed the

For Your Patients

Cancer Survivorship Guide

Includes a blank treatment summary and follow-up care plan patients and providers can fill out together



Cancer.Net
Doctor-Approved Patient Information from ASCO[®]

ASCO[®] Career Center

- Search jobs
- Apply
- Get hired

START NOW

ASCO Guidelines

Download the

DOI:10.1063/PT.6.3.20190312a

12 Mar 2019 in [Commentary & Reviews](#)

Venus is not Earth's closest neighbor

Calculations and simulations confirm that on average, Mercury is the nearest planet to Earth—and to every other planet in the solar system.

Tom Stockman
Gabriel Monroe
Samuel Corder

72 COMMENTS | **20.7K** SHARES     



Increase traffic

Quick: Which planet is closest to Earth? Ask an astronomer or a [search engine](#), and you'll

MOST READ

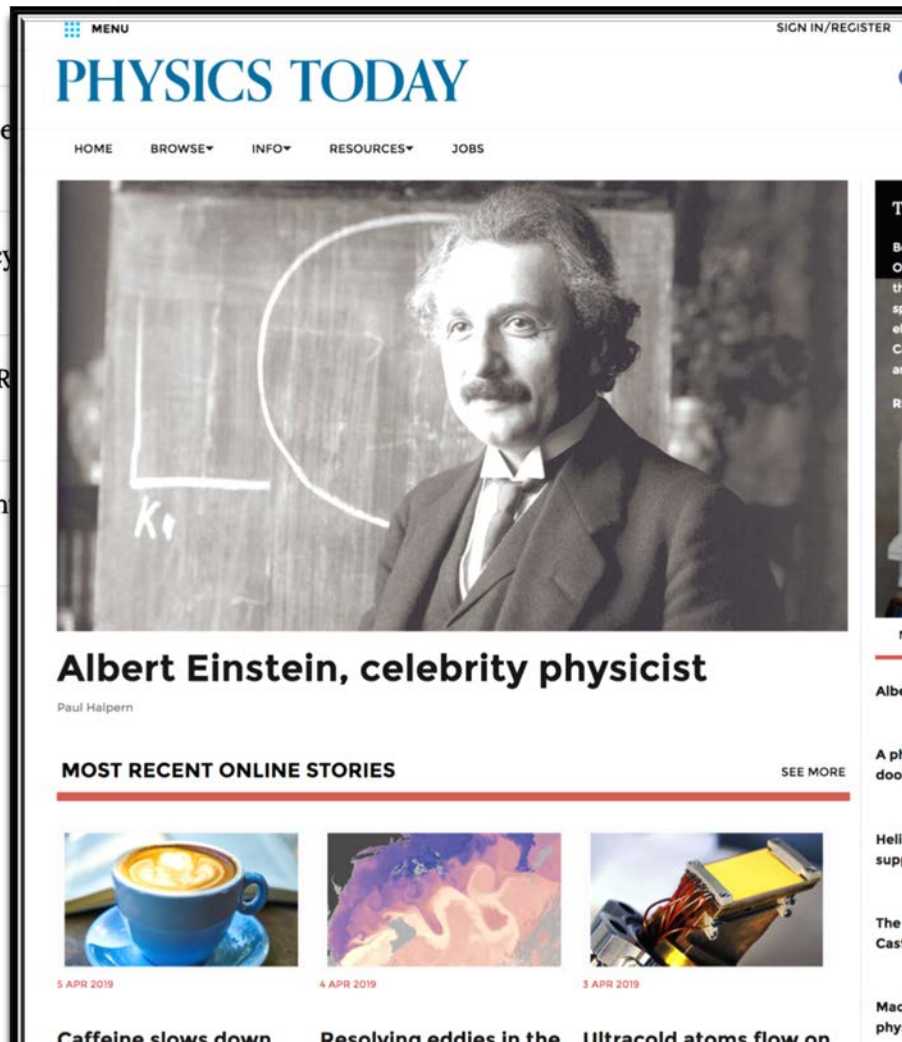
Albert Einstein, celebrity physicist

A physics master's degree opens doors to myriad careers

Helium users are at the mercy of suppliers

The invisible dance of CRISPR-Cas9

Machine learning meets quantum physics



Digital Objects

The Atypon technology that underlies
multiple content types



A

Demo

Tagging, offers, and licenses

Managing & monetizing Digital Objects
with Page Builder and the Literatum
Admin Tool



Behind the scenes with Digital Objects

1. Organize and automatically render content using tags
2. Put content behind a paywall and sell access to it
3. Sell article access with Digital Objects
4. Deposit Digital Objects to external services
5. Use Page Builder to render Digital Objects on custom pages



A

Demos

Managing and monetizing Digital Objects:
The Literatum Admin Tool

Displaying Digital Objects:
Page Builder Widgets



What is Page Builder?

Page Builder is Literatum's easy-to-use, widget-based tool for updating and maintaining your website's user interface and user experience design.



PageBuilder widgets

PageBuilder widgets are used to create layouts with Digital Objects.

There are multiple PageBuilder widgets for displaying Digital Objects.

All allow the way Digital Objects are displayed to be customized:

- By themselves
- In a list
- In context

A DO Content widget

Displays one Digital
Object with one content format

INFORMS.org Certified Analytics Professional PubsOnline Career Center 2018 Annual Meeting

ORMS TODAY

informs[®]
membership magazine

NEWS FE

October 8, 2018 in [Recent News](#)

Yale professor and health advocate named a MacArthur Fellow

By Peter Horner

SHARE: [f](#) [in](#) [t](#) PRINT ARTICLE:  <https://doi.org/10.1287/orms.2018.05.22>





DO List widget

- Displays a list of Digital Objects with one content format
- List provided in the widget (DOIs)

OCTOBER 30, 2018

30th October maintenance release postponed by one day

Atypon has determined that the regular maintenance release scheduled for today, 30th October, is to be postponed by one day to tomorrow, 31th October, to allow for additional testing. ...

[Continue Reading](#)

OCTOBER 29, 2018

Scheduled maintenance on Friday, 26th October 2018 - Successfully completed

The scheduled maintenance on Friday, 26th October 2018, was successfully completed within the planned 4-hour maintenance window. Literatum websites as well as backstage servers experienced about 2 mi...

A Multi-search widget

- Displays a list of Digital Objects with one content format
- Search criteria set in widget
- Additional search criteria set up by Account Manager

HEALTH POLICY BRIEFS



CULTURE OF HEALTH

The Earned Income Tax Credit, Poverty, And Health

David Simon, Mark McInerney, Sarah Goodell

October 4, 2018



CULTURE OF HEALTH

Effects Of Minimum Wages On Population Health

J. Paul Leigh, Juan Du

October 4, 2018



CULTURE OF HEALTH

Housing And Health: An Overview Of The Literature

Lauren Taylor

June 7, 2018



Behind the scenes with Digital Objects

1. Organize and automatically render content using tags
2. Put content behind a paywall and sell access to it
3. Sell article access with Digital Objects
4. Deposit Digital Objects to external services
5. Use Page Builder to render Digital Objects on custom pages



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- Search across all content types simultaneously
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Literatum's full functionality supports every type of content

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WHITE PAPERS



How to get Digital Objects

Moving your non-peer-
reviewed content to
Literatum

Contact your Account Manager
for a quote. Atypon can set up:

- Design & format development
- The Digital Object Editor
(for creating Digital Objects without XML)
- Search indexing
- Taxonomies

ATYPON

NEXT UP

What can Literatum do for you?

A new, 10-webinar series

Increase revenue with Literatum's new eCommerce workflow

A real-world how-to case study from Taylor & Francis

April 25, 2019

11 am ET / 16:00 UK

Register online!

ATYPON



Engage 2019 North America

ATYPON USER CONFERENCE

June 1, 2019
San Diego

Register now!