

MetaPain

Publishing challenges from 20,000 ft.

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Hachette Filipacchi Media

- U.S.: over 20 titles in the U.S.
- Worldwide: over 200 magazines in 34 countries



The Bad News

- Stagnant advertising revenues
- Creaky distribution system
- Competition with other media
- Losses in online ventures
- Pressure to pare staffs

What gives?

- New products
- New channels of distribution
- Syndication and Sharing
- Quicker, easier ad insertions
- Greater efficiency

What Efficiency

- More efficient digital workflows
- Automation instead of manual steps
- Continue taking “air” out of schedules
- Lower transaction costs
- Faster, more accurate management info and accounting
- Greater agility

How?

- Store once, use many
- Sharing data on demand
- A enterprise data strategy
 - XML, of course
 - One framework but many initiatives
 - Start from a solid core
- PRISM

All or Nothing

- Facets of the same problem
- Individual solutions are too slow
- Other standards exist,
e.g. PAPINET, SpaceXML
- XML: they interoperate
- PRISM: A great place to start

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Thanks for listening.

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