

Are you an employee of an [SIIA member company](#) and interested in joining this working group? ☐ ☐ Please contact [Jenny Hansen](#) our SIIA Content Division Program Manager about joining.

**Meets:** Once a month by phone - launching at [IIS 2013](#)

**Chairs:** Roxanne Christiansen, InfoCommerce Group

### Overview:

The Data-as-Content Working Group consists of professionals from SIIA member companies who are involved in leveraging data within the information products and services they offer. The working group meets monthly to act as an advisory group to the SIIA's Data-as-Content Programming as well as discuss issues and challenges they are facing and to network.

What is Data-as-Content? Data-as-Content is a term to help publishers develop the mindset that data is an important component of the content ecosystem. Once publishers recognize that data is a type of content, they can develop it and monetize it. While Data-as-Content recognizes the current opportunities in Big Data, it also recognizes that data have been the basis for very successful businesses long before web-based analytics, and that smaller, specialized datasets hold enormous value and utility in their own right. Data is an integral part of the world of content, especially as publishers move beyond delivering raw data dumps and integrate it with software to create “data that does stuff,” to power high-value workflow solutions.

### Mission:

- Networking and professional development of those participating in the Working Group.
- Identifies key issues and trends related to creating and leveraging data to build and sell information products and services.
- Educate professionals in the information industry about the technology, business and strategic issues related to data publishing.

### Meeting Format:

Meetings are scheduled once a month. Each meeting is by phone (although if there is an opportunity to have a meet-up at a conference, we do so) with a goal to go through the agenda in about 45 minutes. The meetings agendas are focused on:

- Networking
- Discussing common issues of the SIIA and SLA member professionals in the group
- Coordinating upcoming programs the group is working on behalf of the membership

### **Meeting Calendar:**

Feel free to check out the [Content Division Calendar](#) for the most up-to-date schedule of meetings. The [Content Division Calendar](#) lists all of our Working Group meetings, conferences, webinars and other events.

### **Programs:**

Beyond networking and professional development, the Data-as-Content Working Group drives a number of initiatives on behalf of the SIIA membership around the areas of content and technology. For a complete list of activities, on-demand webinars, resources and archives, please visit the Data-as-Content Programming page.