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Overview:

Throughout 2013, we will be focusing a number of programs around data and data analytics as they related to content, publishing and information services – with our partner Russell Perkins and the [InfoCommerce Group](#) – leading up to our [DataContent 2013](#) conference in October.

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.

2013 Programs

Beyond the [Data-as-Content Working Group](#), our member-only networking and advisory group on all things data and content, we invite SIIA members and non-members to participate in the following programs produced in partnership with the [InfoCommerce Group](#):

- **PANEL at [IIS 2013 in NYC](#) : Jan 31 – Breakthrough Talk: Monetizing Big Data**

Business success requires identifying market opportunities and capitalizing on them before your competition. It also requires the ability to think differently about the market, customer needs, technology implementation, product design, content and data assets, pricing and go-to-market strategies. Understand what the CEOs of two new and innovative companies are doing to successfully monetize Big Data through pioneering business models and modern technology.

- **ROUNDTABLE in NYC: March 20 – Data Boot Camp for Publishers**

Maximizing your data content opportunities demands a solid understanding of data basics: how to develop a marketable dataset, and what attributes make it valuable to users. This session provides a great introduction to data and how to build high-value data products. While designed for those new to data, it's also useful for data veterans as a way to sharpen their

insights and keep abreast of emerging trends.

- **WEBINAR: April 4 – Private Company & People Data – What’s New & What’s Working**

The new Gold Rush in data content is company and people data. Numerous companies are applying innovative approaches to crack a problem that has bedevilled publishers for decades: how to develop reliable data on private companies and their executives. Get an understanding of the opportunity and challenges, and discover the fascinating players trying to conquer this final frontier of business information.

- **PANEL at SIPA 2013 in DC: June 6 – Data Boot Camp for Publishers - as above**

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- **WEBINAR: June 11 – Profiting from Public Domain Data**

Yes, you can make money selling data that you can obtain for free from government sources. While opportunities abound, the playing field has become more crowded and customer expectations continue to grow. This session will profile some of the most successful data products built on public data, as well as some disruptive new market entrants. We’ll identify critical success factors and best practices for building profitable product that are built wholly or in part on public domain data.

- **WEBINAR: September 12 – Models of Excellence: Here are the Best Data Products of the Year!**

Get “under the hood” with the 2013 Model of Excellence honorees to understand what makes these information products special, how they are innovating, and what best practices and new approaches can be applied to your own products.

- **CONFERENCE in Philadelphia: October 15-17 – DataContent 2013**

Data is Destiny. In the digital age, if you are in the information business, you are in the data business. That means the DataContent13 conference is the one must-attend event for you next year. Why? Though data is destiny, success is far from inevitable. It’s easy to see that there are huge opportunities in data, but it’s hard to assess them and turn them into successful new data products. That’s because data is different – it has its own application, business, content and distribution processes. At DataContent13 we’ll examine them all and identify best practices and trends, providing you with an insider’s view of what’s working and where things are heading.

We’ll also showcase the Models of Excellence, where we identify and recognize the year’s top data products – ones that exhibit both innovation and mastery. They’ll show you new and replicable ways of generating revenue from data content, and many are produced by young, emerging companies you’ll want to learn more about and do business with.

At last year’s conference, Richard Melville of Source Media said that doing the incredibly difficult should be part of everyone’s mission statement. There’s no better reason to attend DataContent13 than to meet and learn from data pro’s like Richard, who are doing the incredibly hard, and incredibly successful, every day. Whether you’re new to data, or need to know what’s

new in data, you'll find the high-level know-how and contacts to make the most of whatever your future holds – only at DataContent13. See you there!

Archives:

- Data-as-Content Boot Camp - March 2013: [VIDEO](#)
- [DataContent 2012 - October 8-10, 2012](#)
- [DataContent: 2012 Boot Camp](#)
- [DataContent: Excellence Revisted - SDavis](#)
- [DataContent: Excellence in Action - AKhanna](#)
- [DataContent: Knowing What You Don't Know - GAnderson](#)
- [DataContent: Excellence in Action - JFowler](#)
- [DataContent: Big Data/Little Data - Perkins](#)
- [DataContent: MakingMarkets- Russo](#)
- [DataContent: Making Markets -Coffey](#)
- [DataContent: Making Markets Caplinked-Porricelli](#)
- [DataContent: Knowing What You Don't Know - HG Data Presentation](#)
- [DataContent: Keynote-JSwift](#)
- [DataContent: Excellence revisited - Leadership Directories](#)
- [DataContent: Excellence revisited - Boardroom](#)
- [DataContent: Excellence in Action-PEvans-Speakerfile](#)
- [DataContent: And the survey Says - Melville](#)
- [DataContent: And the Survey Says - Deuskar](#)
- [DataContent: And the Survey Says - Brown](#)
- [DataContent: Analytics for Answers - Whalen](#)
- [DataContent: Analytics for Answers - Garrison print](#)
- [DataContent: Analytics for Answers - Cision](#)

Resources:

- [InfoCommerce Group](#)