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### Overview:

Throughout 2013, we will be focusing a number of programs around the important subject of Platform Publishing. We invite all SIIA members and non-members to participate in events produced by the [Platform Publishing Working Group](#). Individual event details are listed in the SIIA Events Calendar and also be listed under the Programs/Platform Publishing in the left hand navigation of this page.

What is Platform Publishing?

Platform Publishing is a model for running a company and building information products to be able to quickly "snap out" one solution (or product) and "snap in" a new one and then easily distribute in real-time across many distribution channels (From aggregators to ipads). Think Amazon or Salesforce as the analogy where each of these companies have built a core platform that they run their business off of, enables their partners and customers easily work with them, and to quickly productize and launch new customer facing products and services and distribute them – except for media companies, publishers and information service providers. Platform Publishing, it is important to note, is not just about technology--it is a culture and way of thinking that permeates a company from the top down that has embraced agility to adapt to quickly changing market dynamics to create a competitive advantage.

### Archives: (Members-Only)

- **Content VIA Platforms - May 5-7, 2012**
- [Content VIA Platforms: The Gang of Four by Kara Swisher](#)
- [Content VIA Platforms: Beyond the Page by Chris Silva](#)
- [3 Key Metrics That Matter in the New Subscription Economy](#)
- [Thomson Reuters: Mobile Apps vs. Web](#)

#### - **Platforms Bootcamp - May 2012 - Members-Only Archive**

*Is getting YOUR content effectively published and distributed in real-time across multiple platforms one of your key challenges? If so, this on-demand educational webinar, "Content Platforms Boot Camp", is the perfect resource for you. It briefs viewers on the types of content platforms that exist and how they are used to fulfill various business and content strategies.*

[Bootcamp: Platforms from the Customers Perspective](#)

[Bootcamp: Glossary of Terms](#)

[Bootcamp: Platforms PowerPoint Slides](#)

[Bootcamp: Mobile Development Strategy Worksheet](#)

[Bootcamp: Mobile Apps Business Case Checklist](#)

[Bootcamp: Focus on Content Platforms](#)

[Bootcamp: High Level View](#)

[Bootcamp: Editorial Team Planning Worksheet](#)

[Bootcamp: Business Strategy Checklist](#)

- **Platforms Bootcamp - May 2012 - [Non-Member Access \(\\$195\)](#)**

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[More information and ordering.](#)

### Resources:

- TBD