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Overview:

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

2013 Programs

Beyond the Content Technology Working Group where SIIA members can network and discuss issues related to content technology, we invite SIIA members and non-members to participate in the following programs produced by the [Content Technology Working Group](#) : □□□□

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- **Content Crossroads: Revenue Opportunities at the Intersection of the Cloud and Mobile**

Be it tablets or smartphones, mobile devices have penetrated the enterprise. Companies provide these devices to employees to decrease costs and increase productivity away from the office. The computing power of mobile devices is sufficient to support use of workflow software such CRM, research, data management but only if the underlying data is accessible remotely/anytime, anywhere. Learn about emerging companies like Atavist, Appcelerator, Soonr and Payphone that are enabling cloud-based storage and delivery of, and payment for, content intended for a variety of mobile devices. Find inspiration for ways to create new, revenue-generating products based on these technologies. Understand how these mobile products differ from their online cousins.

- **Content Crossroads: Product Opportunities with Big Data and Semantics**

Big Data. Semantics. You know they are important. There's no escaping mention of them in your email inbox or in the ads at the airport. But why are they important? And where is the revenue opportunity? This session will focus on the roles Big Data and Semantics play at various points in the product life cycle – from large-scale content enrichment to targeted knowledge discovery. Understand what your company, large or small, needs to know about these enabling technologies – and what it doesn't. And learn how to turn content into actionable knowledge into new information products that enable users to navigate, discover, manipulate

and share information and make decisions.

- **Content Crossroads: Making the Transition from Text-based Content to Data-based Products**

Information companies have played an essential role in delivering text-based news and analysis to explain the world. Their businesses have come under assault in the past decade, with classified and advertising revenues slashed and articles and reports rendered commodities by the web and user-generated content. The pressure on companies like Dow Jones and The Economist to devise new products is intense. The answer lies in data products. But the path from text to data is not always clearly lit. This session explores how data products differ from text. How is the user experience different? What units of information do databases deliver? With text, the search delivers the narrative. With databases, the narrative/story told by related data exposes the underlying data for the user to explore. How do the business models compare? How do you complement your text content with data, or vice versa? Meet with companies who have successfully navigated the transition, and companies that are still finding their way.

Archives: Member-Only)

- TBD

Resources:

- TBD