

## For Immediate Release

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## SIIA Survey: Publishers Prioritizing Multiple Platforms as they Develop Content Distribution Strategies

*Survey Conducted in Advance of SIIA's New Content VIA Platforms Conference, Taking Place May 9-10 in San Francisco*

**WASHINGTON, D.C. (March 20, 2012)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and information industries, today announced the results of a new survey that underscores the need for effective strategies to get content published and distributed across multiple platforms. SIIA conducted the survey to gain a greater understanding of publishers' needs in advance of

### **Content VIA Platforms**

, an all-new conference to help publishing, media and information companies design effective distribution strategies for mobile, social and other content distribution platforms. Content VIA Platforms will be held May 9-10 in San Francisco.

In February 2012, SIIA surveyed information companies and found that most are thinking about how to publish their content across multiple platforms. When respondents were asked to name the "high priority" platforms they plan to focus on during 2012, the answers were extremely varied. According to the results of the SIIA Content Platforms survey:

- About 60 percent of respondents classify tablet publishing, mobile publishing and/or launching new web-based products as a high priority;
- Forty-two percent prioritize licensing and syndication; • Nineteen percent prioritize video;
- Business-to-business (B2B) companies tend to prioritize new web-based products slightly above mobile and tablet publishing, whereas business-to-consumer (B2C) companies prioritize tablet publishing above all else;
- B2B companies are twice as likely to prioritize licensing and syndication versus their B2C counterparts;
- 50 percent of director-level individuals prioritize tablet publishing, versus 69 percent of C- and VP-level managers and their manager-level counterparts;
- Only 25 percent of individuals in sales roles prioritize tablet publishing, versus 70 percent of their marketing counterparts;
- 75 percent of individuals in sales roles prioritize web-based publishing—the highest of any group—versus 50 percent of their marketing counterparts.

The content platforms on which companies are currently publishing also vary. Overall, and by

a fairly wide margin, companies are leveraging Apple platforms – the iPad and the iPhone. The survey found that 68 percent are currently publishing on the iPad and 58 percent on the iPhone. Meanwhile, 38 percent are publishing on Android-based phones, and 35 percent are publishing on Android-based tablets. Just 17 percent are leveraging Facebook (Open Graph), and 16 percent are publishing on the Kindle.

Large enterprise information and digital content companies are deploying more products and services on Apple, Android, Kindle and even Facebook than their SMB counterparts. And when it comes to developing apps for mobile and other platforms, B2C companies and large enterprise content companies are more likely to outsource than their B2B and SMB counterparts.

“The SIIA Content Platform Survey highlights the challenges and opportunities content creators have in aligning their organization to keep up with available platforms, and the pace of change in which they are evolving,” said Kathy Greenler Sexton, Vice President and General Manager of the SIIA Content Division. “Top platform priorities vary widely. Tablet, mobile, web, social and even aggregation platforms are constantly evolving, and companies are challenged to develop strategies for effectively harnessing all of these mediums at once.”

The survey of 85 publishing executives included companies of varying sizes and types including both B2B and B2C content providers. Full results of the survey will be released at the **Content VIA Platforms** conference in May.

**Content VIA Platforms** will feature mobile, publishing and technology thought leaders and key executives from the information industry. Panels and presentations will focus on equipping participants with tools and strategies to successfully utilize a variety of different platforms, monetization strategies, devices, app distribution models, and more. For complete details about the conference, including a schedule of events, visit [www.siia.net/VIA](http://www.siia.net/VIA)

**Media interested in attending the conference should contact Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com), or register online at <http://www.siia.net/via/2012/press.asp>**

**Who:** The Software & Information Industry Association (SIIA)

**What:** Content VIA Platforms

**When:** May 9-10, 2012

**Where:** The Palace Hotel, San Francisco

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit [www.siia.net](http://www.siia.net)

### **About SIIA's Content Division**

The SIIA Content Division serves media, information and technology companies that drive the content industry. To support growth at all stages, the division provides business development opportunities, critical market information, and public policy advocacy. Our member companies create and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, visit [www.siia.net/content](http://www.siia.net/content)