



Amit Vohra, founder and CEO of Continuum Content Solutions

pers and magazines around the globe.

For example, the team produces digital replica plus (DRP) files and digital PDFs with a unique identifier to ease file tracking for one major magazine publisher. “These files are then placed on various magazine storefronts,” says founder and CEO Amit Vohra, whose team also created customized article-based XML and images with coordinate information

for a European aggregator. “The information allows for easy export to multiple channels, and we deliver the article files in a way that they display on all mobile devices.”

Continuum’s integrated workflow, adds Vohra, “seamlessly imports documents, and provides easy click-and-structure content extraction—according to headline, preamble, images, and body text, for instance—by selecting the autogenerated boxes in the desired reading order.”

The workflow also offers a number of built-in export formats that can be activated simultaneously to various channels, Vohra explains. “We deliver article files in a way that they display on all mobile devices. The workflow covers Replica Map XML for Amazon, RePub for Google Play, and Prism and other XML formats for magazines.” At the same time, accurate and proof-checked XML clips can be produced in 30–60 minutes. Latin and non-Latin language capabilities have also been added.

“Industry dynamics have shifted, and revenue streams are either all-new or expanded by the possibilities of the internet and digital evolution. Contemporary newspapers and magazines, for instance, are mostly converted into ePub3 and DRP formats that are specifically developed for mobile and tablet devices. Historical newspapers and magazines, on the other hand, are converted into analyzed layout and text object [ALTO] in combination with the Metadata Encoding and Transmission Standard [METS]. The latter is used by universities and libraries with their CMS or document management system [DMS],” says Vohra, adding that the emergence of digital platforms and technologies has made the newspaper and magazine segment more complex. “Just as OCR analysis of scanned images has improved, and metadata is now a critical part of digitized files in recent years, Continuum has similarly evolved and expanded to meet client requirements and industry shifts.”

CodeMantra

Publishers are increasing the volume of digital content that is made available, and much of this revolves around their backlists, says CEO Ed Marino. “At the same time, there are initiatives to improve time to market, and better data organization and structure to support those digital initiatives.”

As it turns out, Marino adds, “these are all related to one major goal: improving the topline. There is pressure on publishers to drive revenue, and CodeMantra is helping in several ways, starting with listening to the publisher and making sure we understand their goals, priorities, and pain points.”

It is about solving the challenges and providing the desired results, and automated content production has a lot to do with it. “While many companies talk about automation, CodeMantra has taken it to a new level,” Marino says, pointing out that his team “has built technologies that perform the functions of content processing, enrichment, and transformation. We can pass that content through our processing engines, speed up production, and improve quality of deliverables. This facilitates getting content to market faster while making more digital content available at lower costs.”

Next comes collaborative workflow management. The team is currently working with publishers to implement software platform solutions that manage the production workflow, from content submission through the entire production processes. “Our technology, for instance, manages all aspects of collaboration, communication, file handling, project control, and so on—and is a part of our CollectionPoint [CP] framework,” says Marino. “Publishers can use it to move content to market faster while improving the overall author experience and simplifying the collaborative submission-to-production process.”

Metadata hub comes next. To address the need for better organization and structuring of data in support of publishers’ digital initiatives, CodeMantra has enhanced CP’s metadata management features. “We can support a publisher’s need for a metadata

hub by ingesting metadata from a variety of sources, efficiently packaging the content and making it available for distribution,” Marino adds. “This has many benefits, including being the sole source of truth and consistency of metadata. Regardless of how many sources and formats are involved, a metadata hub solves many significant problems for publishers who want to bring more digital content to market.”



Ed Marino, CEO of CodeMantra