

# THE SEYBOLD REPORT

## ANALYZING PUBLISHING TECHNOLOGIES

## Publishers' Views on Content Management

NYU/Really Strategies' survey questions spending, impetus and satisfaction of purchases.

By Patricia Evans and Mark Walter

A forthcoming market survey sponsored by content-management consulting firm Really Strategies of Lansdale, PA, offers a glimpse into the changing perceptions about content management among commercial publishers.

Entitled "The [Bracket] Report: Publishers' Adoption of Content Management Systems & Technologies," the survey is based on telephone interviews with 54 executive publishers, editorial directors, CTOs, production directors and other executives at commercial and non-profit publishers, primarily in scientific, technical and medical (STM) publishing. The survey was produced and verified by the Center for Publishing at New York University.

**System value.** Preliminary results of the study offer a glimpse into what publishers hoped to achieve by purchasing a content-management system, how much they invested and how satisfied they were with the results.

In some cases, the responses are as varied as the content-management market

itself, but there are a few overriding themes.

First, results indicate that various people in the organization valued content management differently. Executives tended to look for increased sales opportunities and increased revenues. Editorial staffers viewed implementation as a way to improve process efficiencies, while production personnel saw content management as an opportunity to trim the time it took to bring new products to market. Finally, IT professionals saw content management as a way to reduce expenses.

Although respondents may value content management differently based on their role in the organization, there was some agreement as to why a content-management system was needed: More than 60 percent of those surveyed cited the ability to publish in print and online formats from a single integrated system as the primary need for content management. Reflecting the STM market's current efforts to transition print products to online, less than 10 percent of this group said their primary need for content

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The final report is due out in a few weeks. It can be ordered from Seybold Publications for \$295 in the U.S., outside the U.S. \$395; to order visit [www.seyboldreports.com/contentmanreport.html](http://www.seyboldreports.com/contentmanreport.html) or call (610) 565-2480. For more information on the content of the report, visit Really Strategies ([www.reallysi.com](http://www.reallysi.com)) or call (215) 631-3107.

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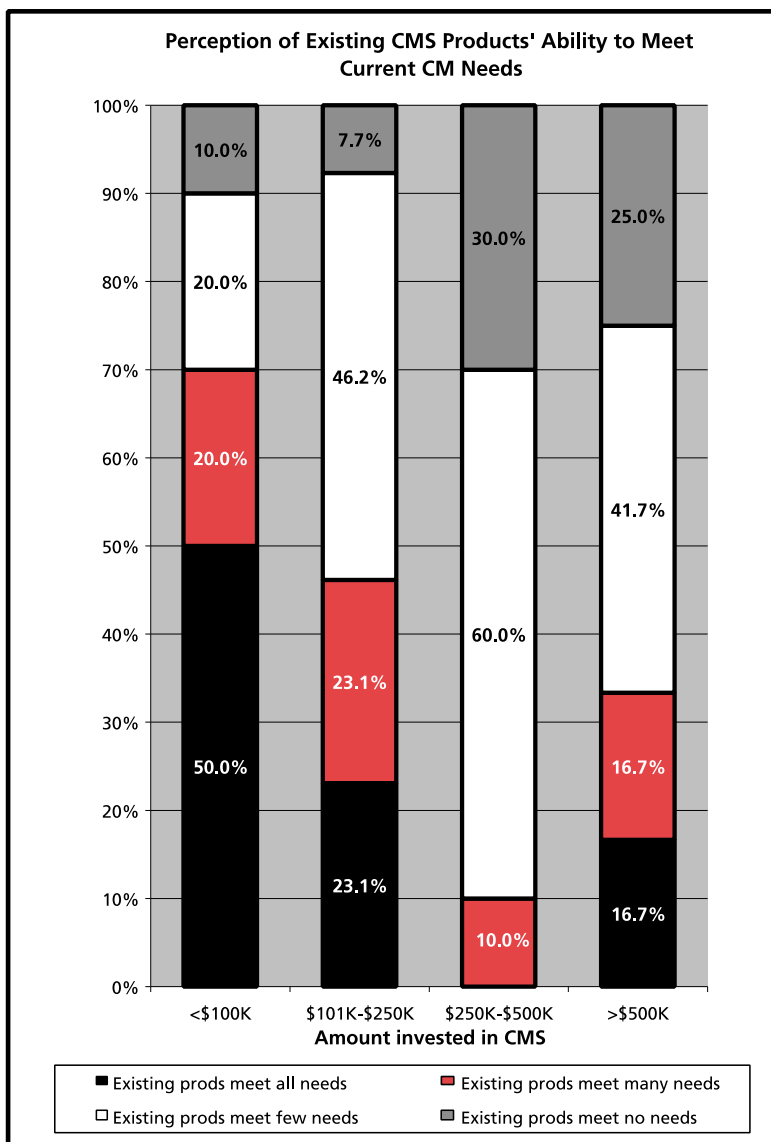
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management was for solely Web or electronic products.

**System satisfaction.** Half of those surveyed had installed a content-management system of some sort within the last two years, while around a third of the respondents had implemented systems more than two years ago. Interestingly, how satisfied respondents were with those systems varied depending on how much was spent on the installation.

In fact, the level of satisfaction seemed to decrease as the amount of expense rose. Specifically, a whopping 90 percent of those who spent \$250,000 to \$500,000 on content-management products said that those products met few or none of their needs. However, satisfaction seemed greater among those who spent less. A impressive 70 percent of respondents who spent less than \$100,000 said the products met many or all of their needs.

**Spending trends.** So, how much are publishers spending on content-management systems? The short answer is, more than they were two years ago. The percentage



of respondents who spent less than \$250,000 two or more years ago has declined from 50 to 40 percent, while the percentage of those who spent more than \$250,000 during the same period has nearly doubled to 51.9 percent from 27.8

percent. The survey attributes the increased spending to rising prices and increased customization requirements. Looking ahead, it appears that content-management project budgets are tightening. Respondents planning to implement content management in the next year are split between those who plan to spend more than \$250,000 and those who plan to spend less. Not surprisingly, those who did spend most heavily for a content-management system were more likely to develop custom solutions, as opposed to those who spent less and purchased a primary product or group of components.

**Insights for vendors, integrators.** While other forecasts have predicted content-management adoption by the general business market, this study zeroes in on commercial publishers, a group that is rarely broken down separately in surveys on this topic. The results yielded qualitative as well as quantitative insights from a group that is as interested in using content management to facilitate new product development as it is in improving efficiency of current operations.

**TSR**