

Content Strategy Forum Conference 2014, Frankfurt

A green chameleon is perched on a thin, dark green branch. The chameleon's body is covered in small, bumpy scales and has a vibrant green color with some yellowish-orange spots along its side. Its long tail is also green and tapers off. The chameleon's head is turned slightly to the right, showing its large, round eye and small mouth. The background is a soft-focus green, suggesting foliage.

# The Future is now Content Strategy for Smart Content

Theresa Grotendorst @2welten

Ute Klingelhöfer @contentwerk

What is a good content experience?



Theresa's coffee

Extra Foam

Caramel Macchiato





What is the user getting nowadays?

Content overload

not prepared to show up on different devices

not personalized to the users needs

The reason: The familiar way of editing

As a result content is limited to

one single purpose

technology or device

# Responsive design by itself is not enough...

Nice to have, but no solution.





We don't need MORE content



**Kristina Halvorson**

@halvorson



Folge Ich

My biggest concern with the whole content marketing movement is this: the very last thing most companies need is MORE CONTENT.

Übersetzung anzeigen

Antworten Retweeten Favorisieren Mehr

RETWEETS

40

FAVORITEN

30





Like Charles Darwin once said...

~~Content~~

*"It's not the strongest ~~species~~  
that survives, nor the most  
intelligent. It's the one that  
is most adaptable to change"*

Editors have to change thinking and behavior





# What's Smart Content?

structurally & semantically rich

adaptive & dynamically published

# Why Metadata?

<title>

<author>


<language>

<keyword>

<...>

tell other systems what to do with our content



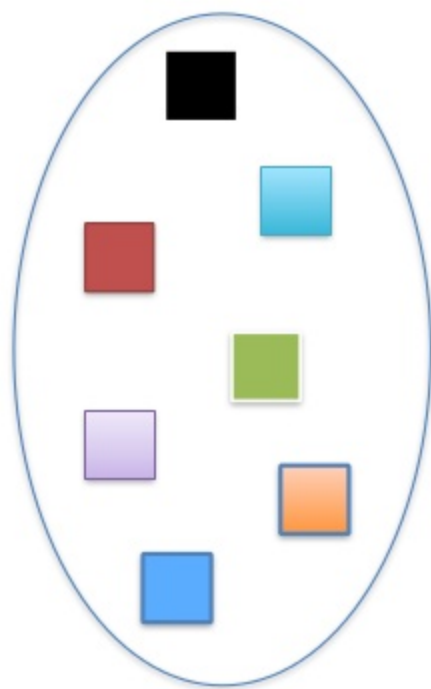
A wide-angle photograph of a busy container port. In the foreground, numerous stacks of intermodal containers in various colors (blue, red, yellow, green) are visible. Some containers have logos like 'COSCO', 'YANG MING', and 'MOL'. In the background, several large red gantry cranes are positioned along the pier, overlooking the water. The sky is clear and blue.

# Why Structure?

Structure sets content free

Structure allows modularization

## Different content to suit different users' needs



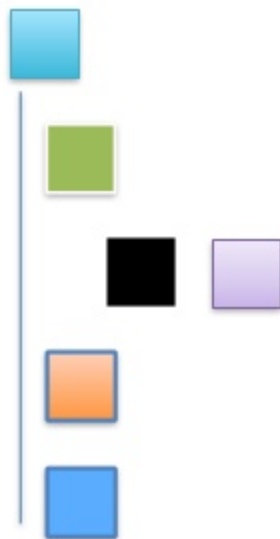
Topic pool for  
one article

Information product A



Information for a  
new visitor

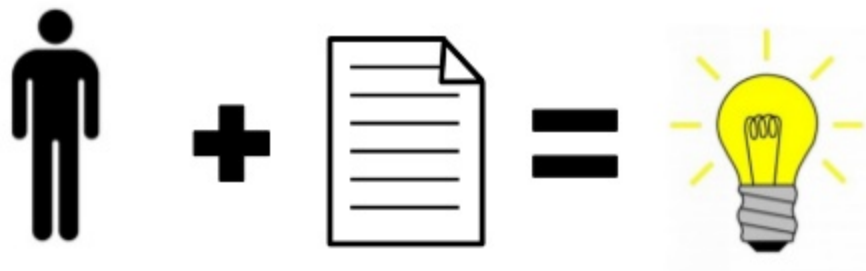
Information product B



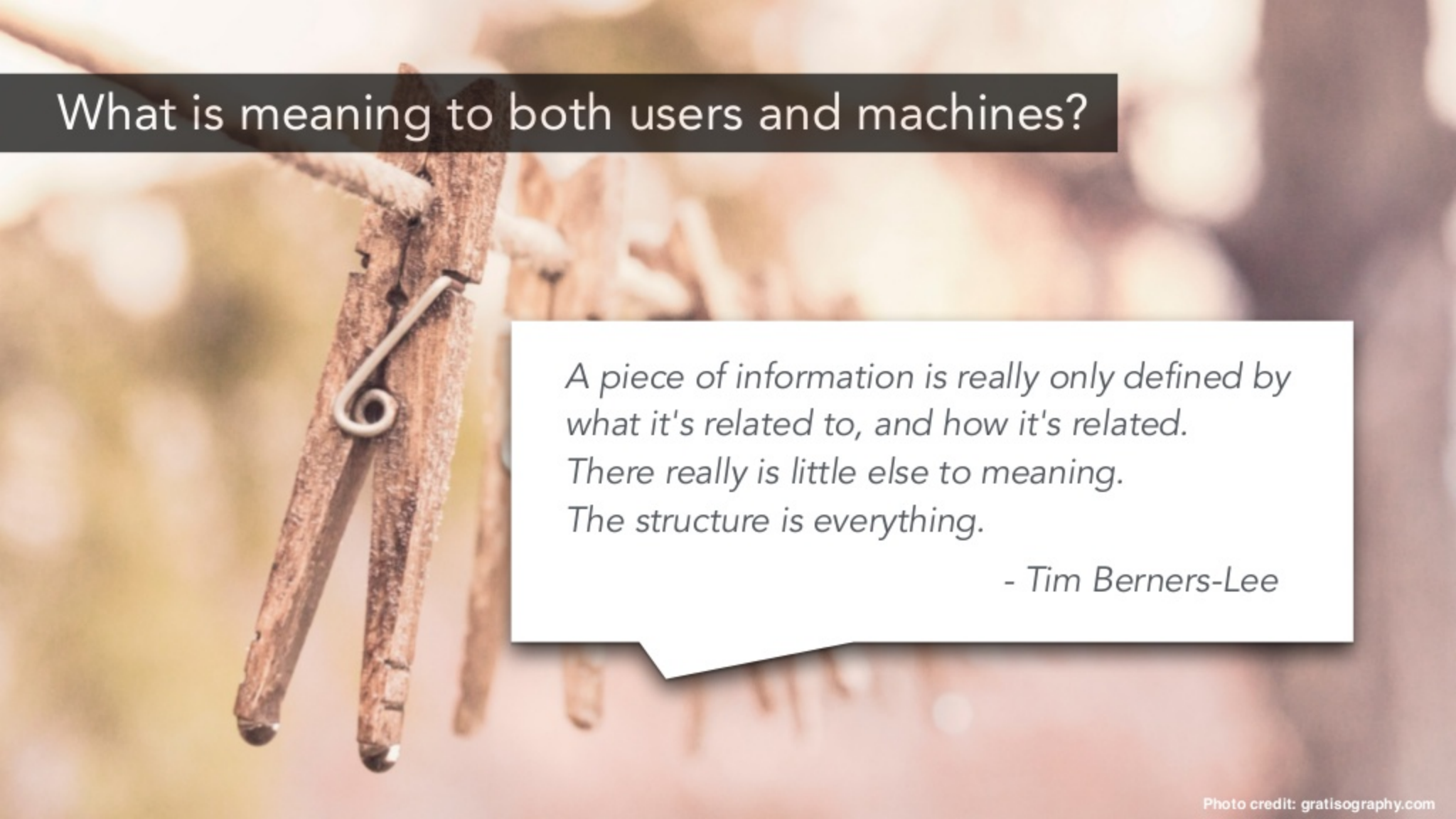
Information for an  
experienced visitor



## Why Semantics?



People understand... Machines don't.

A wooden clothespin is shown in sharp focus on the left side of the image, hanging from a thin, light-colored string. The background is a soft, out-of-focus bokeh of warm-toned autumn leaves in shades of orange, yellow, and brown. At the top, a dark horizontal bar contains the title text in white.

# What is meaning to both users and machines?

*A piece of information is really only defined by  
what it's related to, and how it's related.  
There really is little else to meaning.  
The structure is everything.*

*- Tim Berners-Lee*







# It's no new world

Ungefähr 46.000.000 Ergebnisse (0,19 Sekunden)

**Die Antwoord | Pitbull Terrier**[www.dieantwoord.com/](http://www.dieantwoord.com/) - Diese Seite übersetzen

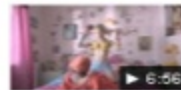
Official site of the South African rap group offers news, images, videos, lyrics and online store.

# Semantics are already in place...

[de.wikipedia.org/wiki/Die\\_Antwoord](http://de.wikipedia.org/wiki/Die_Antwoord)

Die Antwoord (deutsch: Die Antwort) ist eine südafrikanische Rap-Rave-Band aus Kapstadt. Inhaltsverzeichnis: 1 Wirken; 2 Diskografie; 3 Einzelnachweise ...

Yolandi Visser - Watkin Tudor Jones - Progerie - isiXhosa

**DIE ANTWOORD - BABY'S ON FIRE (OFFICIAL) - YouTube**[www.youtube.com/watch?v=HcKNPI-IPPM](http://www.youtube.com/watch?v=HcKNPI-IPPM)

05.06.2012 - Hochgeladen von ZEFRECORDZ

[www.DieAntwoord.com](http://www.DieAntwoord.com) Album: TEN\$ION Directed by NINJA and Terence Neale Director Of Photography ...**"I FINK U FREEKY" by DIE ANTWOORD (Official) - YouTube**[www.youtube.com/watch?v=8Uee\\_mcxvw](http://www.youtube.com/watch?v=8Uee_mcxvw)

31.01.2012 - Hochgeladen von ZEFRECORDZ

Directed by Roger Ballen &amp; NINJA Director of Photography Melle Van Essen Edited by Jannie Hondekorn ...

**Die Antwoord – laut.de – Band**[www.laut.de/Die-Antwoord](http://www.laut.de/Die-Antwoord)Nimmt man die Logik des Internets als Gradmesser für Pop, so dürften **Die Antwoord** aus Südafrika zu den prägendsten Bands des Jahres 2010 gehören - und ...**DIE ANTWOORD | Facebook**<https://www.facebook.com/DieAntwoord> - Diese Seite übersetzen**DIE ANTWOORD.** 1,323,111 likes · 20,541 talking about this. Musician/Band. From the new album DONKER MAG coming June 3. Pre-order available now on ...

## Die Antwoord

Band

Die Antwoord ist eine südafrikanische Rap-Rave-Band aus Kapstadt.  
[Wikipedia](#)**Leadsänger:** Watkin Tudor Jones (2007–)**Herkunft:** Kapstadt, Südafrika**Mitglieder:** Yolandi Visser, Watkin Tudor Jones, DJ Vuilgeboost, DJ Hi-Tek**Plattenfirmen:** Polydor, Cherrytree Records, Interscope Records

### Anstehende Veranstaltungen

- |              |  |
|--------------|--|
| 16. Aug. Sa. | <b>Die Antwoord @ Dockville</b> in Hamburg, Germany<br>Hamburg (in Ihrer Nähe) |
| 1. Juni So.  | <b>Die Antwoord @ Free Press Summer Festival</b> in ...<br>Houston, Texas      |
| 3. Juni Di.  | <b>Die Antwoord @ Riviera Theater</b> in Chicago, IL<br>Chicago, IL            |

### Wird auch oft gesucht

Über 5 weitere ansehen



SPORT

WORLD CUP 2010



# Example: BBC Football Cup 2010

SPORT

FOOTBALL

WORLD CUP 2010

GROUPS &amp; LEAGUES

FIXTURES &amp; RESULTS

VIDEO

BBC COVERAGE

## Latest matches

NED 2-1 BRA


[Highlights & report](#)

URU 1-1 GHA


[Highlights & report](#)

ARG 0-4 GER


[Highlights & report](#)

PAR 0-1 ESP


[Highlights & report](#)

## Frank Lampard

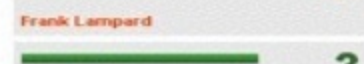
Position: **Midfielder**  
 Squad number: **8**  
 Date of birth: **20 June, 1978 (32 years old)**  
 Height: **6'0" (184cm)**

### Tournament totals

#### Games played



#### Goals



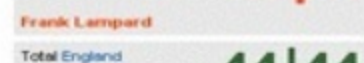
#### Shots on target | off target



#### Assists



#### Fouls by | on



#### Cards yellow | red



## Features



**World Cup scouting: attacking midfield**  
 Alan Shearer assesses James Milner's rise to prominence

• World Cup scouting: defensive midfield

## Top 5 World Cup stories

- Blanc hints at Les Bleus shake-up
- Tuesday's World Cup round-up
- Fabregas doubtful for semi-final
- Lahm out to keep German captaincy
- Facebook role in Nigeria U-turn

## Top TV and radio

BBC iPlayer



**1** Match of the Day Live: 2010 FIFA World Cup: Argentina v Germany

**2** Match of the Day Live: 2010 FIFA World Cup: Spain v Paraguay

**4** 5 live Sport: The Monday Night Club: 05/07/2010

More football on BBC iPlayer



# Example: BBC Football Cup 2010

BBC Journalism CPS

File Edit Selection History Tools Window Help

Browse Anelka reveals depth of tensions

Search

Published v.02

Available  
Story not locked  
Click to lock

Extras  
Story Images  
Story Promos

Body

Index 226  
Index 66  
Index 144  
Index 454  
Index 224  
Index 160  
Index 48  
Index Lead Feature 624  
Index Feature 326

Sign-Off

Headline: Anelka reveals depth of tensions 32/33 chars ID: 16372155


Full Headline: World Cup 2010: Anelka reveals depth of French tensions 55/55 chars

Summary: Nicolas Anelka speaks for the first time since he was sent home from the World Cup, describing the tensions inside the France camp as a "timebomb". 147 chars

Format: Insert

Body:

VIDEO



France in turmoil after training row

Nicolas Anelka has said the France squad was united in their decision not to train after he was sent home from the World Cup in disgrace.

The Chelsea striker, who described the atmosphere within the camp as like a "timebomb", was sent home for verbally abusing France coach Raymond Domenech.

The squad then refused to train as France crashed out at the group stage.

"If I hadn't been me that brought it to a head, someone else would. It was waiting to happen," Anelka said.

Valid MPA story (16/16 lines used)

493 words

Richness of markup

Semantic meaning

Logical structure

Flat text

### Unstructured Content

Consumed by Humans, displayed by Machines

### Structured Content

Consumed by Humans Organized, displayed by Machines

### Smart Content

Consumed by Humans Organized, Displayed, Interpreted by Machines

Manual

Partially

Highly automated

scalability of process



Dynamic publishing happens on-the-fly

„one size fits all“ vs. personalized/tailored content

targeting an audience vs. targeting a single individual user