



# *Tag — We're it*

## The future of digital media management

Global publishing and digital media companies must work rapidly to meet the demands of a dynamic, digital landscape. Increasingly, they must deliver more content online and update traditional ad revenue models with targeted web-based products and advertising.



**SchemaLogic customers achieve the most beneficial correlation between the content and the advertising by producing relevant, deep and niche online media.**

## **Tagging Vocabulary Management**



Tagging Vocabulary Management (TVM) empowers you to deliver perfect, online content to your customers, maximize ad revenue, and improve customer satisfaction. Our software enables you to build and maintain a tagging vocabulary of labels and relationships that describe digital media such as documents, images and other digital assets in a comprehensive and concise way.



For online B2B content publishers, TVM optimizes distribution and access by allowing better collaboration, management and sharing of content and allowing search engines such as Google to connect the most targeted advertising impressions.



The ability to hyper-target content and advertising within vertical and general search frameworks creates new opportunities to generate revenue and keep pace with ever-evolving content distribution and monetization.

## CASE STUDY: Associated Press

The Associated Press is the largest and oldest news organization in the world, providing news, photos, graphics, and audio and video content that is viewed by more than one billion people per day. AP generates content in five languages across 240 worldwide bureaus.

**The AP Challenge:** To innovate revenue streams and stay in front of the exploding wave of free content on the web.

**The Solution:** AP is innovating its revenue streams by creating new products for customers who want increasingly more targeted / vertical content. It consolidated its news databases and distribution systems on one digital platform to enable better search with consistent tags.

**How It Works:** AP deployed SchemaLogic Enterprise Suite to exploit the full value of its content with faster turnover/deployment. AP can create its own products within the tagging vocabulary, bundle categories, reuse and enhance existing products and classify news articles with greater granularity.

**Challenge Met:** AP can now design new, highly-relevant content streams which improve its competitive advantage, maximize revenue and create new ways to provide services to customers.



## CASE STUDY: Kellysearch

Kellysearch, a division of Reed Business Information (RBI), is the largest business-to-business (B2B) search portal in Europe. It enables companies to search for B2B suppliers across the globe. Kellysearch serves two million companies, 200,000 products and services and 10,000 B2B catalogs.

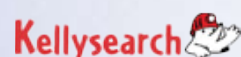
**The Kellysearch Challenge:** Create more customer satisfaction with greater search relevance and drive online advertising revenue.

**The Solution:** RBI improved its infrastructure to keep up with an exploding amount of information and turned to SchemaLogic to link search with content, drive ad revenues and move the traditional print ad business to the paid search market on the Internet in a quick and cost-efficient way.

**How It Works:** SchemaLogic Enterprise Suite integrates with RBI's current system to manage the descriptions of business listings and their associated goods and services. A team of taxonomists work with partners around the world to enhance the vast vocabulary and refine translations for a variety of foreign languages.

**Challenge Met:** B2B queries are now easier, faster and better matched with specific goods and services. Detailed content is now read by the right people at the right time to maximize opportunities to grow ad revenue.

New B2B listings can be integrated quickly; higher qualified leads are delivered to the portal's advertisers. Search customers can find the goods and services needed to support and grow their businesses.



## CASE STUDY: Corbis

Corbis is a world leader in digital media, offering the industry's richest array of digital image content. With more than 100 million images for sale, Corbis' eCommerce Web site provides a single source for a myriad of creative projects, enabling innovation for advertising, corporate marketing and editorial clients.

**The Corbis Challenge:** Increase the relevance of millions of pieces of intellectual property and allow customers to locate and license images easily and efficiently.

**The Solution:** Corbis uses SchemaLogic to manage a flexible, responsive and dynamic vocabulary of tags which defines their media assets concisely. With SchemaLogic software, Corbis gains a competitive edge by expanding its product and revenue opportunities.

**How It Works:** SchemaLogic Enterprise Suite defines and categorizes the tags for all media assets. In addition, Corbis uses the software to define relationships between tags and group content into new product offerings. The tagging vocabulary is integrated with Corbis' search engine, allowing customers to browse and search the image catalog, improving the ability of customers to locate the perfect image.

**Challenge Met:** Corbis now combines the latest buzz words, catch phrases and freshest imagery to create a contemporary and innovative search experience. Using SchemaLogic, Corbis delivers the perfect match to a customer's request, building loyalty, competitive advantage and maximized revenue.





*“With the growing volume of imagery, illustrations and motion footage available to the creators of print, online and broadcast advertising and media, it is important that we have a single model in place for managing, categorizing and searching our digital media assets.”*

— Stephen Gillett, Vice President Information Technology, Corbis



*“With SchemaLogic, we have implemented a common tagging vocabulary across our entire organization to help organize and manage our content, providing a way for us to leverage the full value of our information assets.”*

— Amy Sweigert, Director of Information Management, the Associated Press



*“Our world class taxonomy is vital to our ongoing success and an essential component of search engine optimization strategies.”*

— Jan Altendorff, Technical Projects Director, Kellysearch

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