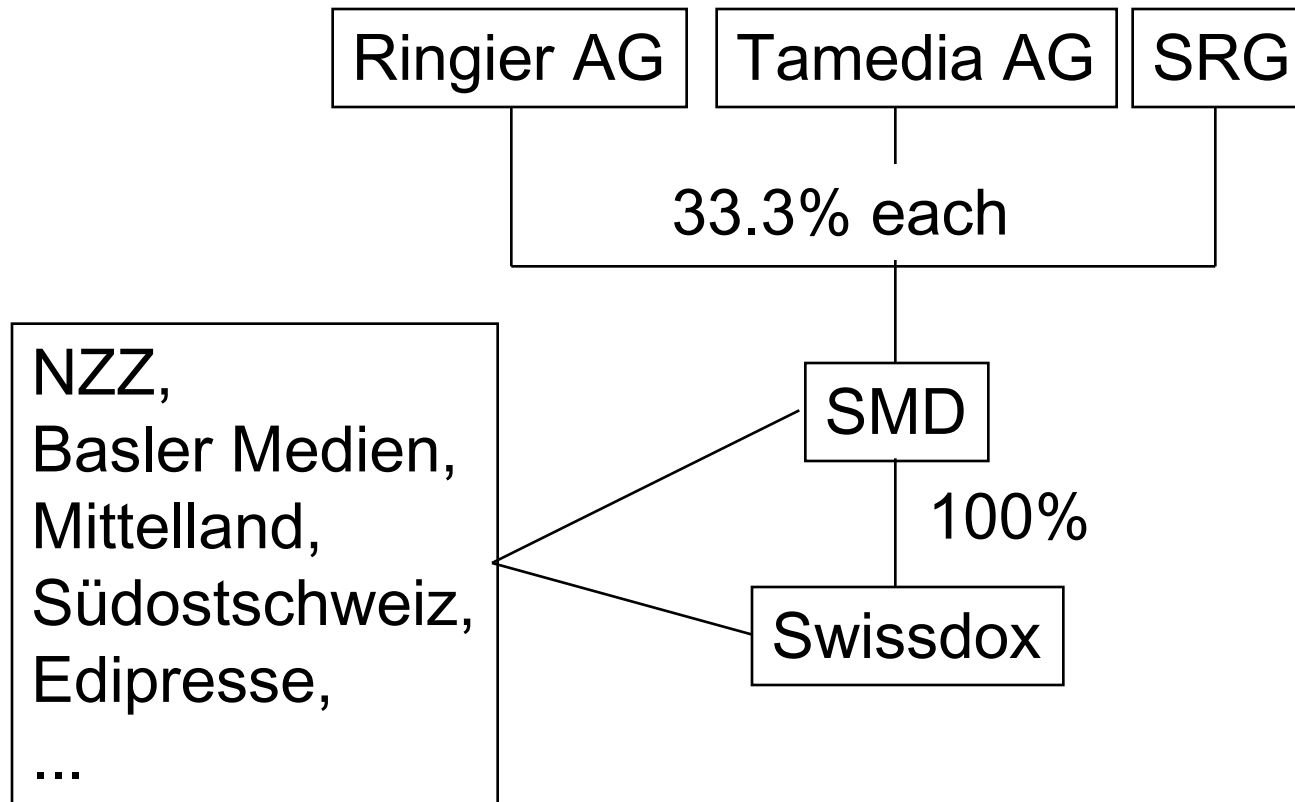


SMD/Swissdox



Services / History

- 1996: outsourcing of documentation service for shareholders
- Expanding cost contributions by acquiring more publishers in Switzerland.
- Further reducing cost by upgrading technology / reducing manual labor.
- 2002: further reducing cost by offering public services Swissdox
- Service: Online Access to archives.
Monitoring: identical with archives

Players

- Argus: traditional media monitoring; private owner since 100 years; estimate 13 mio CHF
- Other media monitoring: neglectable
- Factiva: Archive & monitoring; estimate 3 mio CHF
- Other online DBs: neglectable

- SMD: no market price for service; delivers 4 mio Docs/Year
- Swissdox: 0.8 mio CHF; 50% directly to smd-partners; other 50% indirectly to smd-partners by reducing costs.

Services to the client

- Online Access to archives
- Focus on search technology
- Providing nicely formatted documents
- Letting user setup own dossiers
- Provide interfaces for archives on publishers own websites
- ...
- Licenses?

Legal issues

- Swiss copyright law: allows paper- and electronic reproduction for proper use.
- Fee fixed in a typical swiss - very complex - process
- 5 licensed organisations to collect fees.
- Still not sure what is a protected work; what kind of usage is permitted under legal license
- Spring 2007: publishers loose case against ProLitteris; Electronic press reviews for internal use are licensed usage, covered by published fees, may be produced by external service providers under same conditions.

Business success / problem

- SMD is a success-story because there is no business but considerable cost saving in editorial departments.
- Potential business with current copyright regulation will not touch reasonable figures
- In case it would: competition between swiss publishers is much to strong to allow for common business
- Consider: swiss publishers launching 2007 at least 3 new free daily publications; general opinion: will burn a lot of CHF
- Example for a success: Swisscom sponsoring internet access infrastructure and archive-access for public schools.

Technical I

- Core: Retrieval Software; currently migrating from Convera to Reconnind
- Document Stock: Oracle DB
- Input process: XML Transformations; manual repair work
- Media (PDF / Tiff) Stock: File-System
- Integration Works: Java Server Web-Apps by SMD

Technical II

- Central point: Proprietary SMD XML-Schema which allows formatting on-the-fly for any wanted XML-Variant incl. a pdf-Formatter or an MP3 TextToSpeech Converter
- Bridge between archive-access / monitoring: hard stuff: storing query; lighter: subscribe RSS-Feed for query

International Content

- Swissdox lost cases because of lack of international content (e.g. international olympic committee)
- Publishers do not care; ioc is factiva client.
- Content: must be archived to fit smd/swissdox services. Just monitoring is not enough.
- Contacts with FAZ and Süddeutsche brought no results because of low volumes.