

Website:

www.allthecontent.com

Good Practice in Localisation

Embedded localisation factors and rules through meta-data and XML profiles in a publishing business process.

About AllTheContent.com

AllTheContent.com can be characterised "the press-agency of the digital era". This Small and Medium Sized Swiss based companies' core business is the production and distribution of multi-lingual multimedia newswires, content on demand, content catalogue: films, texts, interactive presentations, pictures, animations in either Flash or GIF format, audio and video extracts, as well as articles and reports. Its staff features journalists, audiovisual editors, web developers and interactive designers.



The company offers four modes of content access:

1. News Feeds: Thematic news services (either text, audio or video) with automated daily updates. Cinema, Music, Entertainment Gossip, DVDs, Well-Being, CDs, High Tech, Videogames, Virus Alerts or Extreme Sports are themes, that greatly increase website traffic.
2. Content matching the customer requirements: The "On Demand Tailored Content" allows customers to "benefit" editorial, linguistic, thematic and multimedia resources of AllTheContent.com.
3. Access to a content catalogue: The online-content catalogue includes the following selected content: 5'000 pictures, 1'000 animations in either Flash or GIF format, 2'000 audio and video extracts and 7'000 articles, biographies or elements of glossaries. Every day, between 30 and 120 editorial items are added.
4. Consulting for media, corporation and public institutions: Consultancy on "new-media strategies", IPR assets, cross-media, cross-lingual information and communication strategies.

Business model

AllTheContent.com acts both as content producer and content distributor for third parties, mainly targeting the professional market (direct B2B or B2B2C as some of the customer re-sell content to end-users).

The service is based on its patent pending online content distribution system to distribute, automatically publish and bill the content to clients.

The system manages royalties and IPR issues with content owners and an internal network of producers. End user access the content through mobile editorial portal Swisscom Mobile's Vodafone Live as well as directly with SMS or MMS queries.

Why it is a Good Practice in Localisation

AllTheContent.com provides an interesting Good Practice in which locally produced news-content is processed in a carefully designed content management, localisation and distribution process.

The home market of AllTheContent.com (Switzerland) functioned as an incubator and multilingual real life laboratory, combining small size Kantons with minority audiences, protected and represented in a complex multilevel federal system.

The basic content production process is based on the use of local journalists for regional, cultural and linguistic specialisation. Eventually news content is offered in English, French, Spanish, German, Italian, Danish, and Dutch depending on the targeted audience. The content localisation process contains rewriting content, adapting the tone, the flavour as well as the information itself to the local context. By using local content developers (journalists), news-content can be adapted to the specific locale by adding news elements, withdrawing news elements and by relating the information to other local news facts or events.

Based on this local news and content creation, AllTheContent.com developed an indexing, localisation and distribution process with substantial potential to be up scaled to a large number of languages and to be replicated to various content Services in the UE. The original process as developed for Switzerland takes into account 3 levels of localisation:

1. Adaptation in terms of centre of interest and timing
2. Adaptation in terms of language
3. Adaptation in terms of culture.

This Good Practice Case provides an excellent example of building localisation into its core business process as a unique selling point, using state of the art software solutions.