

February 2013

Profile-Daniel Mayer

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Recommended Citation

(2013) "Profile-Daniel Mayer," *Against the Grain*: Vol. 25: Iss. 1, Article 22.

DOI: <https://doi.org/10.7771/2380-176X.6423>

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profiles of key individuals involved, links to relevant discussion forums and job postings, as well as multimedia offerings related to the topic.

A point worth highlighting is that semantics provide the means to perform such topical aggregation at any scale, including the finer ones where the topic at hand is so focused that a dedicated editorial investment would have been difficult to justify given the small scale of the corresponding audience.⁵ In turn, this means that *the number of such Topic Pages that can be produced is virtually unlimited, enabling the cost-effective publication and maintenance of as many pages as needed at little incremental cost.* In its most forward-thinking incarnation this idea points to the possibility of letting the audience prompt the packaging of such pages dynamically through query mechanisms, even going as far as bespoke “audience-of-one” information products.

It is interesting to note as well that any type of content can be mashed up, including non-text, for example images, videos, and sound, provided that it carries appropriate metadata that enables it to be linked. An emerging commercial application of this is *Contextual Advertising*: the linking of highly relevant advertising to the original content. As an example of this tactic, an end-user reading an article about education might find ads for books or seminars on the topic, or for local private schools. This tactic enables the targeted placement of ads in front of highly focused communities of interest that can be identified by leveraging the type of content being accessed.⁶

Lastly, the combined advent of Web Services and associated APIs and their recent adoption as a growing pathway for accessing content are enabling the *proactive delivery* of content within a large — potentially universal — set of end-user workflow applications. This will make it possible for end-users to get answers to their information needs without having to explicitly ask for them, simply as a function of the predictive quality of link-building strategies. The shapes that this will take have yet to be seen, but it is foreseeable that at least certain end-users will value the opportunity of finding highly relevant content within their ongoing workflow rather than having to disrupt it to turn to a dedicated, expert interface for information research. The commercial payoff is that these end-users will view the suppliers of such workflow integration as unique among their peers. From the Publisher perspective, such integrations may provide not only a new delivery mechanism for their information products, but also an entirely new set of contexts for selling them. We posit that such proactive *Delivery* may also represent a significant evolution to the *Discovery* paradigm of Information Access traditionally embodied by Search and Exploration activities.

Whether through *Knowledge Bases*, *Topic Pages*, *Contextual Advertising*, or *Workflow Integration*, the deep metadata provided by semantic content enrichment opens the door

against the grain people profile

Daniel Mayer

BORN AND LIVED: Born in Paris, France. Lived between Paris and the U.S. East Coast (NYC).

PROFESSIONAL CAREER AND ACTIVITIES: 15 years in Product Management and Marketing across the IT value chain.

FAMILY: Married with three children.

FAVORITE BOOKS: *Crossing the Chasm*, **Geoffrey Moore**.

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to new growth opportunities for Publishers, thanks to innovative content packages and formats that are highly relevant for their audience.

Productivity Gains

Lastly, semantic content enrichment finds an immediate area of application in the context of editorial processes, where metadata is originally added to content. Here, automation provides productivity gains by helping overcome the limits associated to traditional manual metadata contribution. The benefits are an ability to process more content at greater speed and to provide metadata that is more consistent and describes contents in greater depth.

We showed earlier in this article how semantic content enrichment could provide end-users efficient navigation and deep insight into large quantities of content. The same benefits can be used by Product Development teams to gain insight into the unstructured informational assets that they may have at hand. A typical case concerns the monetization of archives whose content may be initially unclear. In such a context, semantic content enrichment provides Product Development teams with deep insight into these archives and helps assess which subsets may be marketable. When applied to existing archives — a category of readily available yet underutilized informational assets — semantic content enrichment therefore brings the potential of *increased Return on Assets*.

The metadata produced through semantic content enrichment may also find further applications in boosting the efficiency of a wide range of internal processes where its ability to reveal the nature of informational assets can be used for example to appropriately match content to reviewers (supporting efficient peer reviewer identification) or to recommend subscriptions to customers by analyzing usage patterns at comparable institutions.

As a consequence, when leveraged by Editorial and Product Development teams, semantic content enrichment can become a *core productivity tool* that provides flexibility and

practicality to key processes, lowering time-to-market and increasing overall return on assets.

Conclusion

Early market signals show that semantic content enrichment is bringing disruptive enhancements to existing Information Access and Content Management paradigms supporting the Publishing business.

By increasing the relevance of search results and enabling powerful navigation in content, by boosting insight with related content recommendations and knowledge linking, and by enabling metadata-driven analytics, it provides end-users the benefit of finding relevant content in closer grasp, if not embedded directly within their workflow. It also provides Publishers a powerful tool to optimize key Editorial and Product Development tasks, to boost audience engagement with and usage of more differentiated online information products and it is thus a formidable enabler of growth through new formats, products and channels, and an invitation to push the traditional envelope of their business and stake out new territory on the Semantic Web.

Author's Bio

Daniel Mayer is VP of Corporate Marketing at **TEMIS**, a leading provider of semantic content enrichment solutions for the Enterprise. He is responsible for promoting, as well as shaping, the flagship Luxid product range and its roadmap with a particular focus on STM Publishing and Enterprise Information Management. Prior to joining **TEMIS**, **Daniel** served for the past 12 years in a variety of marketing and product strategy functions throughout the IT value chain. **Daniel** holds both a Masters degree in Business from **HEC**, France, and a Masters in Computer Science from **ENST**, France.

About TEMIS

TEMIS helps organizations to structure, manage, and leverage their unstructured information assets. Its flagship platform, Luxid,

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