Content enrichment: driving innovation, revenue growth and cost savings across the publishing life-cycle
About 67 Bricks

• We build content platforms for publishers
• We implement content enrichment capabilities in the platforms that we build to unlock the data in your content
• We do this to increase automation, develop new revenue streams, improve discoverability and increase the value to content consumers
• Based in Oxford, our clients include:

WILEY  SPRINGER  NATURE  BMJ
Our work with publishers has demonstrated that content enrichment delivers value across the whole publishing life cycle.
Content enrichment

“The process of adding structure, metadata or context to content to make it more useful to internal and external users and systems.”
One content enrichment approach that we find very useful that can deliver value across the whole publishing life cycle is the creation of a semantic fingerprint.
The activity of antibodies against filoviruses is poorly understood but has important consequences for vaccine design and passive prophylaxis. To investigate this activity, a panel of recombinant human monoclonal antibodies to Ebola virus antigens was isolated from phage display libraries constructed from RNA from donors who recovered from infection in the 1995 Ebola virus outbreak in Kikwit, Democratic Republic of Congo. Antibodies reactive with nucleoprotein (NP), envelope glycoprotein (GP), and secreted envelope glycoprotein (sGP) were characterized by immunofluorescence and radioimmunoprecipitation assays. Four antibodies reacting strongly with sGP and weakly with GP and two antibodies reacting with NP were not neutralizing. An antibody specific for GP neutralized Ebola virus to 50% at 0.4 μg/ml as the recombinant Fab fragment and to 50% at 0.3 μg/ml (90% at 2.6 μg/ml) as the corresponding whole immunoglobulin G1 molecule. The studies indicate that neutralizing antibodies are produced in infection by Ebola virus although probably at a relatively low frequency. The neutralizing antibody may be useful in vaccine design and as a prophylactic agent against Ebola virus infection.
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Some techniques used to generate a semantic fingerprint

<table>
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<tr>
<th>Keyword extraction (grammatical)</th>
<th>Keyword extraction (statistical)</th>
<th>Entity extraction (rules based)</th>
<th>Name identification</th>
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<tr>
<td>Places extraction (database)</td>
<td>Subject classification (clustering)</td>
<td>Subject classification (taxonomy)</td>
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With the ability to create semantic fingerprints you can now augment activities throughout the publishing life cycle.
Content enrichment delivering value throughout the publishing life cycle

- Research and authoring
- Editorial
- Submission and peer review
- Content production
- Content delivery
- Marketing and sales
- Content discovery
Content enrichment delivering value throughout the publishing life cycle
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- Find funders and institutes
- Validate manuscript
- Find similar content to draft
- Find collaborators
- Organise reading
- Ask questions and get answers
- Automated or semi-automated content creation

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Content enrichment
Content enrichment delivering value throughout the publishing life cycle

- Identify potential authors
- Trend analysis / predicting emerging content areas
- Analyse subject domains
- Gap analysis in portfolio
- Competitor comparison
- Support content commissioning

Research and authoring → Editorial → Submission and peer review → Content production → Content delivery → Marketing and sales → Content discovery

Content enrichment
Content enrichment delivering value throughout the publishing life cycle

- Journal finder
- Metadata extraction and creation
- Citation recommendation
- Peer review finder
- Automated peer review (validation)
- Referee assistance (find similar content)
- High impact / best seller potential

Research and authoring → Editorial → Submission and peer review → Content production → Content delivery → Marketing and sales → Content discovery

Content enrichment
Content enrichment delivering value throughout the publishing life cycle

Manuscript validation
Reference handling
Classification
Metadata creation

Research and authoring
Editorial
Submission and peer review
Content production
Content delivery
Marketing and sales
Content discovery

Content enrichment
Content enrichment delivering value throughout the publishing life cycle

- Subject / topic pages
- Collections and themed issues
- Automated content delivery to vendors
- Reuse of legacy content

Research and authoring → Editorial → Submission and peer review → Content production → Content delivery → Marketing and sales → Content discovery

Content enrichment delivering value throughout the publishing life cycle
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- User profiling
- Personalised content alerts
- Early notification of content items for media
- Content set builder (e.g., for an event)
- Organisation content feeds
- Topic / subject based content alerts
- Sales opportunity analysis
- Identify content to sell
- Automated content marketing

Research and authoring → Editorial → Submission and peer review → Content production → Content delivery → Marketing and sales → Content discovery

Content enrichment
Content enrichment delivering value throughout the publishing life cycle
SAGE Content Matchmaker

Using content enrichment to improve sales performance
SAGE Content Matchmaker

Content Matchmaker recommends content from across SAGE products that is relevant to course outlines, faculty briefs, journal abstracts and more. Paste something (anything!) into the box and Content Matchmaker will examine your document for its important concepts and link you to SAGE content about them.

Search text

Social psychology seeks to understand how people think, feel and act in relation to others and the world around them. As such, the topics of interest to social psychologists cover almost everything humans do, from personal choices to conflict and violence in society. Because social psychology is applicable to so many domains, it is also directly relevant to everyday life... By learning about social psychology, inevitably, you are learning something about yourself. This module is structured as a 'sample' of key topics in social psychology, topics which you may go on to explore in more detail in advanced modules. A specific topic will be introduced in each lecture. Together we will investigate why it is important, and discuss classic and contemporary theories and research that have tried to understand that topic from a social psychological perspective.

Title

Insert the title of your course outline or other text, if applicable.

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Search
SAGE Content Matchmaker
Content enrichment delivers value across the publishing life cycle and should be considered a core capability for all publishers.
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