View of a company launching this business

By Matthieu Cousin & Thierry Berger
Who are we?
• 2nd magazine press group in France
  • 1st in newsstand sales: 1 of 4 magazines sold on newsstands is a Prisma Media title.
  • We publish 26 Magazines
  • 2 million subscribers and over 185 million magazines sold each year

• A first magazine press group on Internet in France
  • 3rd media group on Internet daily audience with 1.7 million unique user.
  • 6th largest media group on Web with over 12 million unique visitors per month.

• Prisma Media turnover of €455 million in 2013
• 1,200 employees
• WAN-IFRA member since 1999
What are we doing?
Our business was...
Our « new » business is...
Our business figures, are...

- ...more than 500 issues published each year
- ...more than 15 million pictures received per year
- ...more than 300,000 pictures published each year
- ...more than 70,000 pages created per year
What are our needs?
We need to…

• … organize our raw contents (Texts, pictures, audios and videos)
• … use and to re-use our raw contents for different products
• … produce more contents and more products faster
• … automate a part of our layout production
Why do we ask metadata?
Metadata are necessary today to...

• ... manage our assets more efficiently
• ... allow the tracking of our contents
• ... make our products more efficiently and faster
• ... communicate between different sectors, and different software
• ... increase assets number coming from our content providers
Why do we need standards?
We need metadata standards because…

• … we have more than one thousand of distinct providers
• … our solution is build with different commercial softwares and proprietary ones
• … we plan to deliver our raw contents to business customers
• … we need to manage all our media assets in one way
• … we must use a universal language with our providers and customers
Thank you...

www.prismamedia.com
mcousin@prismamedia.com
tberger@prismamedia.com