

## AP CONTENT ENRICHMENT AND THE NEWSMAP

To capture and hold the attention of an audience that is growing increasingly selective – and fragmented – news publishers need flexible online content, distributed across multiple platforms and more ways for audiences to find and share content with each other. The Digital Cooperative helps newspapers achieve these goals by enriching members' news with AP metadata news tags that make content easier to organize and monetize on the Web.

A key element of the Digital Cooperative is the creation of an industry index – or NewsMap – to members' content – which can be used to help improve search effectiveness, and create new online revenue opportunities for members.

AP Content Enrichment and the NewsMap are designed to help members capture a new generation of news consumers and to build a foundation for success in the fast-growing arenas of Internet news and content syndication.



(AP Photos)

### The Benefits

AP's content enrichment process tags your content with a robust set of proprietary metadata – including subject categories and entities (people, places and things). The metadata serves as a foundation for additional Web applications and opportunities:

- > Creates a NewsMap index of participants' content
- > Triggers more hits from search engines using NewsMap
- > Customizes content and builds traffic around a specific subject area, or targets content for specific markets
- > Supports contextual advertising with links in relevant subject-area categories and classifications
- > Simplifies grouping of related content items even if they don't share the same keywords

### The Basics

AP's content enrichment service is designed to make content easier to search and organize, allowing your audience see what they want to see, where, when and how they want to see it. There are four basic steps:

- > AP's content enrichment and distribution system ingests your content by iATOM feed
- > AP applies descriptive tags – metadata – to your content, including categories (e.g. health, environment) and entities (e.g. celebrities, sports figures, companies)
- > AP delivers the "enriched" content in a standardized format (AP ATOM) via AP WebFeeds. Eventually, AP will be able to deliver content via hosted modules
- > Newly enriched content is available for easy integration with online services and Web applications

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

### Contact info:

For more information about AP's Content Enrichment service, contact your local bureau chief, or call 212.621.6985. You can also send e-mail to [APEnrichment@ap.org](mailto:APEnrichment@ap.org)