

“ Percussion empowers our line of business users by automatically handling the technical details. This enables our editorial staff to focus on creating and publishing high-quality content, without the need to involve an IT resource. As a result, our teams are more productive and our business is more competitive.

“ Our Percussion CM System solution has exceeded our expectations. It has enabled us to scale up to build a very sophisticated online presence that combines a high volume of rich media, high-quality content with high traffic.”

▶ Mike Draper

Network World Enriches Its Online Presence With Innovative Percussion Content Management Solution

Leading B2B Media Company Satisfies Online Readers and Advertisers with Flexible, Multi-Channel Delivery of Over 7 Million Page Views per Month, 70-Plus Specialized Newsletters and Over 90 Dynamic RSS feeds

As the media industry increasingly bases its future on the Web, leading media company, Network World, is showing the way with an innovative online presence that is richer, faster, more agile, more current and more valuable to both readers and advertisers.

Network World, Inc., a subsidiary of International Data Group (IDG), publishes the leading newsweekly, *Network World*, hosts the industry's most active online community at www.networkworld.com and produces educational seminars and events worldwide. *Network World* provides more than 1 million network IT executives with up-to-date news, analysis, reviews, events and education on information technology.

Since 2002, *Network World* has driven its online presence with the Percussion Content Management System (CM System). The online environment now includes www.networkworld.com, as well as www.javaworld.com, www.linuxworld.com and www.demo.com. It delivers over 7 million page views per month, more than 70 specialized newsletters and over 90 dynamically generated RSS feeds on topics of interest to readers. The ever-increasing pool of high-quality content totals more than 50,000 articles, 200 videos and 450 [demo.com](http://www.demo.com) demonstrator profiles with video. Content is created by the online editorial staff, and drawn from the *Network World* print edition and the parent company's IDG news service.

“Today's Web is about customizing your content to target the changing needs of your audience,” said *Network World's* Director of Systems Development, Tom Kroon. “For us that means our readers and advertisers – and it's all powered by the Percussion CM System. Today, *Network World* isn't just a print publication, it's a variety of flexible delivery channels that all benefit from our core ability to create, collect and dynamically reuse content. The readers get timely, current news and information the way they want it, and by presenting that content in compelling ways that cause readers to act, our advertisers convert more readers into sales leads for their products and services. By driving this dynamic, frequently changing environment, via our website, Percussion helps us to achieve a higher return on our content.”

IT executives depend on *Network World* for more than news; in fact, they rely on it for comprehensive information about a story or topic. *Network World* uses the Percussion CM System to meet this challenge. Each story, blog, podcast, etc. is indexed in the CM System, and assembled as needed to create up-to-date content collections for a given subject, which are seamlessly delivered to readers. For example, a Web page covering network security may include breaking news (made up of various text and graphic elements) plus links to other relevant stories, blogs, white papers, RSS feeds, videos, podcasts and so on. These lists are built on the fly by the Percussion CM System as the page is published, and the same content is

Network World Environment

- ▶ Percussion Content Management Server – Windows 2000
- ▶ Operating System – Windows 2000
- ▶ Database – MS SQL Server 2000
- ▶ Web Environment – Apache 2 on Linux Red Hat servers, plus Oracle servers, a load-balancing switch and specialized servers such as a search engine
- ▶ Output formats – HTML, XML, RSS, ASCII Text, PDF, JavaScript, JSP
- ▶ Technologies integrated with Percussion –Oracle database, Macromedia Flash, XML-based news feeds and output to Yahoo and Google, RSS, ad serving services
- ▶ Languages – Java, Perl, Python, PHP, AJAX
- ▶ Applications – InDesign, Quark, OpenPages

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reused automatically in any number of relevant channels, for example, a security blog on the Web page listing all blogs, or breaking news about a virus attack in both virus- and security-focused RSS feeds.

Network World offers online advertisers a large portfolio of strategic marketing programs to generate high-quality leads and create new revenue opportunities, such as sponsoring a Web site section or offering white papers in a topic-specific newsletter.

“The idea is to maximize the number of leads an advertiser can generate,” Kroon said. “We’ve built business rules into our Percussion CM System that make it easy for our sales staff to create a new sponsorship, and also to make the sponsored content easier for readers and search engines to find. Working behind the scenes, the CM System sorts by type of content, implements tiered priorities to give the newest and most relevant content the highest visibility, applies the correct formatting, assures proper placement on the page and so on. This all helps make the content more compelling to readers, who are then more likely to respond to offers such as registering to download special sponsored white papers. Percussion helps us to increase response and conversion, and advertisers are pleased with the results. Our online revenues have been growing at a 30 percent annual rate.”

As the Web presence has expanded since 2002, *Network World* has quadrupled the number of people using the Percussion CM System, now totaling 20 frequent users and as many as 60 occasional contributors. These are business users from the editorial staff, marketing and sales departments. They are supported easily by only one full- and one half-time Percussion developers.

According to Kroon, *Network World’s* publishing philosophy has changed as they have evolved on the Web. This makes Web Content Management mission critical and their reliance on Percussion no afterthought. “*Network World* is a print weekly, but our online presence has to be current 24/7,” he said. “As a result, we now work to be first online, then hit print – content for the magazine generally starts in the Percussion CM System, pushes to Web, then exports for print publication.”

Percussion is also playing a key role in giving online readers access to *Network World’s* growing library of Web 2.0 content, including streaming video and podcasts. For example, www.networkworld.com/video includes an XML link – managed and published by the Percussion CM System – for each video clip, which is streamed from the video server when the link is clicked. Videos come from a variety of sources, such as *Network World’s* “Cool Tools” product reviews, interviews conducted by Editorial Director John Gallant, video shot at conferences and trade shows, and vendor demos. Podcasts cover a wide range of topics and events, and are produced by *Network World* and its sponsoring partners.

While the media industry continues to grapple with the print-to-Web transition, and so many publications are unsure of how to develop online business opportunities, it’s not surprising to find *Network World* – one of the leading trade journals that focuses on the Internet – to be ahead of the crowd.

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