

ATYPON

# Managing and Monetizing Multimedia Content: An Intro to Digital Objects

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**Engage 2018**  
**Europe**

ATYPON USER CONFERENCE



# Utilizing Digital Objects

1. All About Digital Objects

2. Page Builder

*Demo*

3. Admin Tool

*Demo*



# What are Digital Objects?

AUDIO FILES

ARTICLES

BLOGS

BOOKS

CME COURSES

COMPUTER CODE

DATABASES

EXAMS

IMAGES

INTERACTIVE DATA SETS

INTERACTIVE HTML

JOURNALS

MAGAZINES

MULTIMEDIA FILES

MUSIC

ONLINE COURSES

PODCASTS

PRACTICE GUIDELINES

PROCEEDINGS

SOFTWARE

STANDARDS

TECHNICAL

DOCUMENTATION

VIDEOS

WHITE PAPERS

A

Digital Objects can be any type of content.

They can be tagged, targeted, discounted, promoted, bundled, and sold as easily as a journal article.



## What are the benefits of Digital Objects?

- Deepen engagement
- Search across all content types simultaneously
- Paywall “enhanced” content
- Cross-promote content
- Increased ad revenues
- Increased traffic



## Multimedia

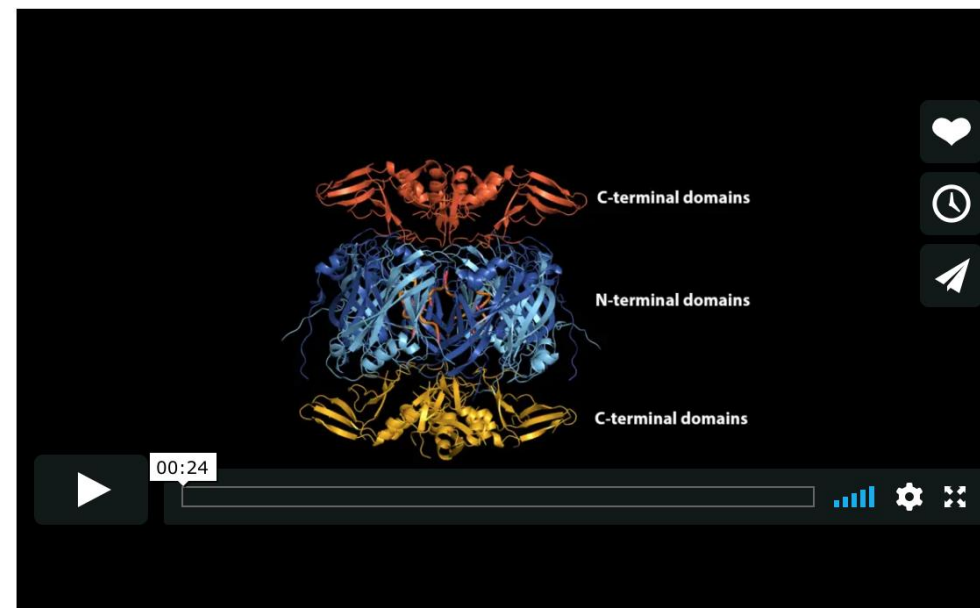
[← GO TO ALL ITEMS](#)

*Annual Review of Virology*

### More than Meets the Eye: Hidden Structures in the Proteome: Video 2

A video from the 2016 review by Hal Wasserman and Erica Ollmann Saphire, "More than Meets the Eye: Hidden Structures in the Proteome," from the *Annual Review of Virology*.

[View on YouTube](#) | [Read Associated Article](#)





## NAPLEX<sup>®</sup> Review Test

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☐ [Question 1](#)

### Question 1 of 10

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☐ [Question 6](#)

☐ [Question 7](#)

☐ [Question 8](#)

☐ [Question 9](#)

☐ [Question 10](#)


The federal FDCA defines the term *drug* as an article listed in official compendia. Which of the following is *not* one of the recognized compendia listed in this definition?

- ☐ A. *Homeopathic Pharmacopeia of the United States*
- ☐ B. *National Formulary*
- ☐ C. *United States Pharmacopeia*
- ☐ D. *Tyler's Honest Herbal*
- ☐ E. Any supplement to any of the official compendia

[Submit Answer](#)

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NEWS

FEATURES

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November 29, 2018 in [INFORMS Publications](#)

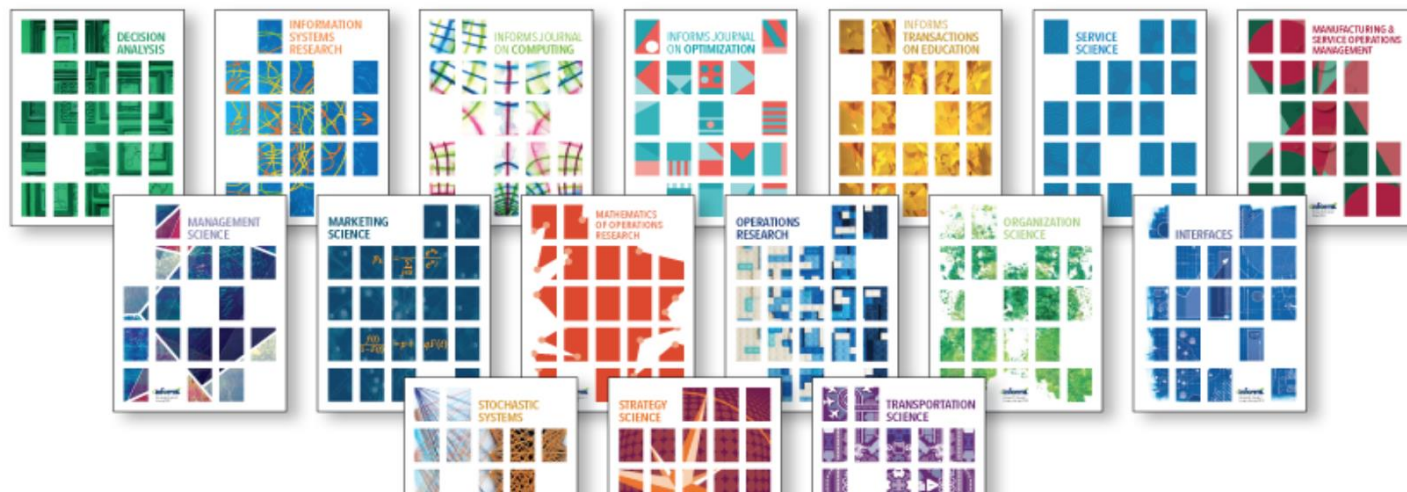
# INFORMS journals full-text downloads hits 2-million mark

By Nicholas G. Hall, Jonathan Bard, Matthew Walls

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PRINT ARTICLE: A small icon of a printer.

<https://doi.org/10.1287/orms.2018.11.30>







## HEALTH POLICY BRIEF

## CULTURE OF HEALTH

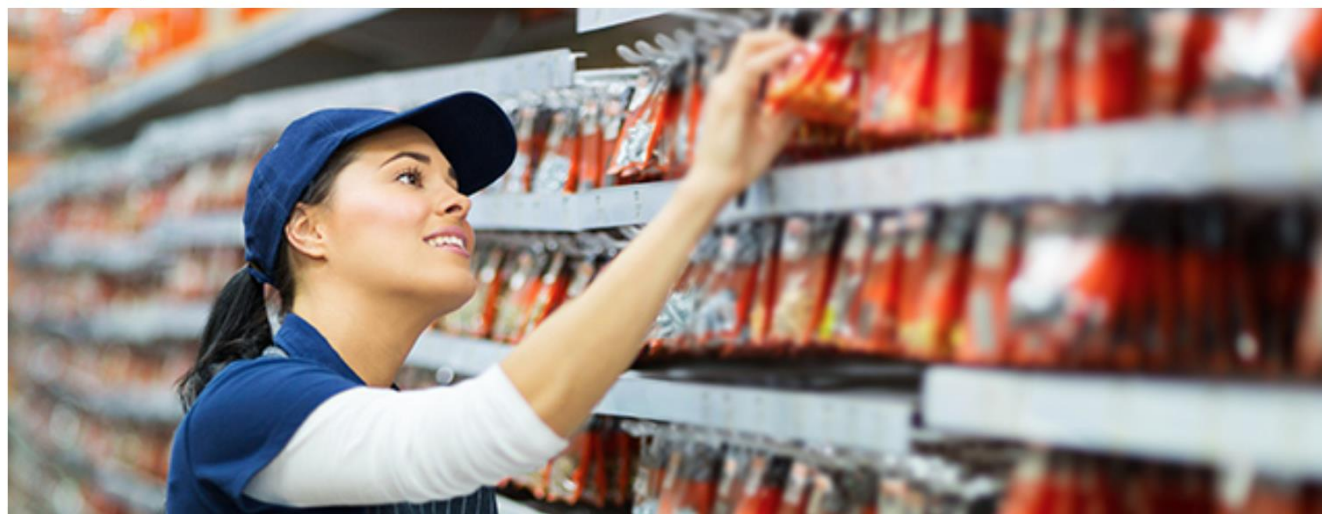
# The Earned Income Tax Credit, Poverty, And Health

David Simon, Mark McInerney, Sarah Goodell

A small but growing body of studies indicates that the Earned Income Tax Credit, the largest anti-poverty cash assistance program in the U.S., improves health, particularly for single mothers and children.

OCTOBER 4, 2018

10.1377/hpb20180817.769687



## Related

### TOPICS

[Children's Health](#)[Maternal Health](#)[Stress](#)[Tax Credits](#)[Taxes](#)[Low Income](#)[Access To Care](#)[Birthweight](#)

### FUNDER(S)



This Health Policy Brief was produced with the generous support of the Robert Wood Johnson



A

# Getting Digital Objects

Who here has Digital Objects?



# How do I enable Digital Objects on my site if I don't have them?

Digital Objects can be setup by either a customer or by Atypon

- Technical experience required for setup
- Quote required for Digital Objects regardless of setup
- Ask your Account Manager for a quote
- The quote can include a design phase



# What can I do with *existing* Digital Objects?

- Use Page Builder to render Digital Objects on custom pages
- Organize and automatically render content using tags
- Put content behind paywalls and sell access to it
- Sell article access with Digital Objects





# PageBuilder Digital Object Widgets



# PageBuilder Widgets

There are multiple PageBuilder widgets for displaying Digital Objects.

All allow the way Digital Objects are displayed to be customized:

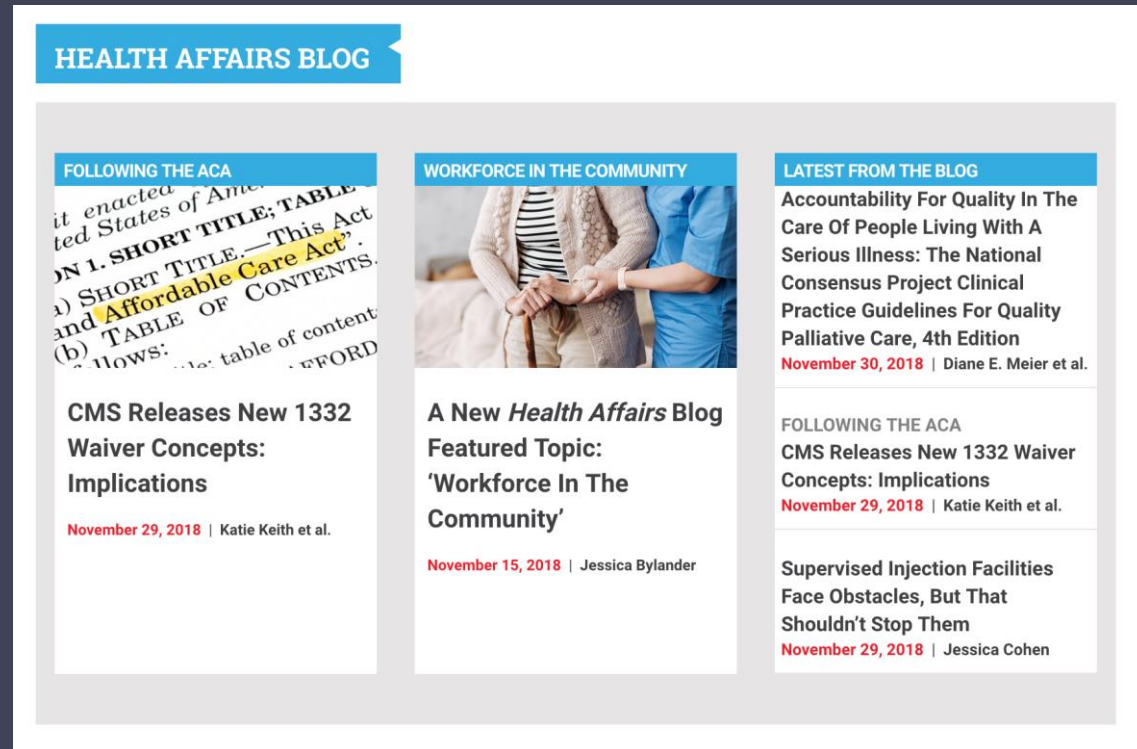
- By themselves
- In a list
- In context





# Content Formats

- A template that renders the XML as HTML
- Digital Objects can have multiple Content Formats
  - Fulltext
  - Abstract
  - List (ToC/search)
  - Teaser



# DO Content Widget

Displays one Digital  
Object with one Content Format

INFORMS.org Certified Analytics Professional PubsOnline Career Center 2018 Annual Meeting

# ORMS TODAY

informs<sup>®</sup>  
membership magazine

NEWS FE

October 8, 2018 in [Recent News](#)

## Yale professor and health advocate named a MacArthur Fellow

By Peter Horner

SHARE: [f](#) [in](#) [t](#)

PRINT ARTICLE:  <https://doi.org/10.1287/orms.2018.05.22>





# DO List Widget

- Displays a list of Digital Objects with one Content Format
- List provided in the widget (DOIs)

OCTOBER 30, 2018

## **30th October maintenance release postponed by one day**

Atypon has determined that the regular maintenance release scheduled for today, 30th October, is to be postponed by one day to tomorrow, 31th October, to allow for additional testing. ...

[Continue Reading](#)

OCTOBER 29, 2018

## **Scheduled maintenance on Friday, 26th October 2018 – Successfully completed**

The scheduled maintenance on Friday, 26th October 2018, was successfully completed within the planned 4-hour maintenance window. Literatum websites as well as backstage servers experienced about 2 mi...

# A Multi-Search Widget

- Displays a list of Digital Objects with one Content Format
- Search criteria set in widget
- Additional search criteria set up by Account Manager

HEALTH POLICY BRIEFS



**CULTURE OF HEALTH**  
The Earned Income Tax Credit, Poverty, And Health  
David Simon, Mark McInerney, Sarah Goodell  
October 4, 2018



**CULTURE OF HEALTH**  
Effects Of Minimum Wages On Population Health  
J. Paul Leigh, Juan Du  
October 4, 2018



**CULTURE OF HEALTH**  
Housing And Health: An Overview Of The Literature  
Lauren Taylor  
June 7, 2018



# **Demo: Digital Object widgets**



# Related-DO Widget

- Displays a single or a list of Digital Objects with one view
- Article relationship driven by XML
- Setup must be handled by Solution Architect or Account Manager
- Literatum Roadmap: DIY

The screenshot shows a Wiley article page. At the top, there is a purple banner with the text "Deadline: 1 March 2019" and a button "SUBMIT YOUR MANUSCRIPT". Below the banner, the article title "JGR: Planets" and "AGU100" are visible, along with the Wiley logo. The article content is partially visible on the left, mentioning "region south of", "magnetic data that", "compilation, the", "reference Field,", "ched together.", "eological", "in West", "Mountains, the", "East Antarctica", "compilation helps", "new constraints", "from Precambrian". On the right, there is a sidebar with a "Related" widget. The widget has tabs for "Figures", "References", "Related", and "Information". The "Related" tab is selected, showing a "Recommended" section with a dropdown arrow, a "Highlighted" section with a dropdown arrow, and an "EDITOR'S HIGHLIGHTS" section. The "EDITOR'S HIGHLIGHTS" section features a blue headline "New magnetic anomaly map helps unveil Antarctica" and a date "17 July 2018". Below the headline, there is a paragraph of text: "Blog— The most comprehensive magnetic map of Antarctica ever produced was published online this week in a new study in Geophysical Research Letters, a journal of the American Geophysical Union. The new map – which includes 3.5 million line-kilometers of magnetic anomaly data collected over the past 50 years – sheds new light on the...".





## Offers and licenses

Set up with the Admin Tool



## Steps

1. Paywall / Digital Objects content
2. Grant access to Digital Objects content
3. Sell Digital Objects content alone or with articles



# Paywalling Digital Objects

1. Create a content slice for all digital objects
  - Can be based on tags/content formats/DOI list

Search - Content

Content Slices   Content Bundles

Content Slice Type

General

Description

Code

Search



# Content slices: Overview

- Content slices are a way to organize content
- Any content can be added to a slice
- Any content behind a paywall is part of a content slice
- Digital Objects can be added to content slices



# Content slices: Overview

- Content slices can be created specifically for Digital Objects
- Access to content within a content slice is licensed
- Users without access will be shown the denial view
- Offers and licenses can be sold to customers with Digital Objects



# Paywalling Digital Objects

## 2. Create an offer to sell the Digital Object

Search - Generic Offer

Search Offers Create Offers Shipping Tax Rates

Description

Offer Code

From  To

Offer Availability ☒ Search available offers only  
☐ Search live prices only

Type

Licensee ☒ Any ☐ All users ☐ not specified [Change](#)

Product ☒ Any ☐ Online ☐ Print ☐ Online plus print

[Search](#)





# Demo: Offers and licenses

Monetizing Digital Objects



## **This is just the beginning...**

Contact your Account Manager for a quote and to set up:

- The Digital Object Editor  
(for creating Digital Objects without XML)
- Have Digital Objects appear in search results
- Tag Digital Objects with a taxonomy
- Associate Digital Objects with articles

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# Engage 2018 Europe

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