

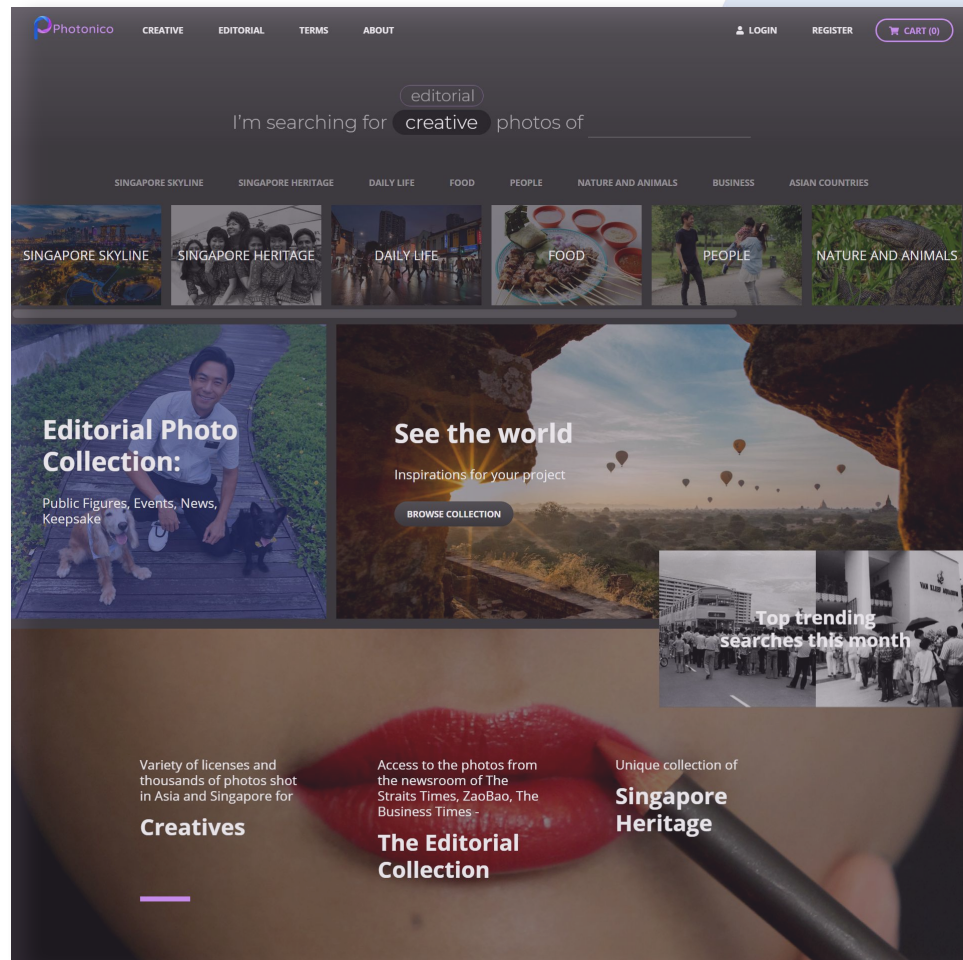


Asian Stock Photography Marketplace

A product by Singapore Press Holdings Limited (SPH)

INMA Global Media Awards 2019

Best Use of New Technology to
Generate Revenue and Engage



Asian Stock Photography Marketplace

Photonico strives to help journalists and content producers find appealing, relevant and impactful photos.

The website uses innovative technologies to make the vast resource of archive photos at SPH available for sale to the public.



Objectives

1

Monetize SPH's archive photos and grow a brand into Singapore's go-to photography community

2

Modernise photo archival processes

3

Make photos internally available to SPH's journalists and content producers

1

Monetize SPH's archive photos and grow a brand into Singapore's go-to photography community

Results

NEW TECHNOLOGY

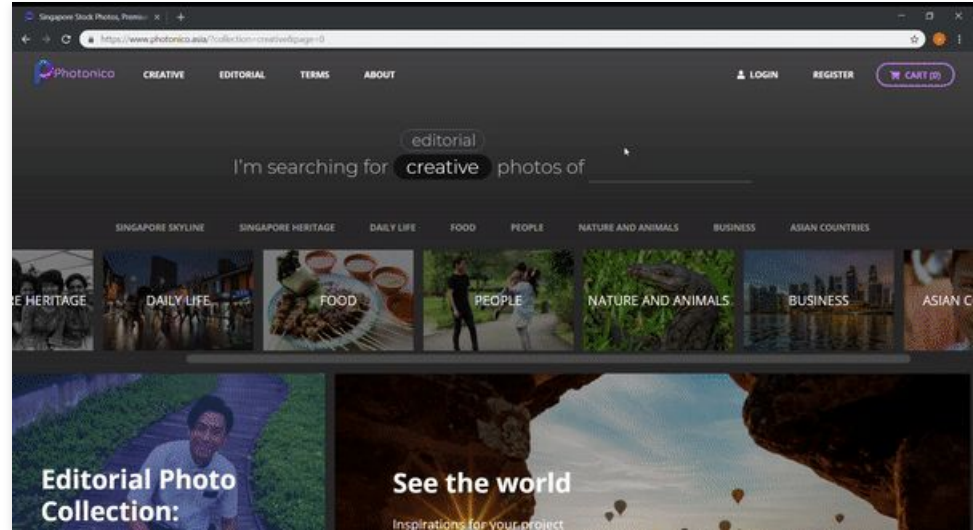
Implemented Vue.js web framework for rapid creation of modern, visual and fluid UI such as :

- An interactive conversational search;
- A smooth expanding grid image search experience, and
- the industry's fastest checkout flow.

OUTCOME

Created a smooth customer experience for buying photos. The MVP was launched in a short span of three months.

Attracted website engagement of over 10,000 monthly visits and 80,000 monthly page views.



(Animated gif of user experience attached)

1

Monetize SPH's archive photos and grow a brand into Singapore's go-to photography community

Results

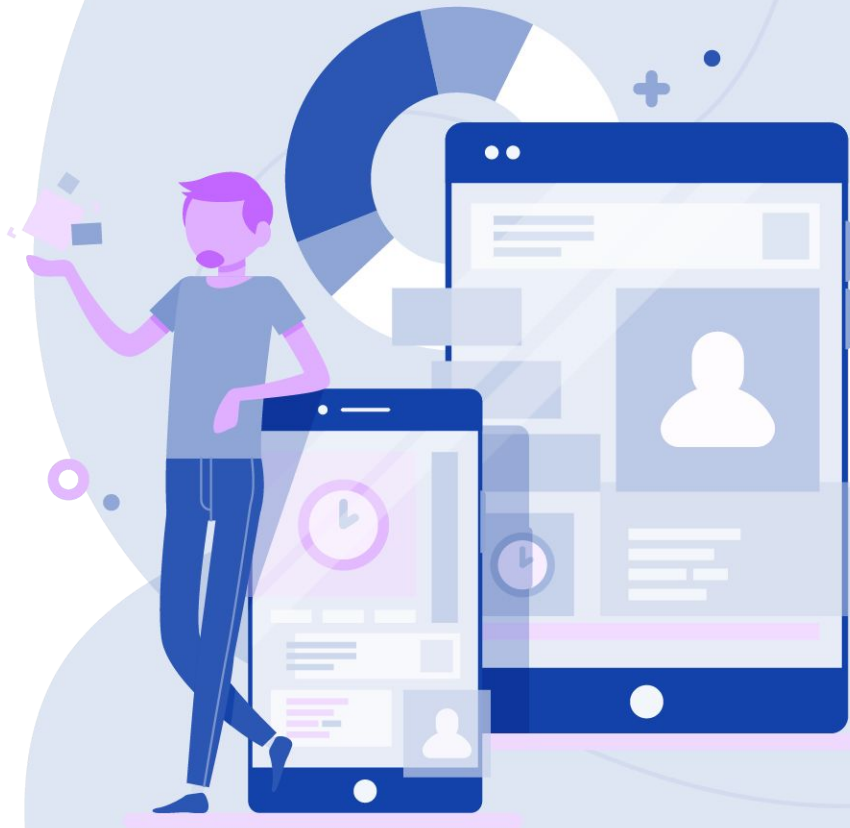
NEW TECHNOLOGY

Implemented powerful image search capabilities that is:

- Near real-time,
- Scalable; and
- Resilient.

OUTCOME

Enabled lightning-fast photo searches at a brisk and reliable 0.05s response time.



2

Modernise photo archival
processes

Results

NEW TECHNOLOGY

Updated the photo tagging approach to improve searchability of photos.

Experimenting with automated photo tagging processes using artificial intelligence/machine learning image recognition technology.

OUTCOME

Improved retrievability of photos with further goals to speed up photo tagging capabilities.



3

Make photos internally available to SPH's journalists and content producers

Results

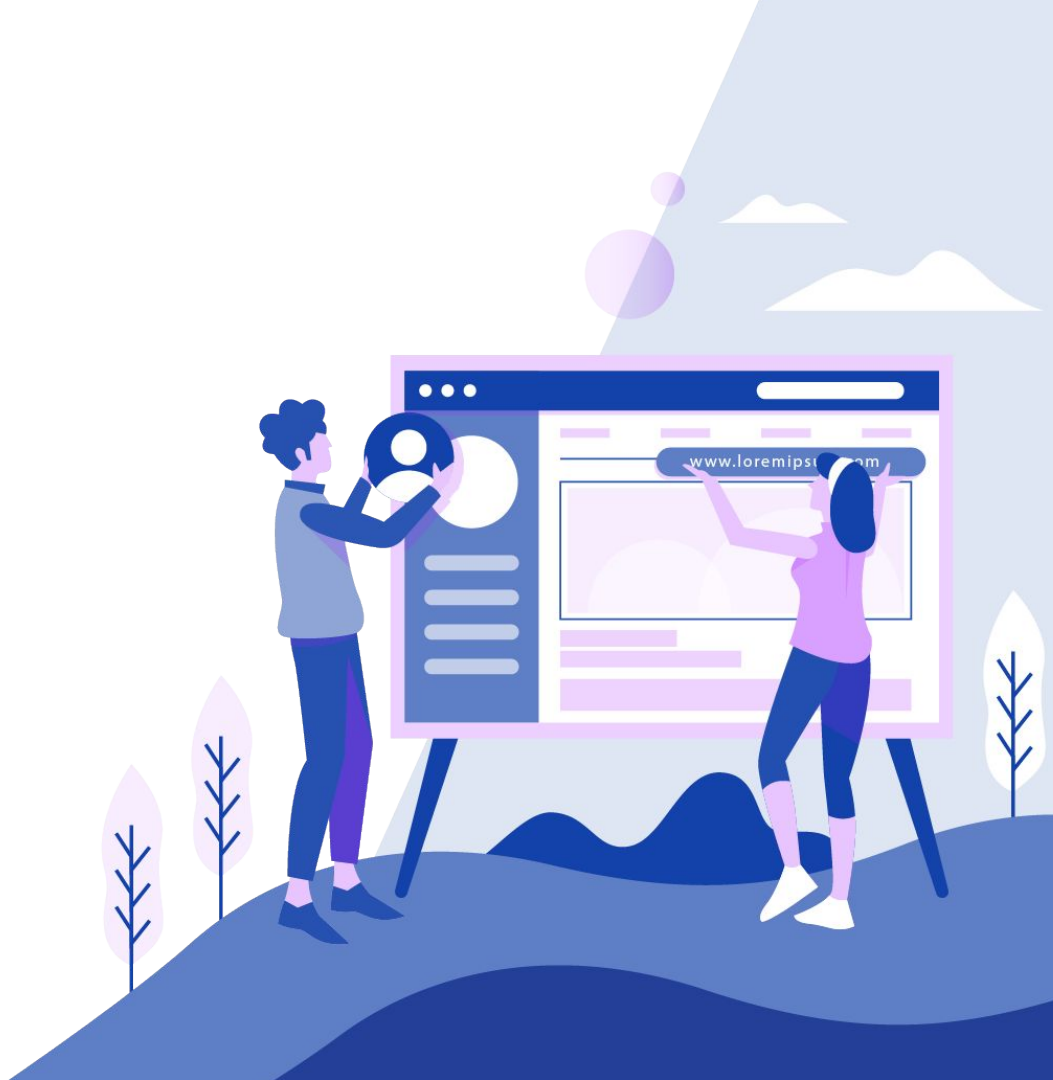
NEW TECHNOLOGY

Created staff account login access to provide easy photo retrieval.

Experimenting with tight integration of Photonico and the editorial content management systems through RESTful APIs.

OUTCOME

Made photos internally available with further goals to integrate the photo search process in the newsrooms and creative teams workflow.



Summary

Objective

1

Monetize SPH's archive photos and grow a brand into Singapore's go-to photography community

Results

NEW TECH

- Modern, visual and fluid UI
- Powerful search functionality

OUTCOME

- Smooth customer experience for buying photos created in 3 months.
- Over 10,000 monthly visits
- Over 80,000 monthly page views.

2

Modernise photo archival processes

NEW TECH

- Modernised tagging approach
- AL/ML photo tagging experiments

OUTCOME

- Improved retrievability and photo tagging capabilities

3

Make photos internally available to SPH's journalists and content producers

NEW TECH

- Staff account access
- RESTful API integration in progress

OUTCOME

- Made photos internally available



Visit us at [Photonico.asia](https://photonico.asia)