

The Changing Face of Media



Hearst UK was looking to push boundaries with censhare as it shifts from being a publisher to a modern media company.



master your content



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Sophie Wilkinson, Head of Editorial Operations, Hearst UK

At a glance

Industry

Media & Publishing

Products

- Digital Asset Management
- Product Information Management
- Content Management

Business need

Hearst UK looked to make its print business more efficient while increasing revenue from new streams — all without compromising the quality of its published content.

The trilemma

Hearst UK built its reputation on iconic magazines like Cosmopolitan, Esquire, Good Housekeeping and Harper’s Bazaar. But today, all publishers are having to fight to protect their revenue when readers expect content to be free online. It’s a trilemma: Hearst UK needs to minimise the impact from print declines while increasing revenue from new, high growth areas like digital, ecommerce and events. And because its business relies on the strength of its brands, it can’t afford to compromise on product quality.

The team at Hearst UK work to make sure the group’s production is as efficient as possible. This means making people, systems and content work more efficiently to increase collaboration and avoid waste. There are specialists in publishing workflows who work closely with user groups within the business to ensure that Hearst UK gets the most out of its censhare software.

Business Results



30%
content reused
targets realized



3,000+
hours saved a year
generating PDFs



20,000
press shots auto sorted



5%
cut in yearly page
costs for Hearst UK

A decade of success

Hearst UK began using censhare in 2007, just as smartphones and social media were changing the way we consume media. “One of our first successes with censhare was to improve cost efficiencies by bringing repro completely in house,” says Bob Bousfield, Systems Manager, referring to the image retouching and other graphics services that magazines contract out to external companies. This alone saved the company more than 3,000 hours in its first year. “Overall, censhare has dramatically reduced the time it takes to bring a feature to print,” he says.

Since then, Hearst UK has expanded how its teams use censhare to manage — among other things — legal approvals, ad planning, commissioning of content, editorial workflows and image rights. It also holds data on more than 6,000 products for the Good Housekeeping Institute’s Tried & Tested product reviews site.

Breaking out of silos

Recently, Hearst UK has created content hubs in censhare so that titles with a similar audience can reuse content across formats and brands. “Before, we were sitting on a huge amount of great, underused content,” says Sophie Wilkinson, Head of Editorial Operations. “Often, we would write new features or buy new content — like stock images — instead of using what we already had.” Now, content hubs let editors easily collaborate, find content, quickly check that they have the rights to use it with a simple traffic light system, and see where it has been used before. “Editors have a reuse target of 10–30 per cent depending on the title, and censhare helps us meet that,” says Wilkinson. “And it’s helping hit our wider targets to cut page costs by at least 5 per cent a year.”

What's known in the industry as hubbing, is part of a larger consolidation of brands over the last 5 years, with some teams often working on different titles on the same day. "censhare was critical in helping us work more collaboratively and break out of the silos that had grown around each title, because it's now the common workflow system for the whole business," says Wilkinson.

A relationship built on trust

Two thirds of the business now uses censhare in some capacity, whether that's in an editorial, commercial or management capacity. And the group's relationship with censhare continues to grow. This, Bousfield says, is based on trust, adding: "I can think of several times when we've gone to censhare asking for help, and their response made me view the problem and possible solutions in a completely different light."

For example, some titles receive up to 20,000 images from photo agencies every day, these need to be manually sifted through, and only about 2 per cent of

which end up being saved. "We didn't want our teams to be managing files on traditional network storage, so I asked if these photos could be ingested directly into censhare. Matt Gibbs, censhare's Head of Project Management in the UK, suggested a hot folder import system that would not only ingest the images without any user intervention, but also automatically purge the photos the team doesn't want. This allowed the picture team to focus on their real job role of selecting the best images for their titles, rather than the onerous task of managing thousands of files."

At a time when many companies are fighting their way through a digital transformation, Wilkinson is looking at the bigger picture. "We see digital transformation as business as usual, the media world is in constant flux," she says. "Now we're looking at driving revenue diversification in areas such as events — where the team has grown by 30 per cent in recent years — and brand licensing." The group has also grown its strategy team significantly in the past year and is rapidly acquiring brands to add to its current stable of 24.

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About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

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