



FOR IMMEDIATE RELEASE

GIANTSTEPS MEDIA TECHNOLOGY STRATEGIES & CONTENT DIRECTIONS ISSUE WHITE PAPER QUANTIFYING THE BUSINESS CASE FOR INFORMATION PUBLISHERS TO IMPLEMENT THE DIGITAL OBJECT IDENTIFIER (DOI)

New York, June 27, 2002 – **GiantSteps Media Technology Strategies** and **Content Directions, Inc. (CDI)** today released the white paper *Enterprise Content Integration with the Digital Object Identifier*, quantifying the business benefits for information publishers of implementing the Digital Object Identifier (DOI) to facilitate internal content management and to enable faster, more scalable product development.

Bill Rosenblatt, author of the white paper, is a well-known publishing industry consultant and book author, as well as having been one of the founders of the DOI system in 1994-97. “The DOI system has emerged as an important, well-endorsed digital infrastructure tool for content providers, enabling them to more fully leverage their core assets for scalable product development, incremental revenue, and cost savings,” he said. “Now with the advent of Registration Agencies such as Content Directions, who sponsored this white paper, companies can finally take advantage of commercial tools and services to implement and profit from the DOI economically and reliably.”

The white paper may be obtained free of charge by clicking on the white paper’s DOI: <http://dx.doi.org/10.1220/whitepaper5>. This also provides a live example of the DOI itself in action: unlike a simple URL which may easily go out of date, a DOI-based hyperlink link always remains valid, no matter how much time has gone by since the hyperlink was first created, and no matter where the link is disseminated – e.g. distributed via this press release, populated onto 3rd-party websites, discovered within search engines’ search results, or even embedded within downloaded documents.

Further, unlike a URL which only links to a single location, the DOI brings the reader via its “MultiLink”™ feature not only to a single location where the user can obtain the

publication, but also to any number of additional locations, related information, or other services associated with that publication. This allows the publisher to take advantage of viral marketing, to offer promotions and other dynamic services which can be changed over time, and to interoperate flexibly and cheaply with its distributors, retailers and other business partners. Further, as the study describes, publishers can mix and match existing content assets to rapidly create new and “recombinant” information products by taking advantage of the internal content management benefits afforded by the DOI. These benefits are especially important to large information publishers who need to demonstrate the shareholder value they bring as conglomerates by leveraging their assets and the breadth of their product offerings across the many different silos represented by their operating companies.

The DOI system itself was created by the primary architect of the Internet itself (Dr. Robert Kahn). The DOI can be thought of as “The Next-Generation URL,” or “a URL on steroids,” because it is:

- Unbreakable
- Multi-linkable
- Dynamic
- Industry standard
- Scalable
- Low-cost

“As the leading commercial Registration Agency for the DOI, Content Directions is dedicated to helping companies of all kinds implement and profit from the DOI,” said **David Sidman**, Founder and CEO. “But until now there has never been a rigorous, quantified analysis of the precise ways that the DOI can help companies make money and save money. Even though the business benefits are clear enough to have motivated 120 Scientific Journal publishers to register more than 5 million DOIs, as well as for non-Journal publishers ranging from McGraw-Hill to Penguin Putnam to Corbis to sign with Content Directions for registering other types of content, this white paper now provides the kind of concrete, dollar-oriented arguments that CEOs will require in order to commit more widely to this innovative and transformative technology.”

About Content Directions, Inc. (CDI)

Content Directions, Inc., is a DOI Registration Agency dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for both digital and physical content. Additional information about the DOI and CDI's products and services, including live demos showing the DOI in action, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

About GiantSteps Media Technology Strategies:

GiantSteps Media Technology Strategies is a management consultancy that helps its clients achieve growth through business strategy and technology architecture expertise. Clients have included book and periodical publishing companies, news and professional information providers, and digital media technology vendors ranging from early-stage startups to Global 500 firms.

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