Platform build vs. buy: Is there a third way?

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The age-old conundrum

Build vs. Buy
Who has outgrown off-the-shelf platforms?

1. **The giants**
   Some large commercial publishers wish to build their own platform to achieve technological independence.

2. **The specialists**
   Others have specialized technology requirements that are not very well supported by the existing solutions.

3. **Everybody else**
   Some mid-size and smaller publishers have mostly standard needs that are met by the current platforms.
Breaking down the monolith

The Monolith – 2016 installation by Dutch artist Levi van Veluw
Here are a platform's core components:

- **Metrics Integrations**
- **Admin portal Web CMS**
- **WEBSITE**: Multiple templates: journals, books, multi-content
- **Email alerts**
- **Metadata distribution**
- **Content parser, loader & database**
- **Search engine**
- **Statistics & analytics**
- **Access control & authentication**
- **Marketing database**
- **Publisher's Content repository**
- **Publisher's subscriptions repository**
- **Federated Access Services**

**HOSTING**
But there can be more!

- Audio/Video
- Code
- Datasets
- Conference proceedings
- Visualizations
- …
Platforms should be made of discrete, compatible parts.
Zoom on: audio/video component

Abstract
Market demand for improvements to streaming video content

- More video content: 40%
- Multilingual support: 50%
- Ability to create clips: 40%
- Transcripts: 70%
- Synchronised tests and quizzes: 40%
- In-video search: 30%
- Ability to annotate: 40%
- Synchronised slide deck for lectures and talks: 30%
- Chapterisation: 40%
- Audio descriptions: 40%
- Closed captions: 70%
- Better video discoverability: 40%

*Source: GVPi Survey on Streaming Video, 2017 (interim results).*
Please take the survey: https://goo.gl/FDPgvz (or email me).