redesign of on-line strategy
discovering Spain through OpenCMS
OpenCMS days 2009
Tuesday, June 16th 2009

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what does SEGITTUR do?
00. what does SEGITTUR do?

National Company for the Management of Technologies and Innovation SEGITTUR has born to be a conjunction between New Technologies and the Tourism sector. That’s the reason why its objective is to support the tourism promotion and products and services commercialization using new technologies.

Also, it aims at contributing through investigation, research and innovation in the improvement of the sector’s levels of professionalism providing them tools to facilitate the access to new technologies.

Its next commitment is the preparation, treatment and diffusion of the relevant information, not only for the promotion, but also to stimulate innovation in the sector and in every ways.
what does SEGITTUR do?

one of our projects ...
current situation
01. current situation
… but, what’s happening in the world?
01. current situation

40% of online Europeans have researched leisure travel online in the past 3 months

“Which of the following products have you researched online in the past 3 months?”

- Leisure travel: 49%
- Books: 36%
- Event tickets: 27%
- CDs/lapes/records: 25%
- Clothing: 24%
- Music tracks: 24%
- Videos/DVDs: 24%
- Computer software/video games: 20%
- Mobile phone (handset): 19%
- Cars: 17%
- Computer hardware: 16%
- Printer supplies: 15%
- Footwear: 14%
- Property/houses: 14%
- Household goods/furniture: 10%
- Computer peripherals: 10%
- Digital camera/camcorder: 10%
- Cosmetics/beauty products: 10%

Base: 13,254 European online adults

Source: European Technographics® Benchmark Survey 22 2007

Technographics® FORRESTER
01. current situation

47% of online Europeans are involved with Social Computing activities

<table>
<thead>
<tr>
<th>EU-7</th>
<th>Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>9%</td>
<td>6%</td>
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</tbody>
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Base: Online adults
Bars show participation at least monthly
Source: 2007 Technographics® Benchmark Survey

- Publish a blog
- Upload video you created
- Post ratings/reviews of products or services
- Comment on someone else's blog
- Contribute to online forums
- Use RSS feeds
- Add “tags” to Web pages or photos
- Maintain profile on a social networking site
- Visit social networking sites
- Read blogs
- Watch video from other users
- Listen to podcasts
- Read online forums
- Read customer ratings/reviews
- None of the above
01. current situation

- Motores de búsqueda: 9.205.348 (71,01%)
- Tráfico directo: 1.903.805 (14,69%)
- Sitios web de referencia: 1.826.997 (14,09%)
- Otros: 27.464 (0,21%)
01. current situation

Youtube represents 25% of the Google searches
01. current situation

internauts don’t like to change their own user experience
01. current situation

Figure 1. Hype Cycle for Social Software, 2008

visibility

Social Search
Mobile Social Networks
Unified Communications and Collaboration
Microblogging
Social Software Suites
Social Networks: Customer Service
Community Marketing
Ubiquitous Collaboration
Idea Marketplaces
Crowdsourcing
Social Data Portability
Social Mining and Social Intelligence
Social Learning Platform
Social Networks for Sales
HCM and Social Software
Enterprise Internet Reputation Management
Alumni Community Management
Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

Years to mainstream adoption:
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete

As of
the project
02. the project

www.youtube.com/spain
02. the project

to send the information where people expect it
02. the project

one information system; many products
02. the project
02. the project
el proyecto
02. the project

… and of course a new and different portal…
analytics and predictive behavior
information architecture and design
content management
search
The actual Tourism Portal of Spain, spain.info, runs on Microsoft Software and uses a custom-made application.

When thinking about the new version of the Portal there were many new ideas being evaluated.

Some of those were to do with the selection of the new platform, and among them a few prerequisites were important:

- The need to reuse many of the components of the actual environment:
  - Hardware: virtual servers using Vmware.
  - Software: Data Base licenses.

- The use of a standard Content Management Solution, but highly customizable.

- The cost of the platform.
The selection process took several steps:

- Evaluation of different Content Management solutions, most of them Commercial Products.
- Selection of a short list of three products.
- Final benchmarking and selection of the CMS.

The final decision was to use OpenCms as the Content Management for Version 2 of the Portal because:

- It is a truly OpenSource software.
- It had several references in Spain.
- It is possible to make changes of core functionalities together with the developers of the product.

But how will OpenCms be working in this new initiative?
Spain.info V2: differences

The next version of spain.info has some “small” differences with what can be a usual OpenCms project:

- It will use different repositories to store and, further on, show the content.
- It will integrate many types of contents
- It will use a different search engine.
- It will focus on content personalization.
- It will be translated to many different languages, and will make differentiations in between versions of these languages (Spanish from Spain, from Mexico, Argentina, …). 
- It will make heavily use of metadata to describe, categorize and search the contents.
- It will reuse the contents to make several views of the information or to build specialized Portal.
- It will share experiences and information with the end users.
Spain.info V2 managing different content sources
Spain.info V2 managing different content sources
Spain.info: reuse of the information

Make use of the information and the structures in different Portals or Sub Portals.

Needed new functionalities in order to make easy the creation of new Portals.
Agreed to make this task with OpenCms development team in order to:

- Insure the compatibility of the development with the new versions.
- Make sure the development is supported by the OpenCms support team.
- Make sure the development is tuned with the product roadmap.
- Provide this functionality to the community
Spain.info : managing video and audio with OpenCms

Multimedia content, video and audio mainly, will be of common use on the new Portal.

Even if most of these content is stored and shown directly from sites such as "youtube", it is important that those content are stored and indexed locally. The indexation is made from the metadata describing the content as well as from the content itself using Autonomy.

But :

• Audio and video files are huge:
  • Typical sizes of media content:
    • From 3MB to 6MB for audio files
    • From 5MB to 40MB for video files depending on quality and length
  • Database sizes grow, and maintenance gets difficult.
Spain.info: managing video and audio with OpenCms

- Integration of Red5 Streaming Server and OpenCms
- Red5 is a flash streaming server
  - Supports FLV and MP3
  - Distributed under LGPL License
  - Developed in Java
  - Runs with Tomcat
- So:
  - Media is stored and served from Red5
  - Media Metadata (title, keywords, URL or ID) is managed in OpenCms
Spain.info: managing video and audio with OpenCms

1. Structured content designed for video streaming in OpenCms

2. Metadata fields for video streaming content

3. Widget for the video file
Spain.info : managing video and audio with OpenCms

1. Pop-up window to upload file

2. Selection of the video file to upload

3. Upload the file to Red5 folder in file system.
Spain.info: managing video and audio with OpenCms

1. Template based page developed and served from OpenCms

2. Text, metadata and video URL stored in OpenCms

3. Video player developed in Flash, embedded in HTML

4. Flash player and video streaming served from Red5 at runtime
Spain.info: next steps

User interaction with the Portal, so he will be able to:

- Make his own “Travel Journal” (maps, places to visit, to stay, agenda,…).
- Explain and share his experiences with others.
- Make use of his own content as well as the ones of the Portal.

Final Integration with Omniture Test and Target and Catalyst.

Integration or development of a tourist Thesaurus that will standardize the different metadata and the descriptions of the contents.
Thank you

Questions