

Addressing The World In The WWW: Reaching Out To Local Audiences Within Global Corporate Environments

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The Nielsen logo is positioned in the bottom right corner of the slide. It consists of the word "nielsen" in a lowercase, serif font, with a horizontal line of seven dots underneath it. The logo is contained within a white circular shape that overlaps the blue background and the grey footer area.

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Topics

- Definition
- Strategic Drivers
 - Scope Of Global Content
 - Management Framework
 - Governance And Building Blocks
- Tactical Enablers
 - Creating Content For International Audiences
 - Managing Content For International Audiences
 - Measuring And Understanding International Customer Experience
- Some Lessons Learned

Definition

- Short (generic) definition
 - The framework allowing to address issues and challenges associated with deploying content, products and services globally
- Extended definition
 - The set of processes and services to design, organize and manage the chain of technical and non-technical tasks to meet international content management and business objectives, while considering keys areas upfront
 - Internationalization, i.e. designing and developing content so that it can be deployed internationally as easily and effectively as possible
 - Translation and localization, i.e. adapting content so that it is natural and actionable for foreign markets and audiences
 - International customer experience, i.e. ensuring and measuring that content is as usable and acceptable as possible for audiences globally
- Evolution towards more « glocalization » to combine a robust global strategy with increased local empowerment and effectiveness

Global Content Scope

- As a global leader in measurement and information, Nielsen provides clients the most complete understanding of what consumers watch and buy globally, regionally and locally
- Coverage of 6 regions and +100 countries
- Various types of online and offline content to manage globally
 - Internet, extranet, intranet and social media properties
 - Business platforms and applications
 - Documents
 - Data

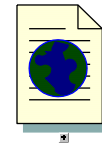
Moving From A Chain Of Dispersed Tasks...



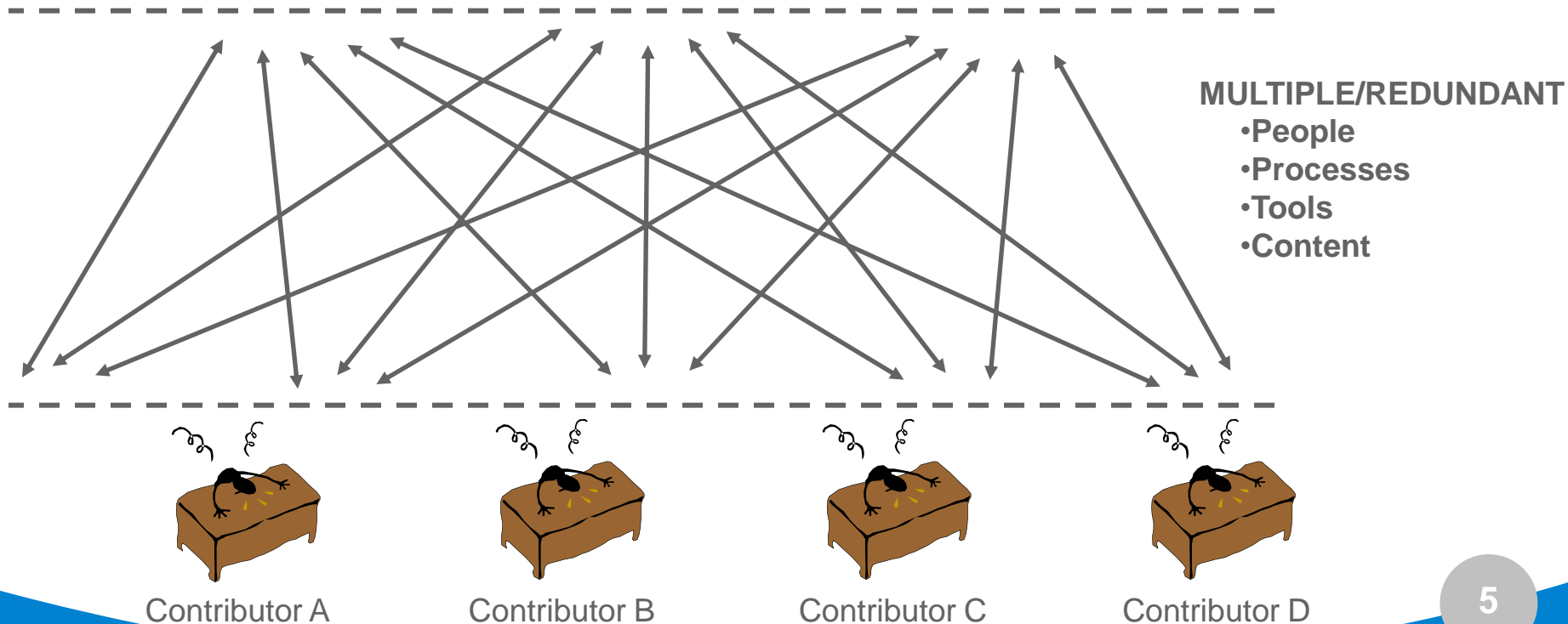
Web site



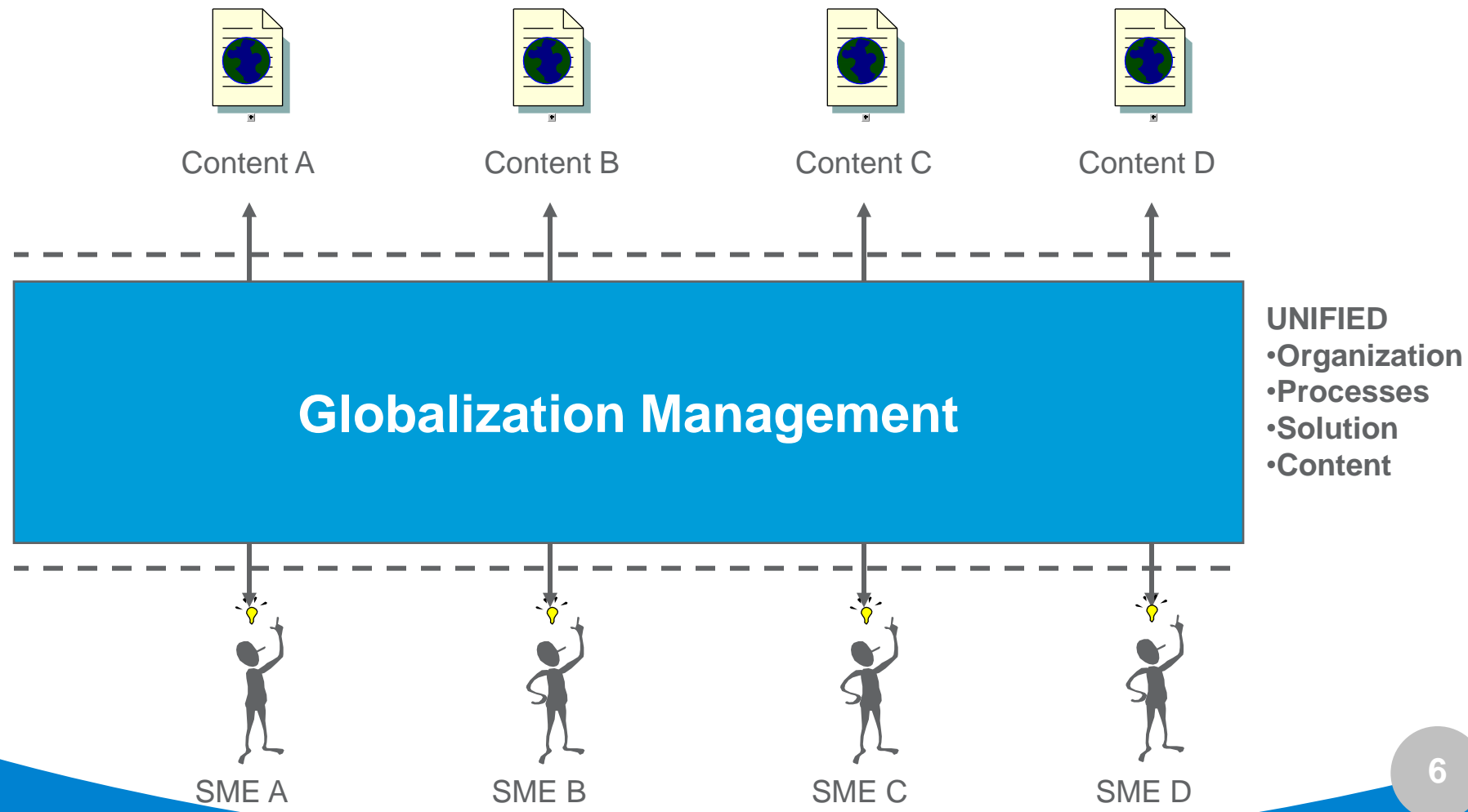
Product



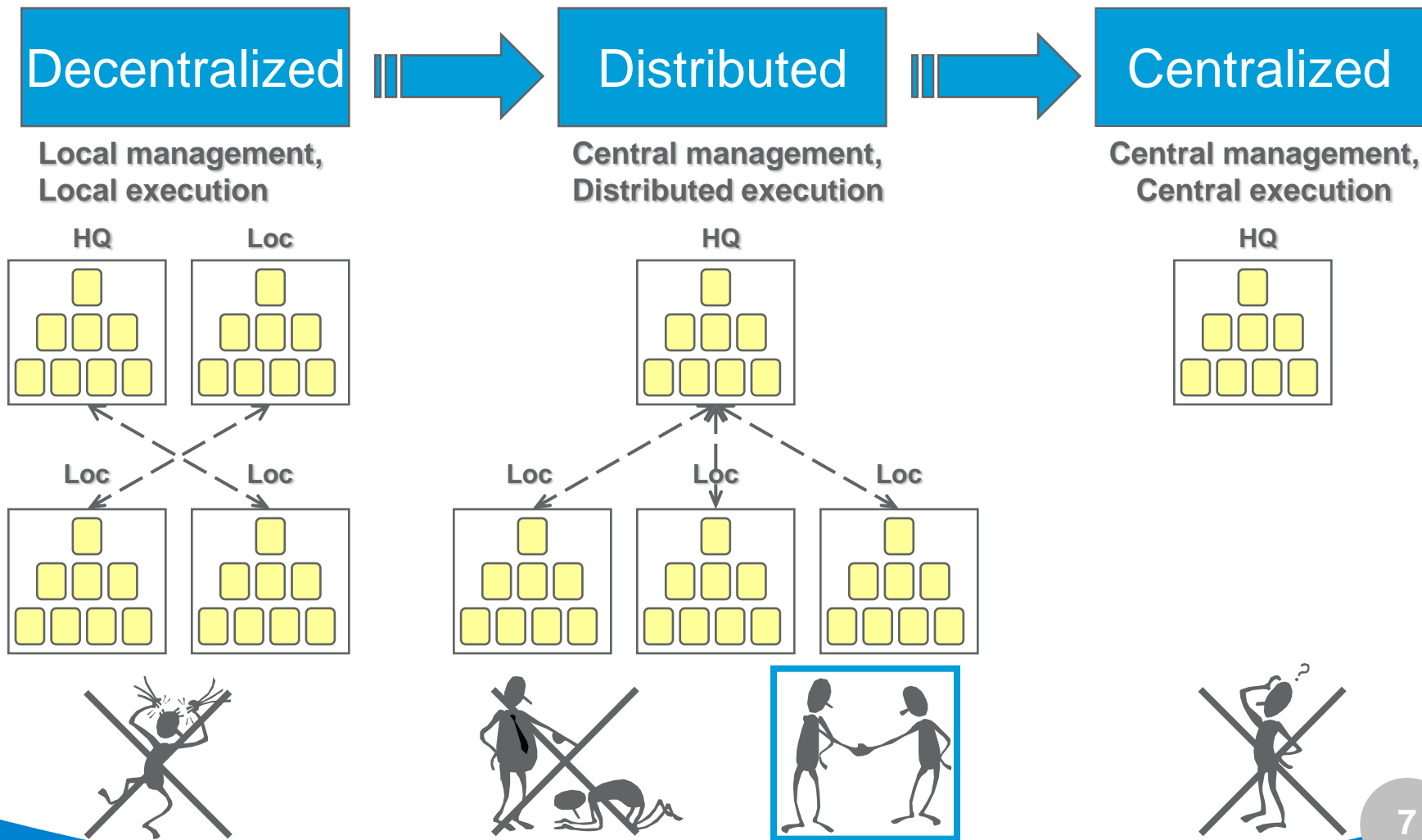
Service



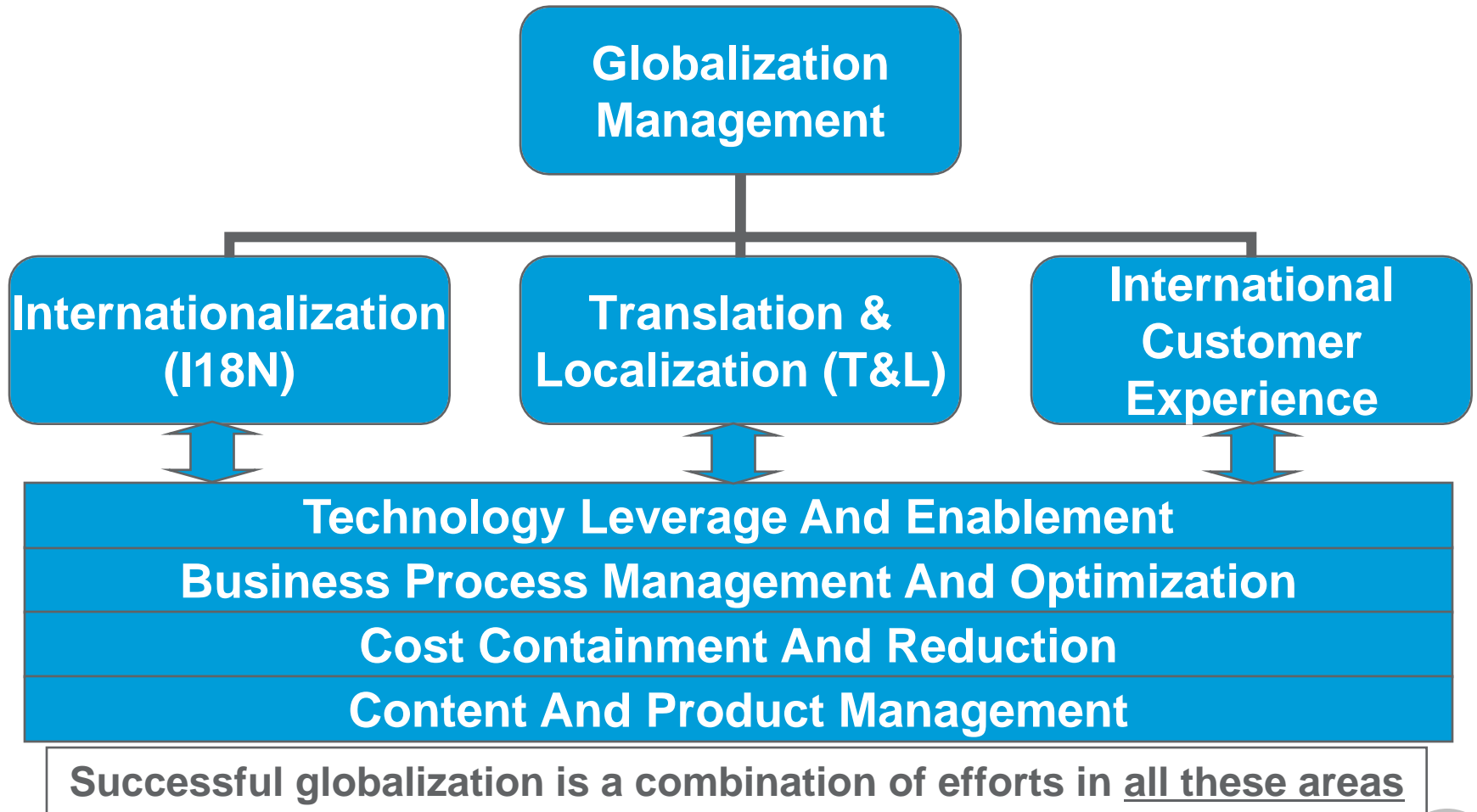
...To A Global Content Management Framework



Choosing the Appropriate Governance Model

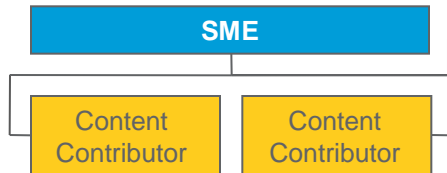


Building Globalization Management Blocks

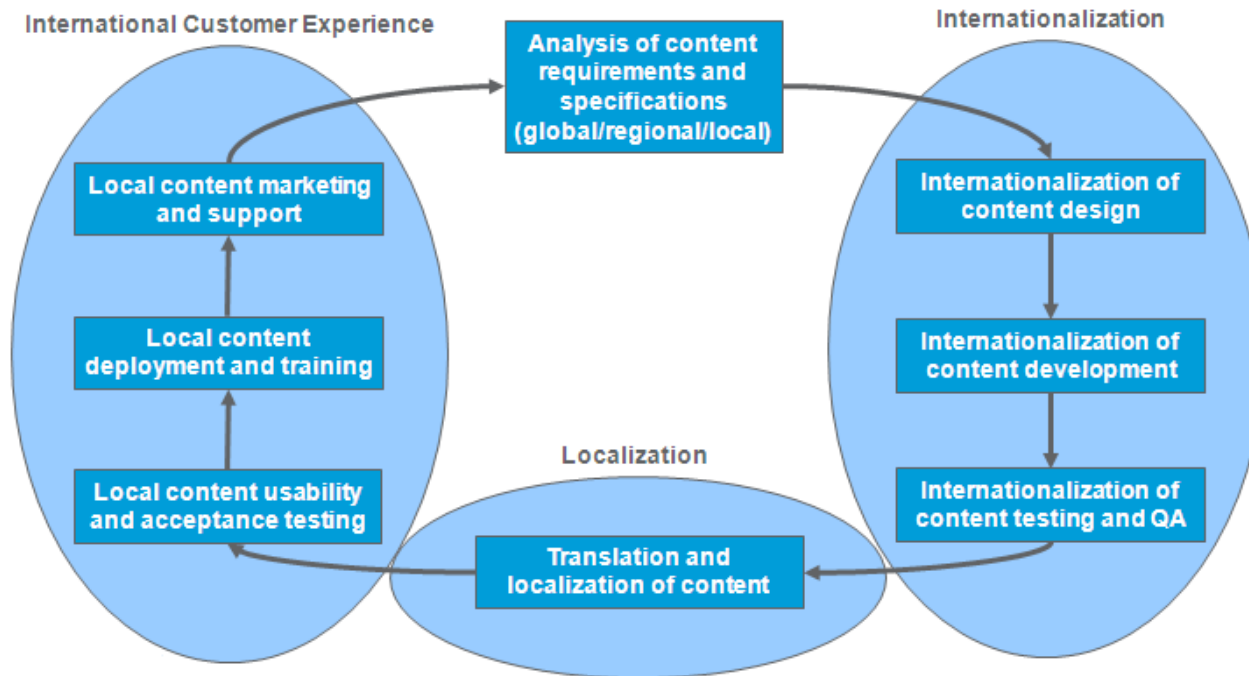
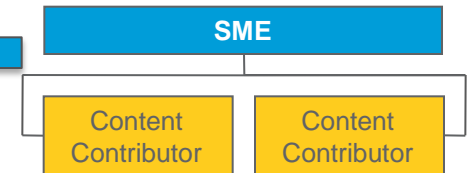


Creating Content For International Audiences

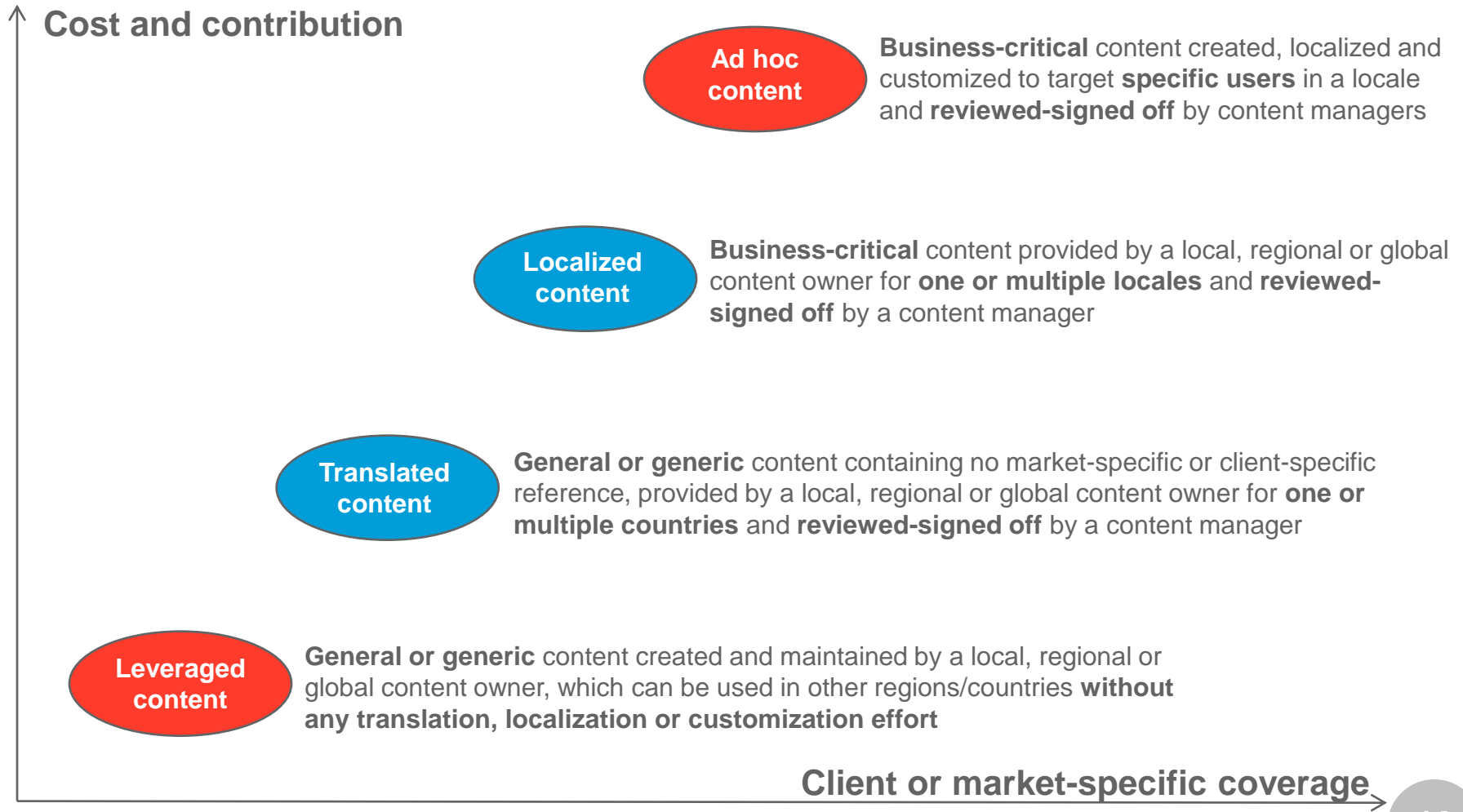
Local Supply Chain



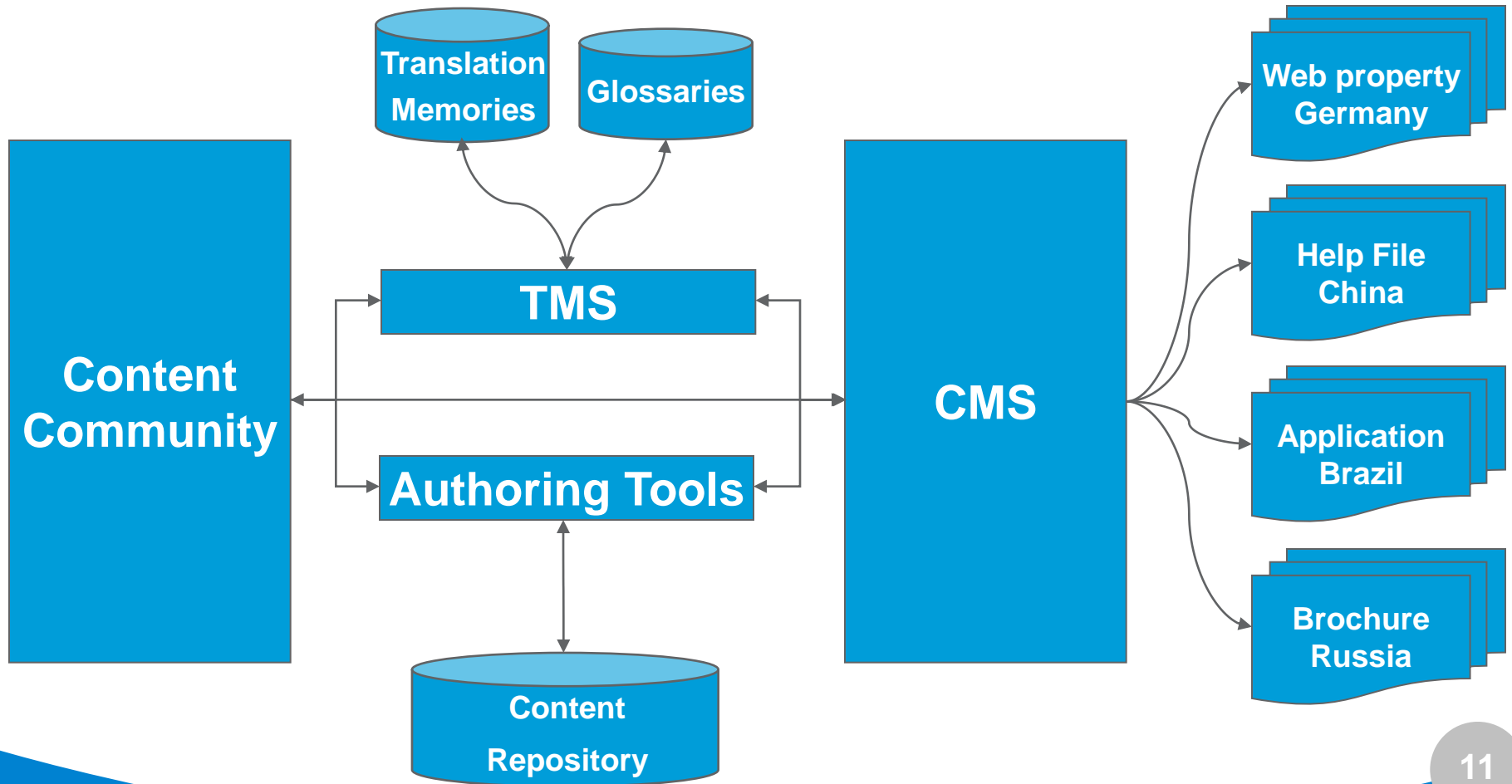
Global Supply Chain



Managing Content For International Audiences

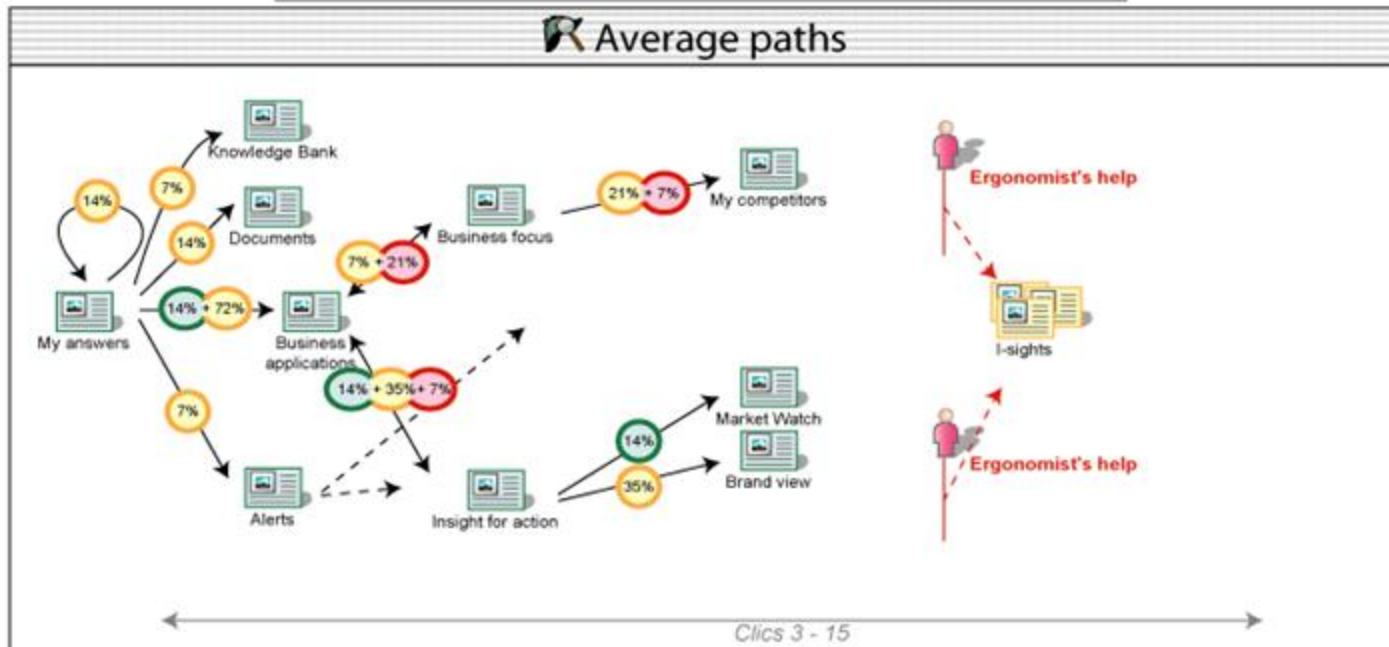


Enabling Globalization Through Technology

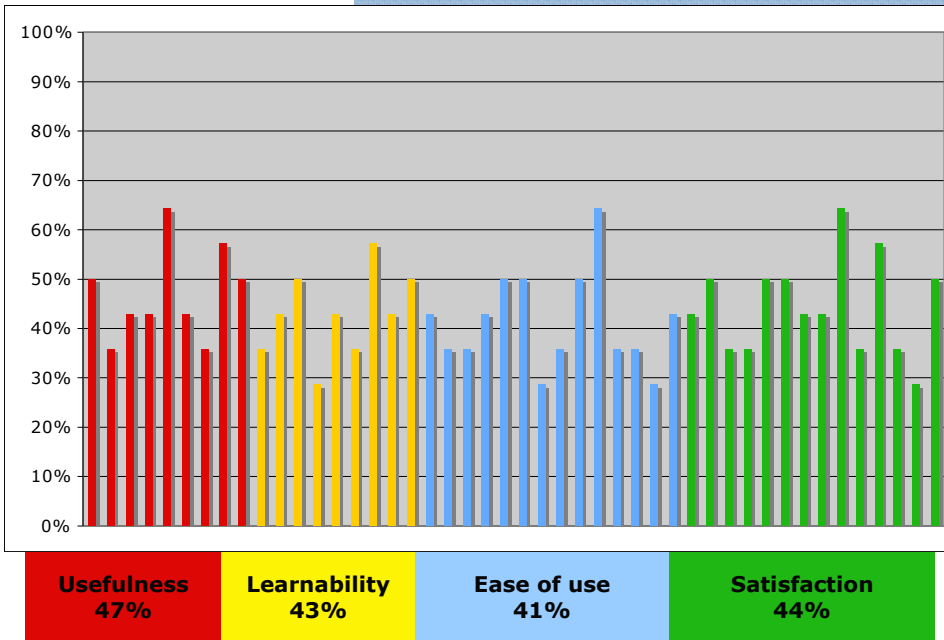


Understanding International Customer Experience

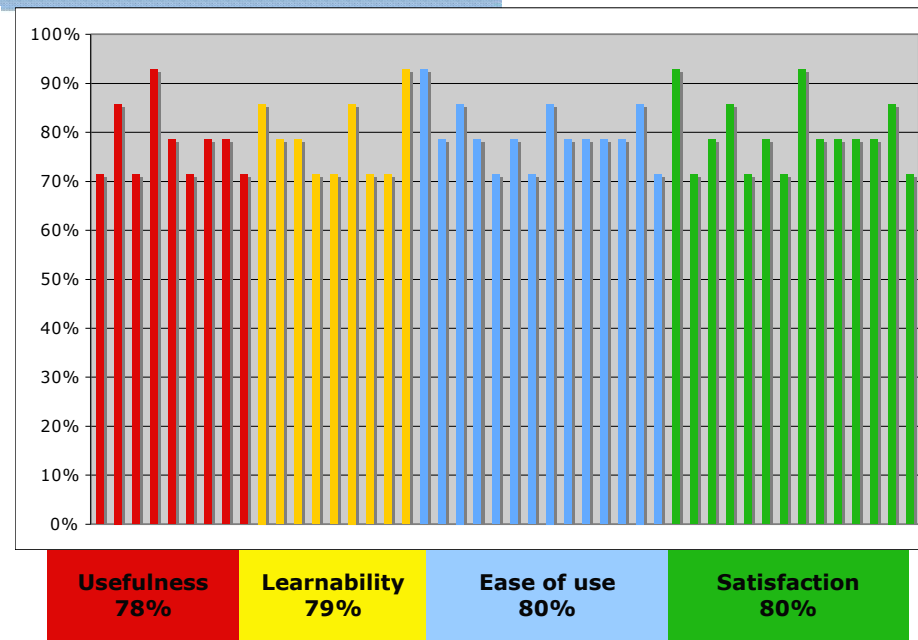
✓		+/-		✗
Perfect success:	Time:	Success after error:	Time:	Fail:
14%	100% (90sec.)	57%	273% (4min. 6sec.)	29%
Best/ Worst: 60 sec. / 2 min.		Best/ Worst: 2min. / 5min		
Panel: 14 testers - Ideal clics: 5+ -- Ideal Time: 90 sec. -- Understanding of the scenario: ok				



Measuring International Customer Experience



Germany



Spain

Some Lessons Learned

- *The rest of the world = most of the world*
- Global content management = holistic approach to cover the whole content life cycle
- Content strategy = right combination of people, processes and tools to meet business requirements
- Content tactics = near-term qualitative achievements (“quick wins”) and medium-term quantitative results
- Globalization efficiency = unified approach and framework
- Customer experience = senior management buy-in, measured usability and confirmed acceptance
- First steps and priorities = people and processes first, technology second
- Keep it simple without oversimplification !

Thank You!

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