

## GNWEB

The article is instantly published on the website in the proper section along with all the proper story elements.

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By using GNWeb, GN3/GN4 users publish to the web as easily and seamlessly as publishing to print. GNWeb's One-Click-to-Web feature instantly publishes any article with the correct graphics, headlines, byline, body copy, metadata and electronic content. Newspapers using GNWeb are able to continuously update fast breaking stories and keep readers returning to their website to view those updates.

Integrated with the article-based GN3/GN4 content management system, GNWeb selects only those article components that are slated for a particular website. When the article is published it appears in the correct section and subsection of the website, properly formatted and ready for viewing. Other than clicking once, no manual, special or scheduled processing is necessary.

The article-based content management allows the publisher to define an article structure as part of system configuration, rather than through customisation. Through system configuration, the publisher can specify a presentation destination for each story element. For example, a headline may be marked as being for a particular website, print title or other channel, or some combination of title and media. An article can contain electronic-media items such as audio, video, flash, polls, metadata, geocoding and of course, hyperlinks.

At anytime, an appropriately privileged user can send an article direct to the web with a single mouse click.

Conversely, GNWeb supports Web-to-Print. Content acquired or created on the web, through GNPortal - content ingestion engine - or GNWeb's web-based content creation and editing tools, is completely accessible to print because the content becomes stored in the GN3/GN4 content management database.

Among the many, GNWeb built-in modules are Forums, Blogs, Image Galleries, On-line forms, Polling, Reader contribution support and Geomapping.

GNWeb's browser-based administration is comprised of Content Manager which is the GNWeb-specific interface for content editing and Site Commander which provides both an editing, pagepreview, live web view, unstructured and structured content editing.

GNWeb provides complete website management with such features as versioning, content-locking and web analytics.

When matched with GNPortal, content can be acquired, validated, processed, and added to the production workflow stream automatically.

In use, GNWeb together with GN3/GN4's article-based content management means that a website is one more content distribution channel, like the printed edition of the newspaper - only instantly.

### Here's how it works:

GN3/GN4's article-based content organisation allows the publisher to define the elements that comprise an article as part of system configuration. For example, a publisher may define multiple headlines and assign each headline to a title or website (or multiple titles and websites).

Workflows proceed the same, independently of where the content will be published. When it is time to publish, the correct story elements are sent to the channel, whether electronic, such as the web or a mobile device, or a traditional printed channel.

The GN3/GN4 workflow is completely media neutral.

When an article is ready to be published on a website, a suitably authorised user clicks once and the article is instantly published on the website in the proper section with all the proper story elements.

Content collected through the website or developed using GNWeb's web-specific editing tools becomes part of the GN3/GN4 content management database where it may be published through any channel.

### At a glance

- Complete integration with GN3/GN4 and GN4 Media Neutral Content Management
- One-Click-to-Web instant web publishing GN3/GN4 Article-based Content Management means that the GN Web is just one more, completely supported channel
- Web-to-Print – Content produced or gathered on the web becomes standard GN3/GN4 content to be published on any channel
- Forums, Blogs, Image Galleries, On-line forms, Polling, Commerce, User-Generated and Geomapping
- Article-based Content Management provides support for content driven ad presentation
- Complete user-based security
- Multi-site support
- Browser-based Administration

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