

# Creating Intelligent Content: Apex Metadata

## Libraries, publishers, and media companies have a rapidly growing need for their content assets to be searchable and usable.

And more than ever, companies are using metadata to help connect the dots between content and people, leading to intelligent content that yields increased engagement and monetization.

Metadata is key to content engagement and digital publishing. Descriptive information that is tied through metadata to your content assets needs to accurately describe your publication, photograph, or media object in a way that creates a connection with the appropriate audience. It also needs to be effective for whatever level of commerce you are looking to address: the data you append should help you track and analyze what you need for your business.

**As you add metadata to one of your most valuable assets — your content — how do you ensure that you are adding data of the highest quality and are doing it accurately?**

## Trust Your Metadata to the Experts

Apex CoVantage has been at the forefront of metadata services for more than 25 years, specializing in the creation of semi-automated production processes that utilize the processing power of technology and the insight and creativity of the human mind to produce the best solutions for clients. From transcribing existing metadata from analog to digital, to defining complete taxonomies from scratch, Apex has transformed the world's leading publishers, libraries, and media companies with our metadata services. With more than 2,000 dedicated employees, Apex is capable of scaling rapidly to manage global projects of all types and sizes, ensuring customer assets are made accessible quickly and accurately.



## Maximize the Value of Your Content



**Publishers:** Apex can create full text XML and integrate its use into your publishing workflow. Ensure that rights, copyright information, and other pertinent information are included in the most intelligent way in each of your titles.



**Libraries:** Preserve your most valuable assets — digitize, enrich, catalogue, and archive your special collections by adding metadata. Learn how descriptive metadata can make your content open and accessible for today and the future.



**Media companies:** Metadata can help you monetize your collections. Adding the most accurate metadata allows you to license — and derive revenue from — your images, audio, video, historic publications, and more.

## Results

- **Monticello:** Apex transcribed all of Thomas Jefferson's personal correspondence at Monticello, making it accessible for the world's research community.
- **State Library of New South Wales:** Hundreds of thousands of pages of personal diaries from Australian servicemen and women, chronicling their service throughout World War I, were transcribed, digitized, and tagged with rich metadata. They are all now fully searchable and accessible online for public viewing.
- **National Library of Medicine (NLM):** Apex partnered with NLM to create the backbone dataset for PubMedCentral. Apex digitized and created NLM XML for more than 6 million pages of historic medical journals and helped NLM/NIH pioneer the largest open access medical content collection in the world.
- **Major U.S. Publisher:** A photo collection that seemed only to be a cost center was made into a revenue generator as the company was able to leverage its collections and monetize them.



**100M**  
pages  
digitized



**10M**  
images tagged  
with metadata



Content & Media Solutions

### About Apex CoVantage

Apex is a leading supplier of metadata, data conversion, editorial, and content-enhancement services to publishers worldwide. By balancing leading technology and broad industry expertise, Apex delivers exceptional content and media solutions to its customers. Apex has been managing large-scale content projects for libraries, publishers, and media companies around the world for nearly 30 years.

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