



redesign of on-line strategy

discovering Spain through OpenCMS

OpenCMS days 2009

Tuesday, June 16th 2009

Pedro Antón & Pedro del Valle



00



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.

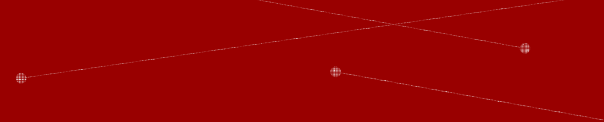
Its next commitment is the preparation, treatment and diffusion of the relevant information, not only for the promotion, but also to stimulate innovation in the sector and in every ways.



00. what does SEGITTUR do?

one of our projects ...



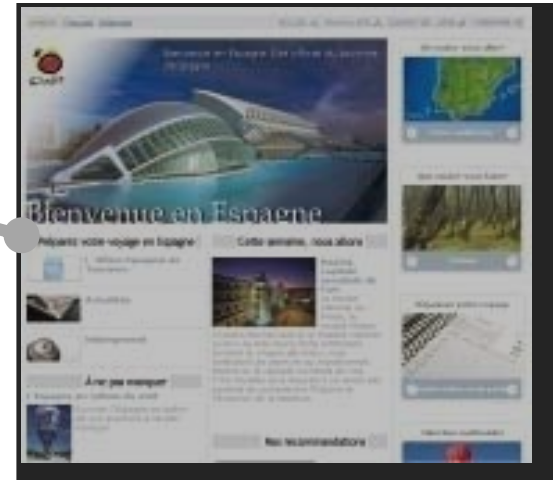


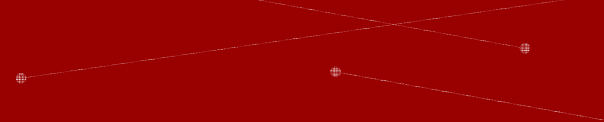
01



current situation

01. current situation



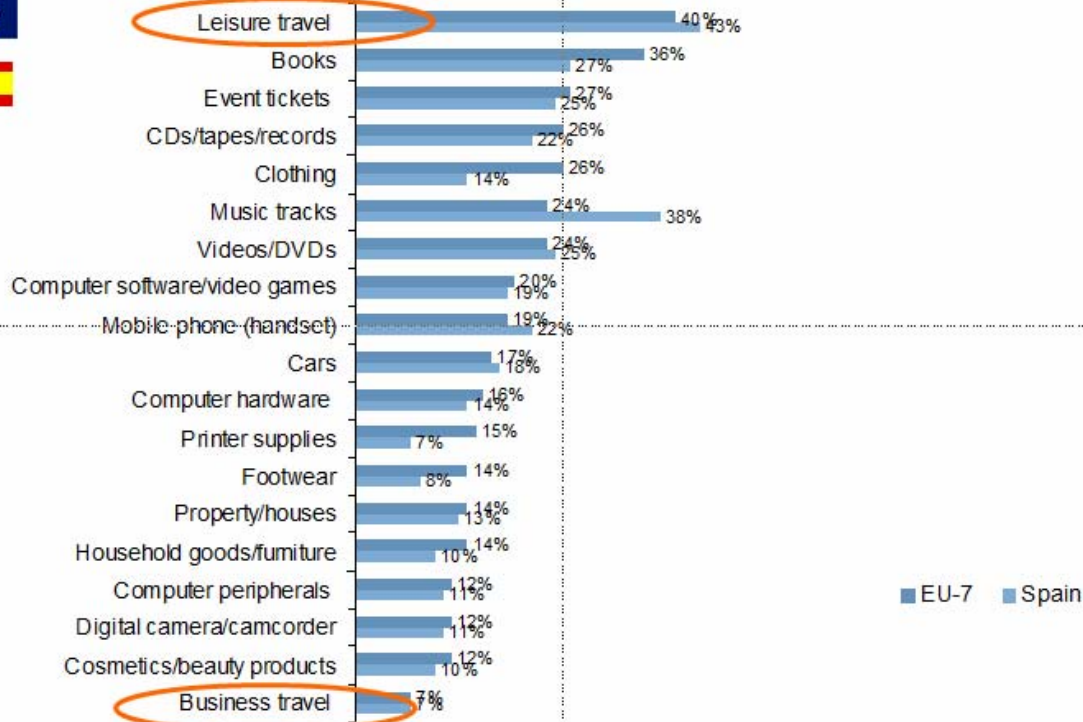


... but, what's happening in the world?

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?”



Base: 13,254 European online adults

Source: European Technographics® Benchmark Survey, Q2 2007

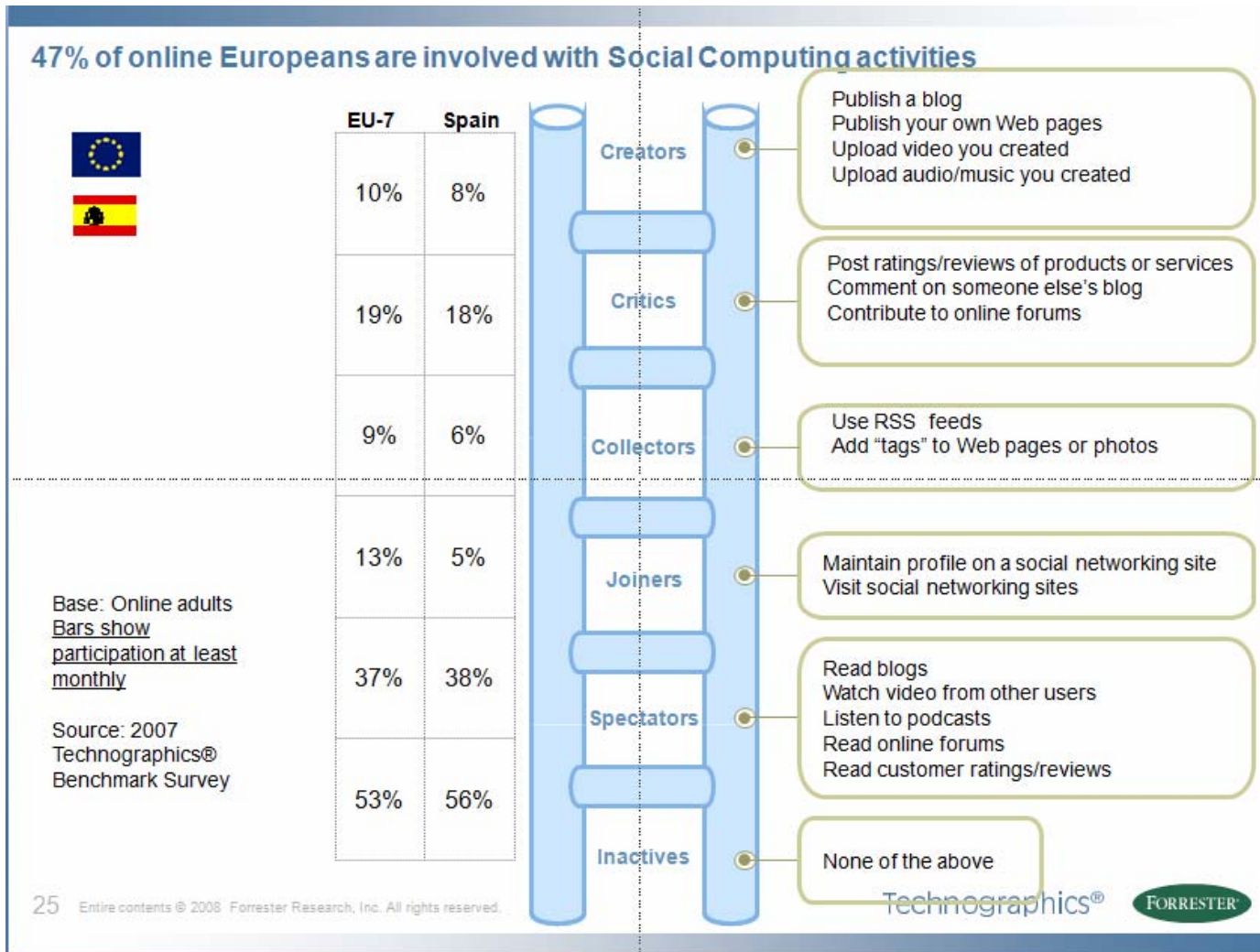
51

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Technographics®



01. current situation



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

Share of U.S. Core Search

	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
U.S.													
Google Sites	58.6%	58.4%	58.5%	59.2%	59.8%	61.6%	61.8%	61.5%	61.9%	63.3%	62.9%	63.1%	63.5%
Yahoo! Sites	22.4%	22.9%	22.2%	21.6%	21.3%	20.4%	20.6%	20.9%	20.5%	19.7%	20.2%	20.5%	20.4%
Microsoft Sites	9.8%	9.8%	9.8%	9.6%	9.4%	9.1%	8.5%	9.2%	8.9%	8.4%	8.5%	8.5%	8.3%
Ask Network	4.6%	4.3%	4.5%	4.6%	4.8%	4.6%	4.5%	4.3%	4.5%	4.3%	4.3%	4.2%	4.0%
AOL LLC	4.5%	4.6%	4.9%	4.9%	4.7%	4.3%	4.5%	4.1%	4.2%	4.3%	4.1%	3.7%	3.8%
TOTAL SHARES	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: comScore qSearch

Note: AOL LLC was included in Time Warner Network prior to January 2008.

U.S. Core Search Growth Rates (y/y)

	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08
U.S.													
Google Sites	39.6%	30.4%	36.9%	26.4%	29.7%	30.4%	28.4%	33.1%	33.2%	33.4%	38.6%	29.6%	32.3%
Yahoo! Sites	-5.6%	-3.8%	1.7%	-5.1%	-1.8%	-1.5%	-2.0%	4.7%	3.4%	0.4%	7.1%	7.7%	11.4%
Microsoft Sites	10.0%	7.9%	15.8%	9.4%	9.4%	14.2%	5.2%	-10.6%	-13.9%	-11.6%	3.0%	4.2%	3.2%
Ask Network	10.3%	4.7%	20.1%	12.6%	27.7%	23.7%	16.4%	11.8%	15.0%	15.7%	15.1%	7.9%	6.8%
AOL LLC	-6.1%	-5.0%	12.5%	8.0%	9.6%	-5.3%	11.0%	7.1%	14.3%	14.3%	18.9%	6.7%	2.5%
TOTAL CORE SEARCH	19.5%	15.4%	23.2%	14.8%	18.4%	18.8%	17.3%	18.9%	18.8%	19.0%	25.5%	20.1%	22.3%

Source: comScore

qSearch Note: AOL LLC was included in Time Warner Network prior to January 2008.

01. current situation

internauts don't like to change their own user experience

YouTube Broadcast Yourself™ Spain | English

Home Videos Channels Community

Search

Videos being watched right now...

Promoted Videos

Featured Videos

See More Featured Videos

Featured Most Viewed Most Discussed Top Favored

Kea, ¿el loro más listo del mundo? vea más en <http://buenrato.blogspot.com/>

Orquesta Sinfónica de You

La Web Imágenes Maps Noticias Video Correo Más

pedro.anton@spain.info | Mi perfil | Ayuda | Mi cuenta | Salir

Google Maps España

Buscar en mapa Mostrar opciones de búsqueda

Cómo llegar Mis mapas

Las obras maestras del museo del Prado en super alta resolución.

Definir ubicación predeterminada

Google Maps se ofrece en: [Catalan](#) [Basque](#) [Galician](#)

Examinar los mapas más populares

Madrid mirando al cielo

Hoteles chic en Sevilla

Madrid verde

Ver más mapas

Incluye tu negocio en Google Maps

Publica tus anuncios en Google Maps

La Web Imágenes Maps Noticias Video Correo Más

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Google Video BETA

Buscar video Búsqueda de videos avanzada Preferencias

La función SafeSearch moderada está

Buscar: todos los videos videos reproducibles en Google

Los más populares en blogs Los más compartidos Los más vistos Líderes

Videos populares

El Hormiguero - 12/01/09 - Will Smith - Entrevista - 2/2

07-16 - 12/01/2009 - ★★★★★ (260 puntuaciones)

Compartir Notificar problema Valoración: ★★★★★

Ver este video en youtube.com

Will Smith visita El Hormiguero para promocionar su última película "Siete Almas".

FERRARI F60 DEBUT MUGELLO

03-10 - ★★★★★

youtube.com

Trailer El Truco del Manco

01-41 - ★★★★★

youtube.com

Pocoyo - La flor musical

07-13 - ★★★★★

youtube.com

iGoogle

Buscar con Google Voy a tener suerte

Sugerida automática Preferencias de búsqueda Herramientas del idioma

Buscar en: la Web páginas en español páginas de España

Google es ofrecido en català

Página principal Analytics Spain info TIC

TwitterGadget

pedro_anton

140

Actualizado: 13/01/09 AM

sebasmarie1: ... reunión plan de auditoría y control interno 2009 ... (24 segundos ago from Ping.fm)

carlosgadlan: En K-Government Las lecciones de Obama <http://tinyurl.com/7732sd> (8 minutes ago from twitterfeed)

Jordimurgu: Mal divertit el Hands on Lab (HOL) de Seguratat que ahir ens

Administraciones en Red

- consultas europeas a la ciudadanía
- ¿Para qué necesita el ROE un código de verificación electrónica?
- ¿Para qué debería servir la página web del Parlamento?

Blog de Marc Vidal [es]

- NO ES GRATIS
- EL VIRUS DE LA DEFLACION
- OBAMA SUSTITUYE A BALTASAR

governance

- Televisión: Audiencia -> Influencia -> Resultados
- Tolerancia
- Ciudad

ipublic@

- ¿Por qué tanto bombe al Plan E?
- ¿Dónde se esconde el funcionario web en la Administración?
- Políticos 2.0 ¿oportunistas o conexión?

K-Government

- Noticias en Ocaso DonDolice (7,12 de años)

InfoRotatón 3.0

- Alberto Núñez Feijóo: No me enlaces que llevo chancas
- Aznar entra en campaña en Chile
- Hoy en La Vanguardia: La política se resiste al blog

Senior Manager

- La recolocación ¿ha encontrado su momento?
- Está comprobado: emprender no es sinónimo de éxito
- 3 millones de desempleados y subvendo

Sociedad Conectada, Voz y Voto

- Plan Avanza segunda fase
- Corrupción y competitividad
- La innovación y la tecnología en el sexo

Sociedad en Red - sociedadenred.info

- Más marketing político: Plan E
- E-lack
- El ROE en Internet

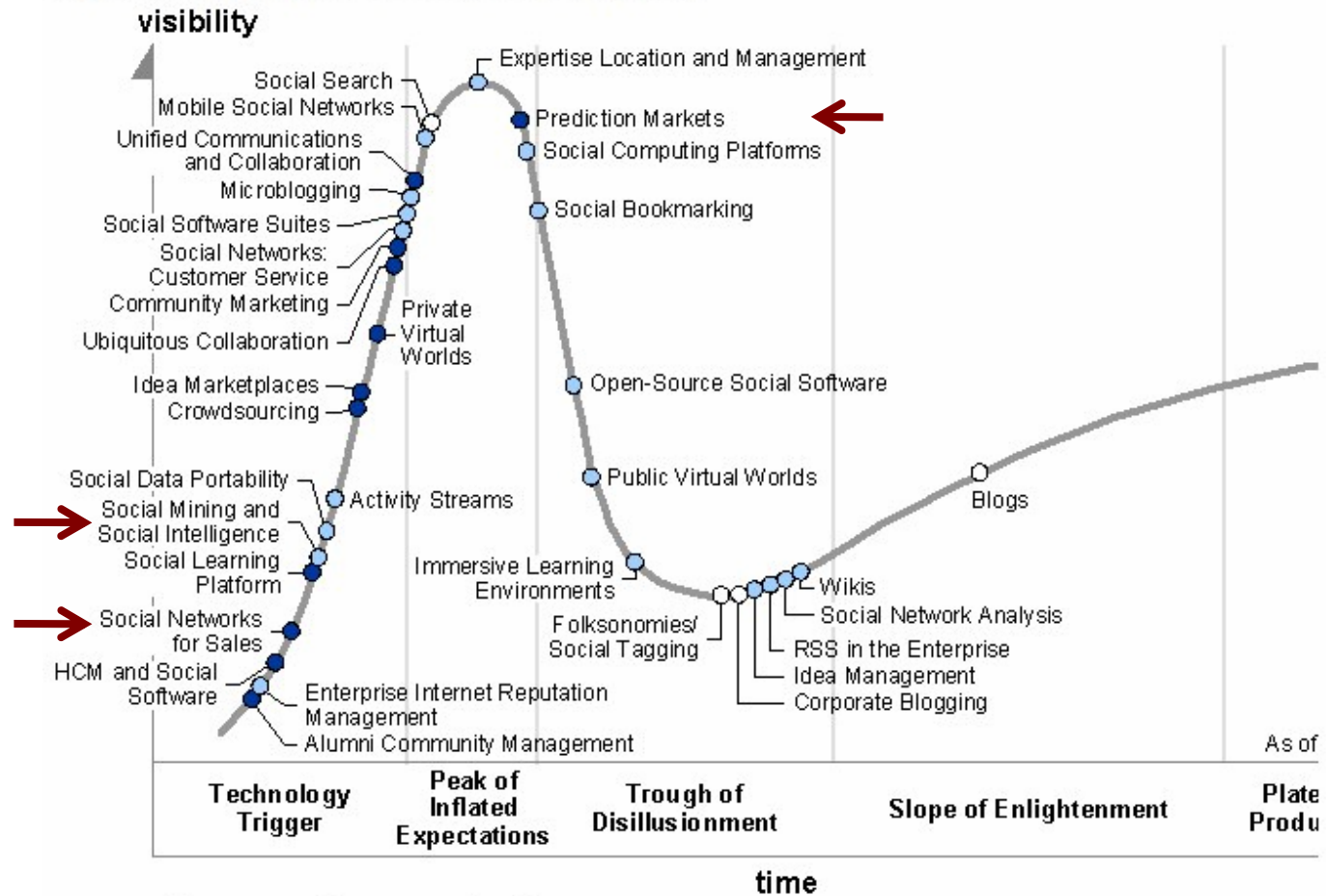
Proyectos Personas Pasiones

- Premios al esfuerzo personal 2008
- Empresas a lo Hollywood

Explorar más videos >

01. current situation

Figure 1. Hype Cycle for Social Software, 2008





02



the project

02. the project



02. the project

to send the information where people expect it

02. the project

one information system;
many products

02. the project

pedro.anton@spain.info | [Ubicaciones guardadas](#) | [Ayuda](#) | [Mi cuenta](#) | [Salir](#)

Google Maps España BETA

p. ej., "avenida de galicia, oviedo" o "bar de tapas en barcelona"

Buscar en mapa

Buscar en el mapa Buscar negocios Cómo llegar

Resultados Mis mapas

Imprimir Enviar email Enlazar con esta página

Mapa Satélite Híbrido

Where to go?

Coasts

What to do?

Great routes

Plan your trip

When to go?

Multimedia highlights

Features

Parador de Granada

A los pies de Sierra Nevada, entre los ríos Darro y Genil, se extiende una de las ciudades más interesantes de la Andalucía Oriental. El impresionante legado andalusí se suma a joyas arquitectónicas del Renacimiento y a las más modernas instalaciones propias del siglo XXI.

El hecho de ser la última ciudad reconquistada por los Reyes Católicos en 1492 dota a Granada de un inconfundible aroma árabe. Su gastronomía, artesanía y urbanismo se ven determinados por su glorioso pasado histórico. Fuentes, miradores y Cármenes, las viviendas rodeadas de jardines características de esta ciudad, contribuyen a crear rincones inolvidables. No en vano, uno de sus viejos barrios, el Albaicín, es Patrimonio de la Humanidad junto con La Alhambra y el Generalife. Importante centro cultural durante largos siglos, tanto durante el gobierno musulmán como el cristiano, actualmente goza de una envidiable agenda cultural y de ocio. Ciclos y festivales de cine, música o teatro se complementan con exposiciones permanentes e itinerantes que abarcan todos los ámbitos del saber. Antiguos palacios renacentistas acogen seminarios, conferencias y coloquios, mientras que las más innovadoras infraestructuras están preparadas para los grandes eventos.

www.spain.info

©2007 Google. Datos de mapa ©2007 Tele Atlas, AND - Términos de uso

02. the project



The screenshot shows a web browser window displaying the YouTube channel page for 'Spain'. The browser's address bar shows the URL 'http://es.youtube.com/spain'. The YouTube interface includes the logo, navigation links like 'Español', 'Videos', 'Canales', 'Comunidad', and 'Subir', and a search bar. The main content area features a video player with a thumbnail showing the 'in sight' logo and the text 'España: un mundo de sensaciones'. Below the video player, there are sections for 'Listas de reproducción' (Playlists) with categories like 'Arte y Cultura' and 'Deporte y Naturaleza'. On the left side, there is a channel profile for 'Spain' with a 'Suscribir' (Subscribe) button, channel statistics (342 videos, 93 subscribers, 5119 reproducciones), and a description of the channel's content.

Arte y Cultura
Ciudades Patrimonio de la Humanidad



Español ▼

in words
.BETA buscar

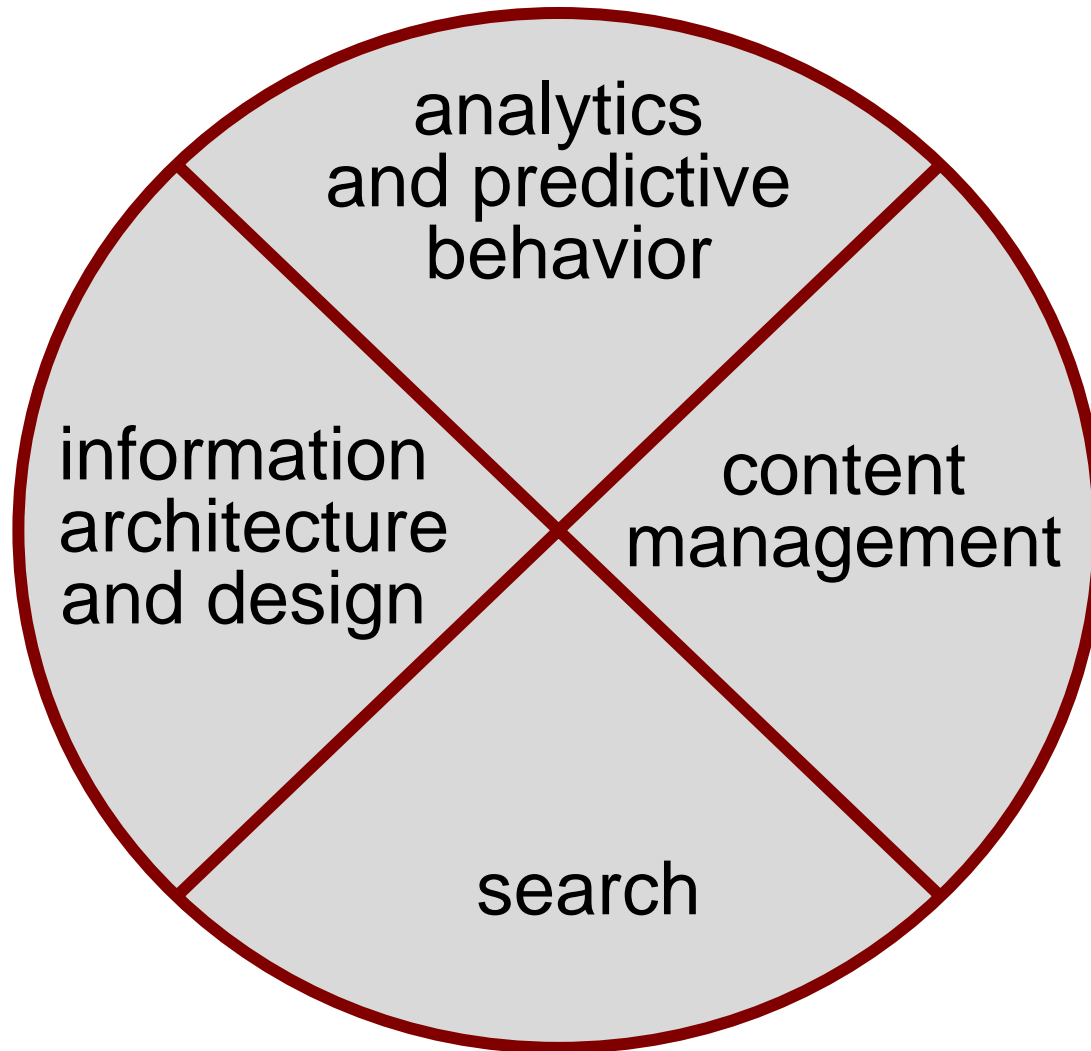
[Aviso legal](#) | [Condiciones de uso de la información](#) | Todos los derechos reservados. Turespaña © 2008

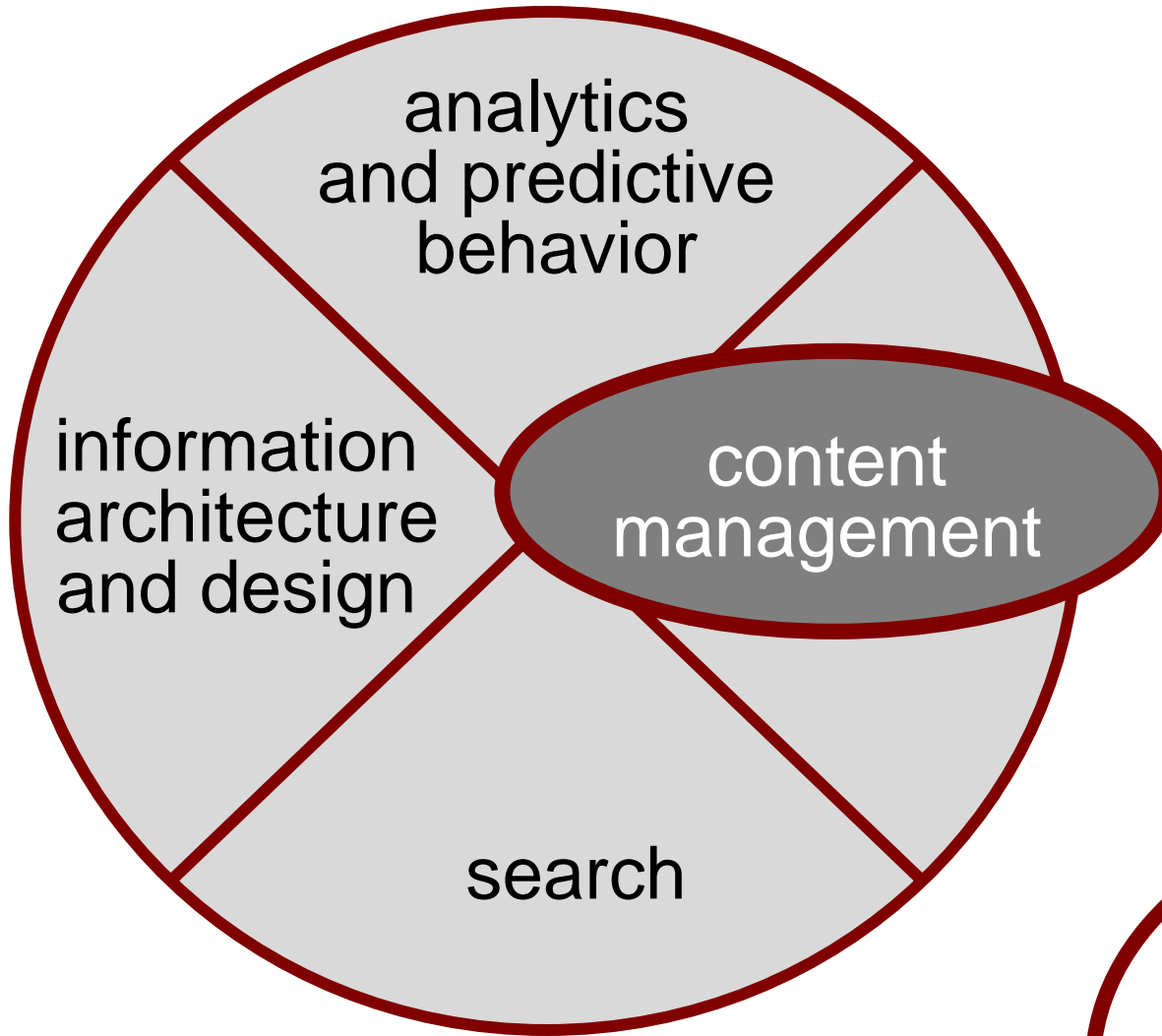
Portal gestionado por: Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas,
S.A. (SEGITTUR)



02. the project

... and of course a new and different portal...





spain.info

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.



spain.info

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:

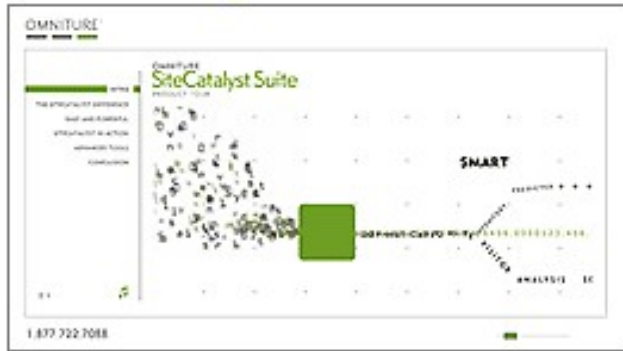
- It is a truly OpenSource software.
- It had several references in Spain.
- It is possible to make changes of core functionalities together with the developers of the product.

But how will OpenCms be working in this new initiative ?



spain.info V2

OMNITURE.
Test&Target.



Autonomy



Microsoft®
SQL Server

OpenCms

flickr®

You Tube

twitter



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

Idioma español X 📄

Identificación Localización Descripción Medio Ambiente Gestión Bookmarks Sociales

Soporte/Vistas: soporte-vistas: Seleccione una opción 📷

Nombre:

Dirección: ?

Código Postal: ?

Localización : Provincia: Vizcaya - Bizkaia

Municipio: Bilbao Cargar Combo

Localidad: Bilbao

País: España

Localización: Nombre :

Datos de contacto: Email: ?

Url: ?

Teléfono: ? 📷

Teléfono de reserva: 📷

Fax: ? 📷

Georreferenciación: Latitud: 43.260903734773699000

Longitud: -2.939657311047970100

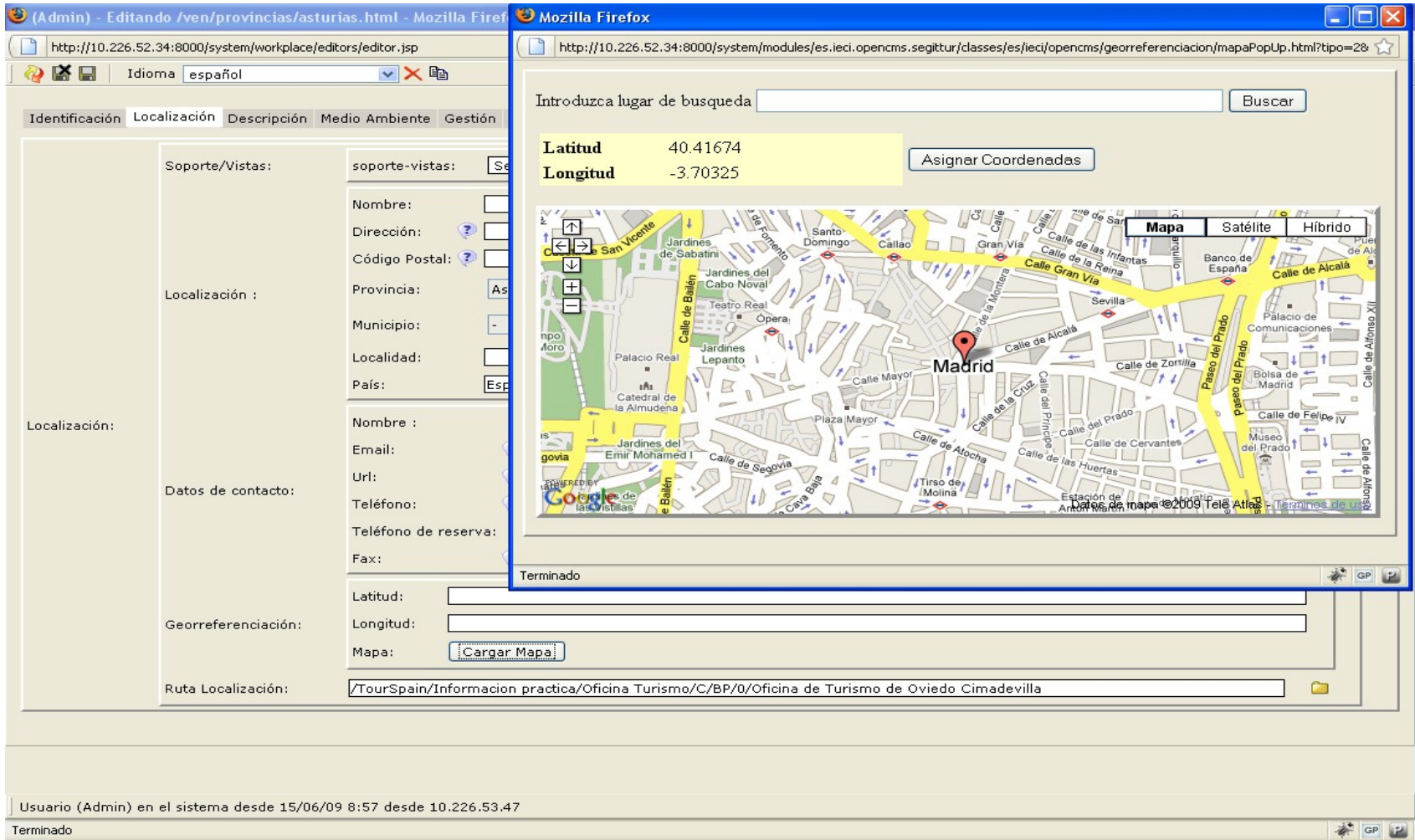
Mapa: Cargar Mapa

Ruta Localización: /TourSpain/Informacion practica/Oficina Turismo/T/UP/0/Oficina de Turismo de Bilbao Arenal 📁

Usuario (Admin) en el sistema desde 15/06/09 8:45 desde 10.226.53.98



Spain.info V2 managing different content sources



The screenshot shows a web application interface with a form on the left and a map popup window on the right.

Form Fields:

- Idioma: **español**
- Identificación: **Localización** (selected)
- Soporte/Vistas: soporte-vistas: Seleccionar
- Nombre:
- Dirección:
- Código Postal:
- Localización: Provincia: **As**
- Municipio:
- Localidad:
- País: **Esp**
- Nombre:
- Email:
- Url:
- Teléfono:
- Teléfono de reserva:
- Fax:
- Georreferenciación: Latitud:
- Longitud:
- Mapa:
- Ruta Localización:

Mapa Popup Window:

- Introduzca lugar de búsqueda:
- Buscar:
- Latitud: **40.41674**
- Longitud: **-3.70325**
- Asignar Coordenadas:
- Mapa: Mapa
- Satélite: Satélite
- Híbrido: Híbrido
- Mapa showing Madrid with a red location pin.

Footer: Usuario (Admin) en el sistema desde 15/06/09 8:57 desde 10.226.53.47



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

The screenshot shows a web-based form for managing content. At the top, there is a language dropdown menu set to 'English'. The form contains several input fields: 'Title:', 'KeyWords:', and 'Description:'. Below these is a large text area for the description. At the bottom, there is a 'File:' field with a file selection icon, and two fields for 'Width:' and 'Height:', each with a note: '(Click on the "New" button on the right side to activate this element)'. On the right side of the form, there are two circular icons, one red and one green, which are the 'New' buttons mentioned in the notes.

2. Metadata fields for video streaming content

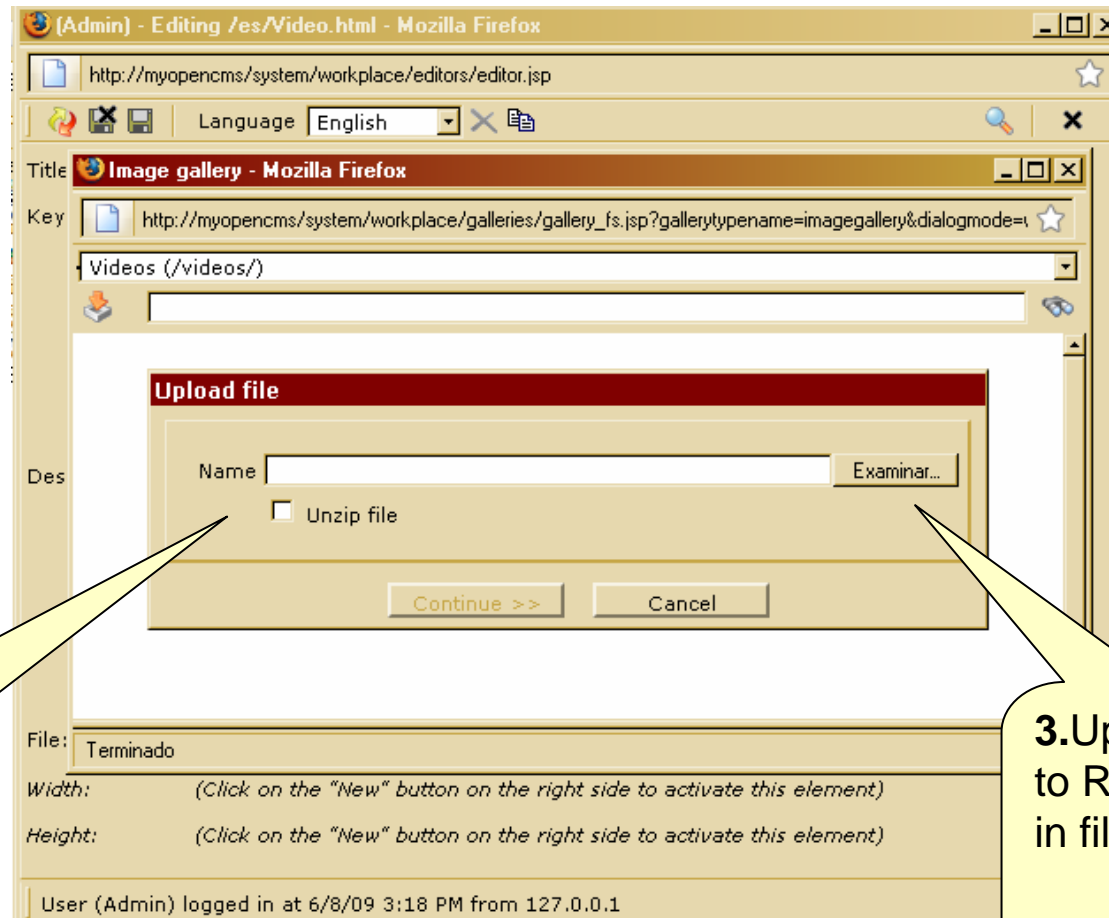
3. Widget for the video file

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

Presentacion

liquam et elit eget sem dignissim congue. In pede erat, bibendum vel, cursus quis, viverra ac, sem. Nam vel urna nec turpis egestas bibendum. Curabitur eget odio nec lorem laoreet ultrices. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque a elit. Duis semper turpis non tellus. Nunc feugiat.



3. Video player developed in Flash, embedded in HTML

4. Flash player and video streaming served from Red5 at runtime

¿Qué puedo encontrar en la zona?

liquam et elit eget sem dignissim congue. In pede erat, bibendum vel, cursus quis, viverra ac, sem. Nam vel u turpis egestas bibendum. Curabitur eget odio nec lorem laoreet ultrices. Lorem ipsum dolor sit amet, cons adipiscing elit. Quisque a elit. Duis semper turpis non tellus. Nunc feugiat.

Ciudadaes del vino

liquam et elit eget sem dignissim congue. In pede erat, bibendum vel, cursus quis, viverra ac, sem. Nam vel u turpis egestas bibendum. Curabitur eget odio nec lorem laoreet ultrices. Lorem ipsum dolor sit amet, cons adipiscing elit. Quisque a elit. Duis semper turpis non tellus. Nunc feugiat.



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 other.
- 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.

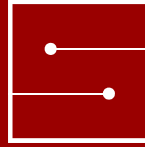




Thank you

Questions





SEGITTUR
turismo e innovación