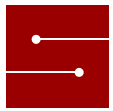


SEGITTUR
turismo e innovación

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?

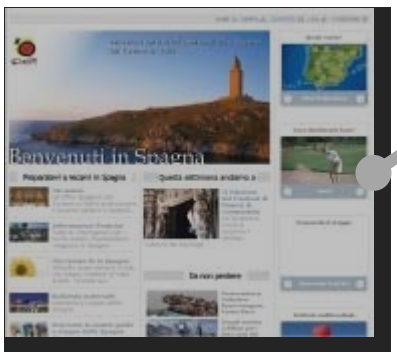
one of our projects …

Spain tourism: Spain tourist info for your travel to Spain. - Mozilla Firefox
Archivo Editar Ver Historial Marcadores Herramientas Ayuda
http://www.spain.info/
Language: Select language
Country: Select country
Home | Site Map | Contact | Links | About us
Landscape in Guipúzcoa
The official website for tourism in Spain
Welcome to Spain
What are you looking for?
Search
Advanced search
Where to go?
What to do?
Plan your trip
Multimedia highlights
This week we 're going ...
Cordoba, history at every step
The narrow, whitewashed streets of Cordoba open the door onto all the splendour of the Moorish period in Spain. Choose your own route to explore the old town of this city in Andalusia and you will see why it has been designated World Heritage by UNESCO. You will find art, beauty and culture at every step, set around a unique, stunning monument: the magnificent Great Mosque.
More information
Get ready for a trip to Spain
Book your accommodation on-line
Receive our newsletter
Get organised for your trip using the travelogue
Plan your routes in Spain
Check the weather in Spain
Terminado

01

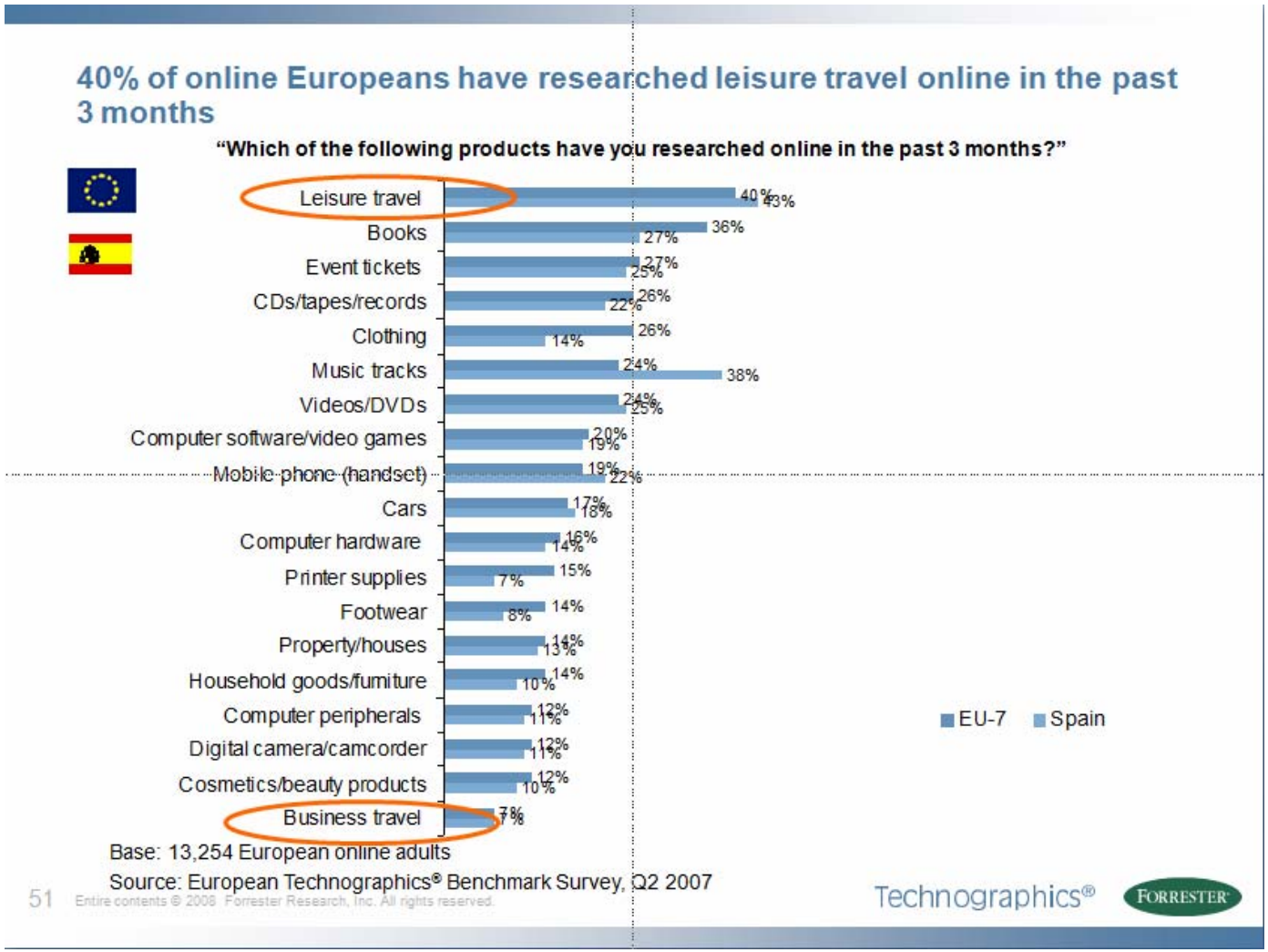
current situation

01. current situation

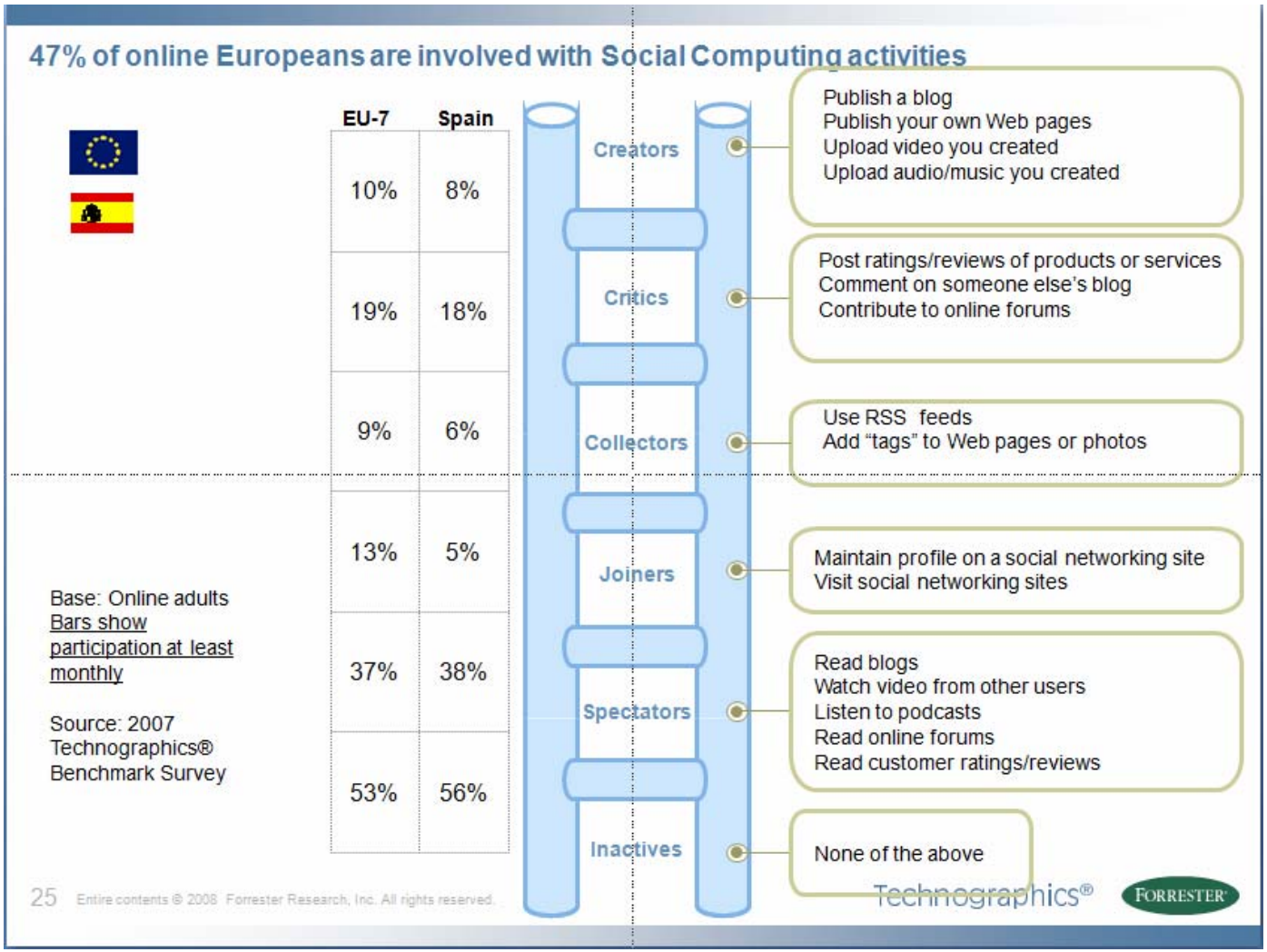


… but, what’s happening in the world?

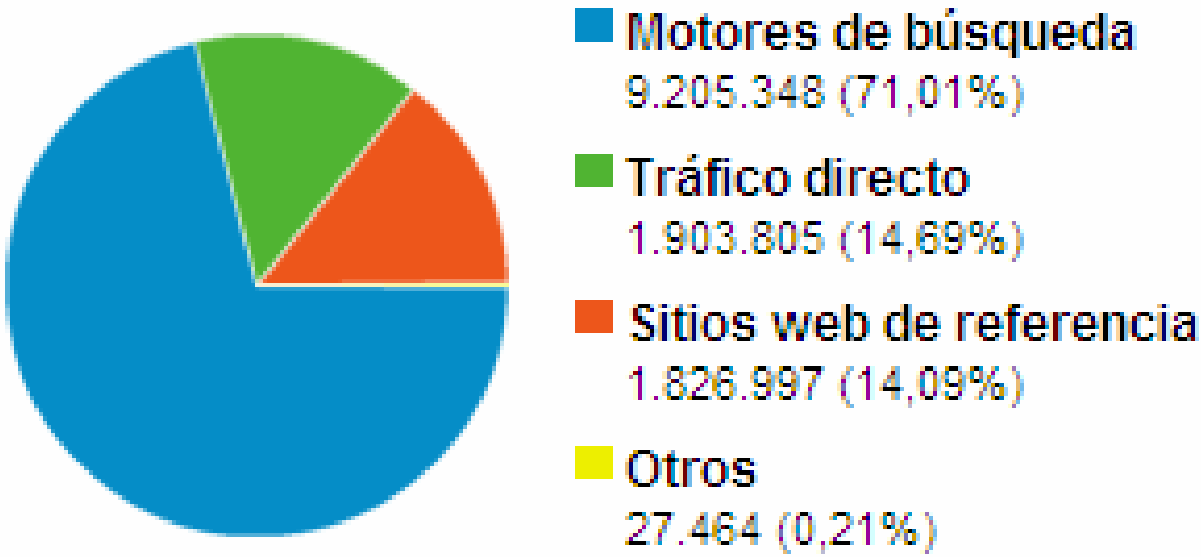
01. current situation



01. current situation



01. current situation



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.

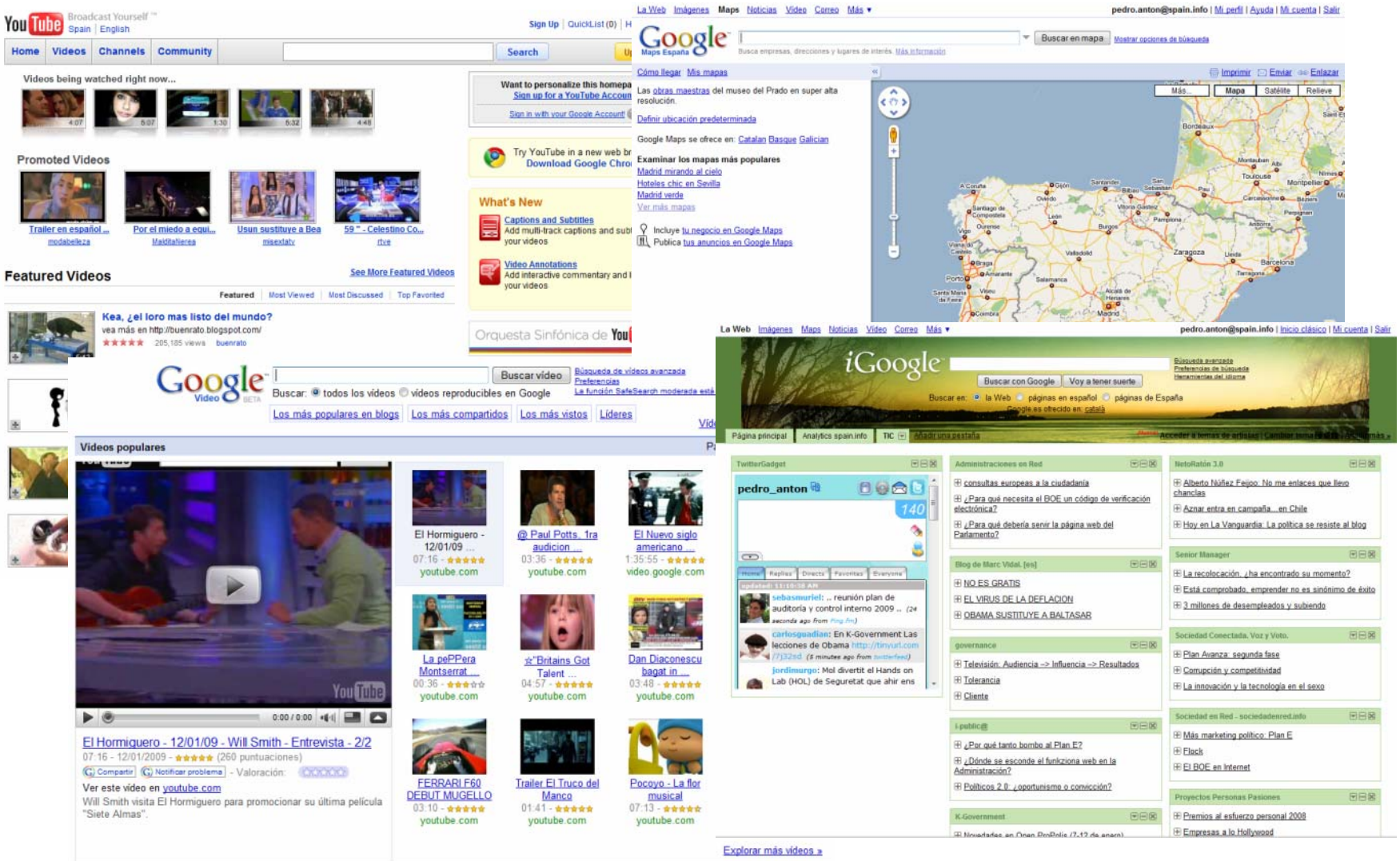
U.S. Core Search Growth Rates (y/y)

	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.

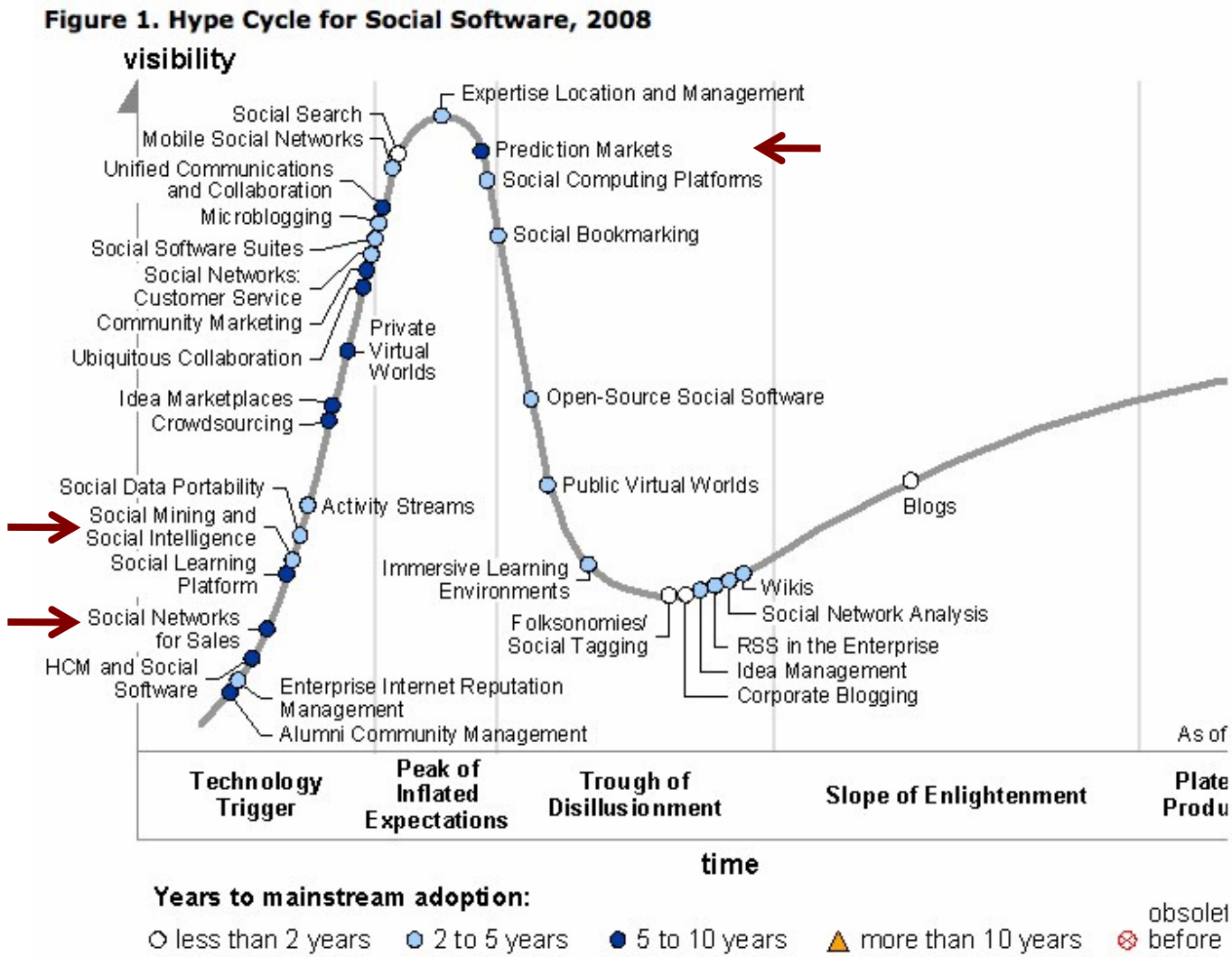
01. current situation

internauts don't like to change
their own user experience



01. current situation

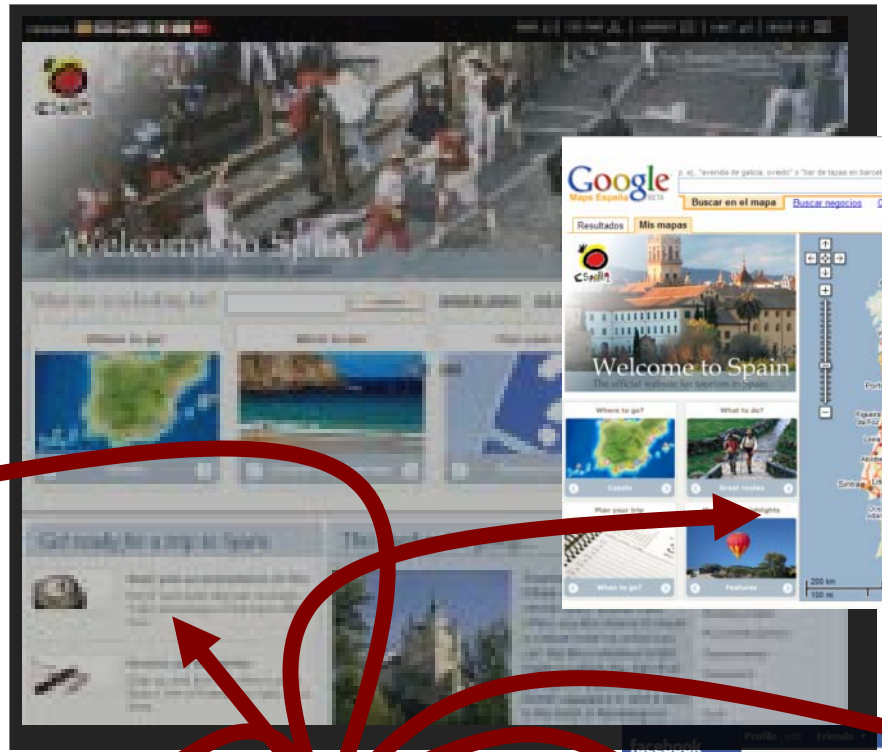
ads will be information

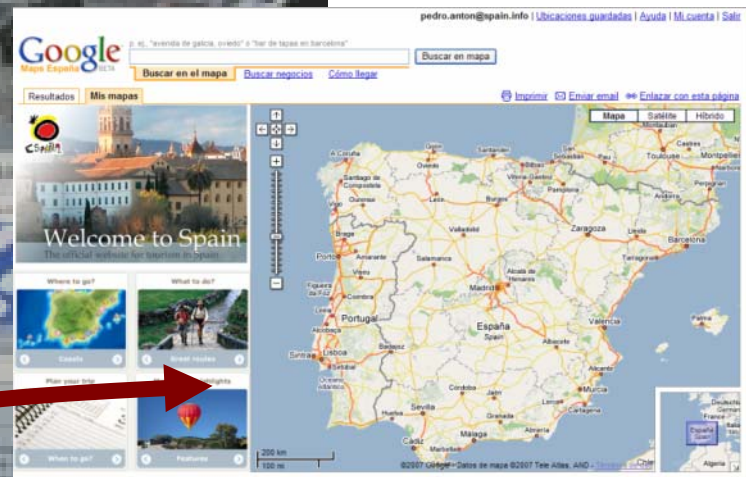


02

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

Arte y Cultura

Ciudades Patrimonio de la Humanidad

Spain in sight. TV channel all right registred /// visit www.spain.info - Videos in youtube

in words

http://www.spaininwords.com/

Español

in words .BETA

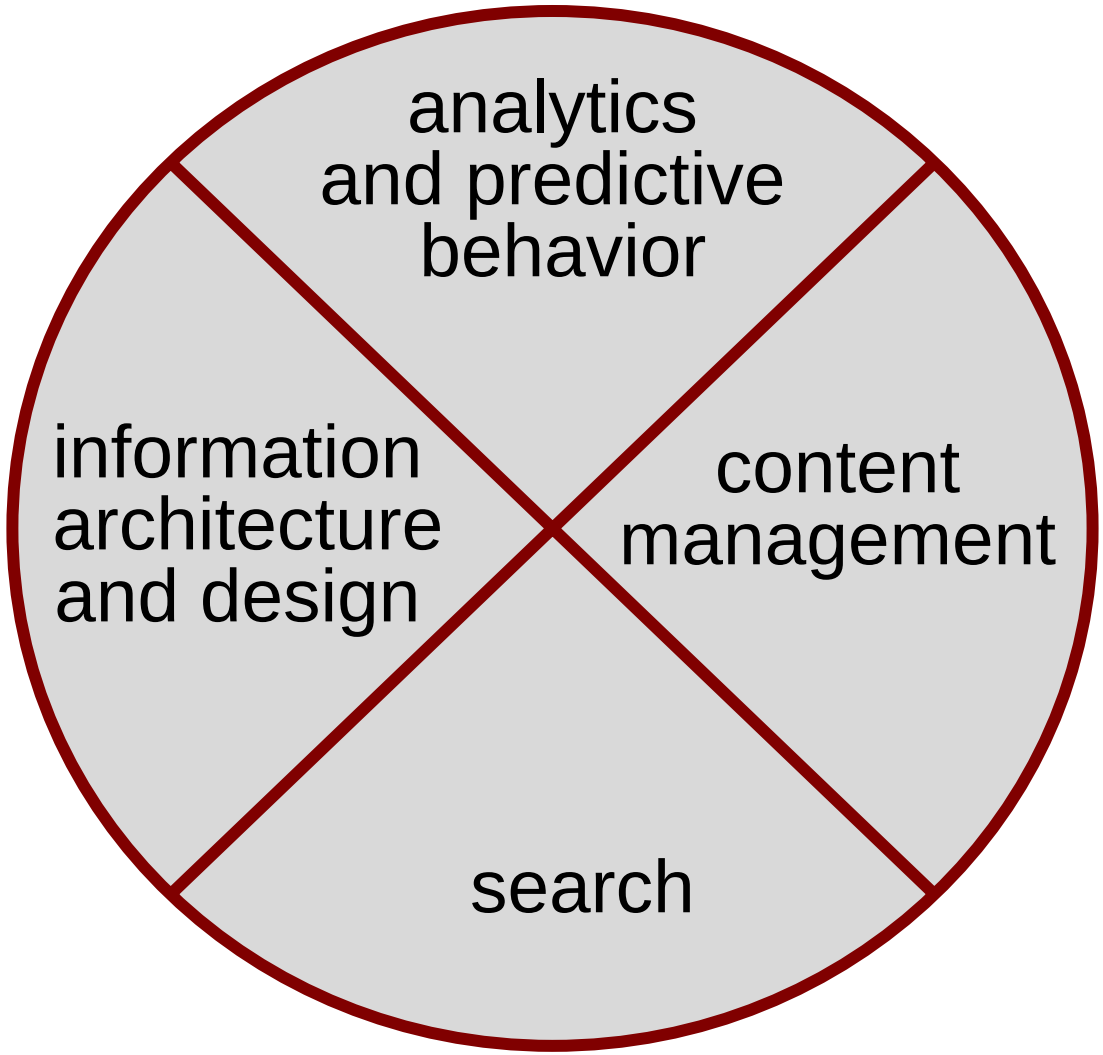
buscar

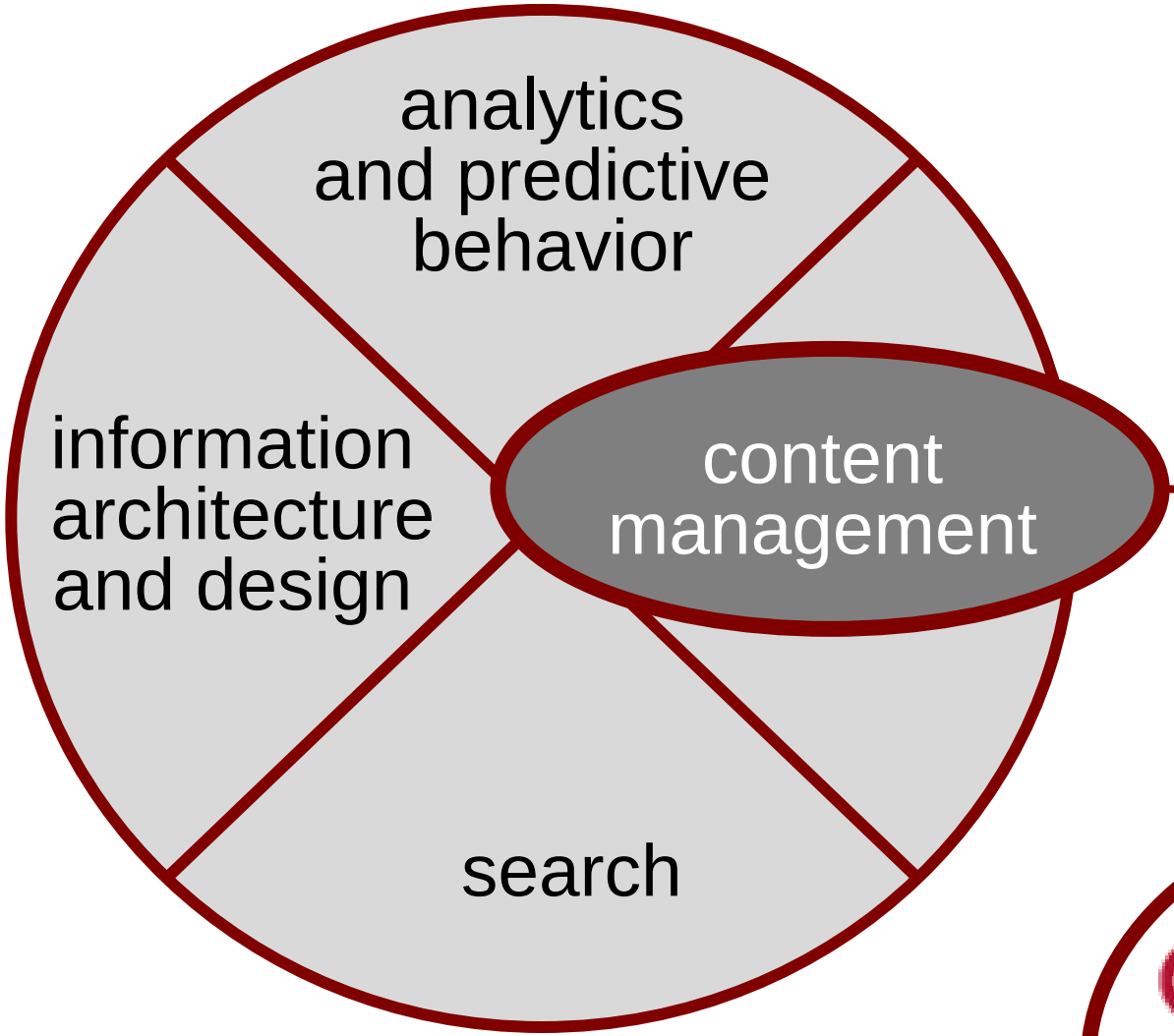
Aviso legal | Condiciones de uso de la información | Todos los derechos reservados. Turespaña © 2008

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…


analytics
and predictive
behavior
content
management
search
information
architecture
and design



OpenCms

INFORMÁTICA
El Corte Inglés

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:

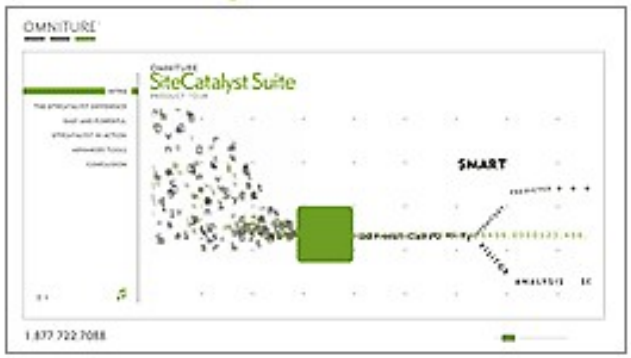
- It is a truly OpenSource software.
- It had several references in Spain.
- It is possible to make changes of core functionalities together with the developers of the product.

But how will OpenCms be working in this new initiative ?

spain.info V2

OMNITURE.
Test&Target

OMNITURE.
SiteCatalyst



Autonomy

Microsoft®
SQL Server

OpenCms

flickr

twitter

YouTube

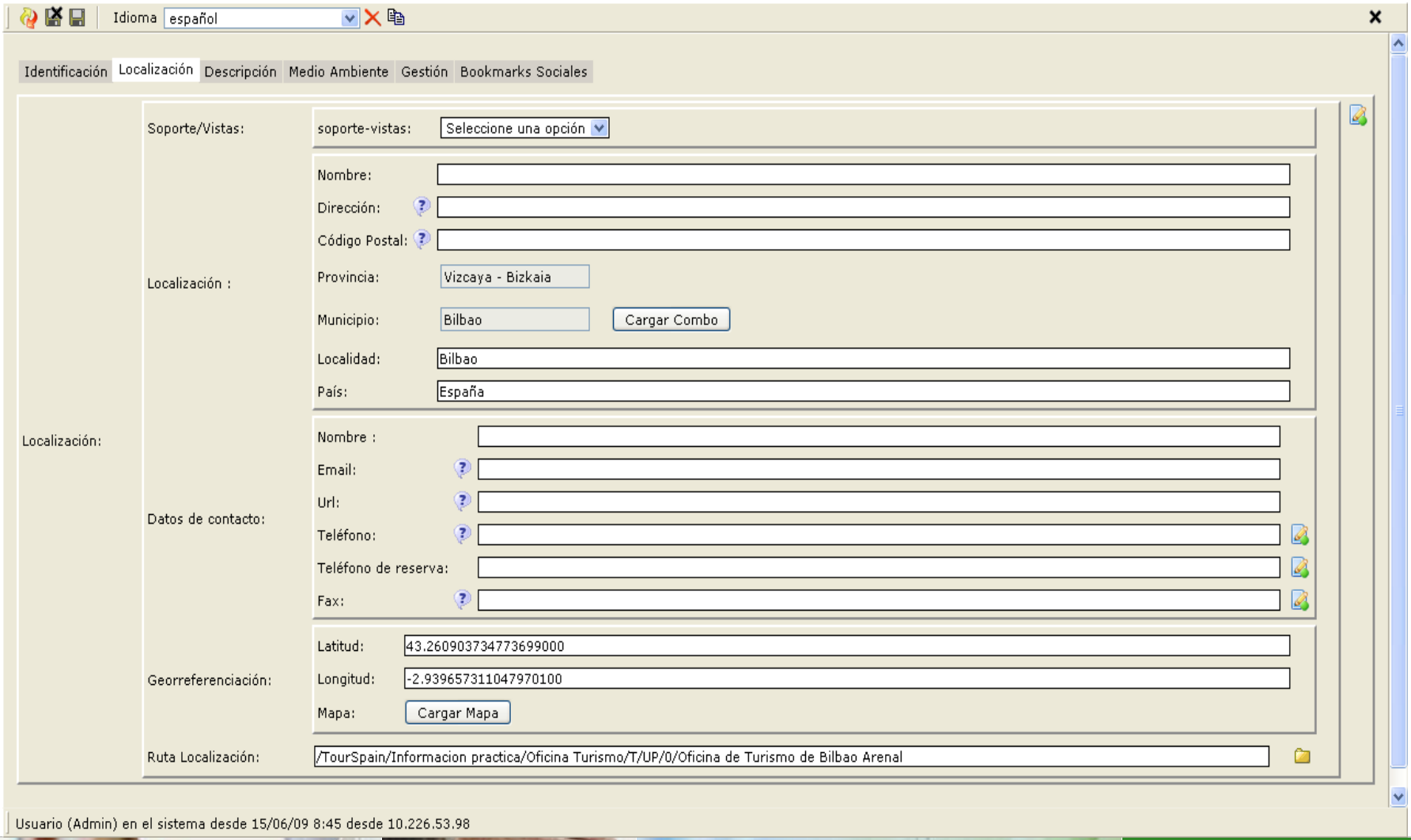
INFORMÁTICA
El Corte Inglés

Spain.info V2 : differences

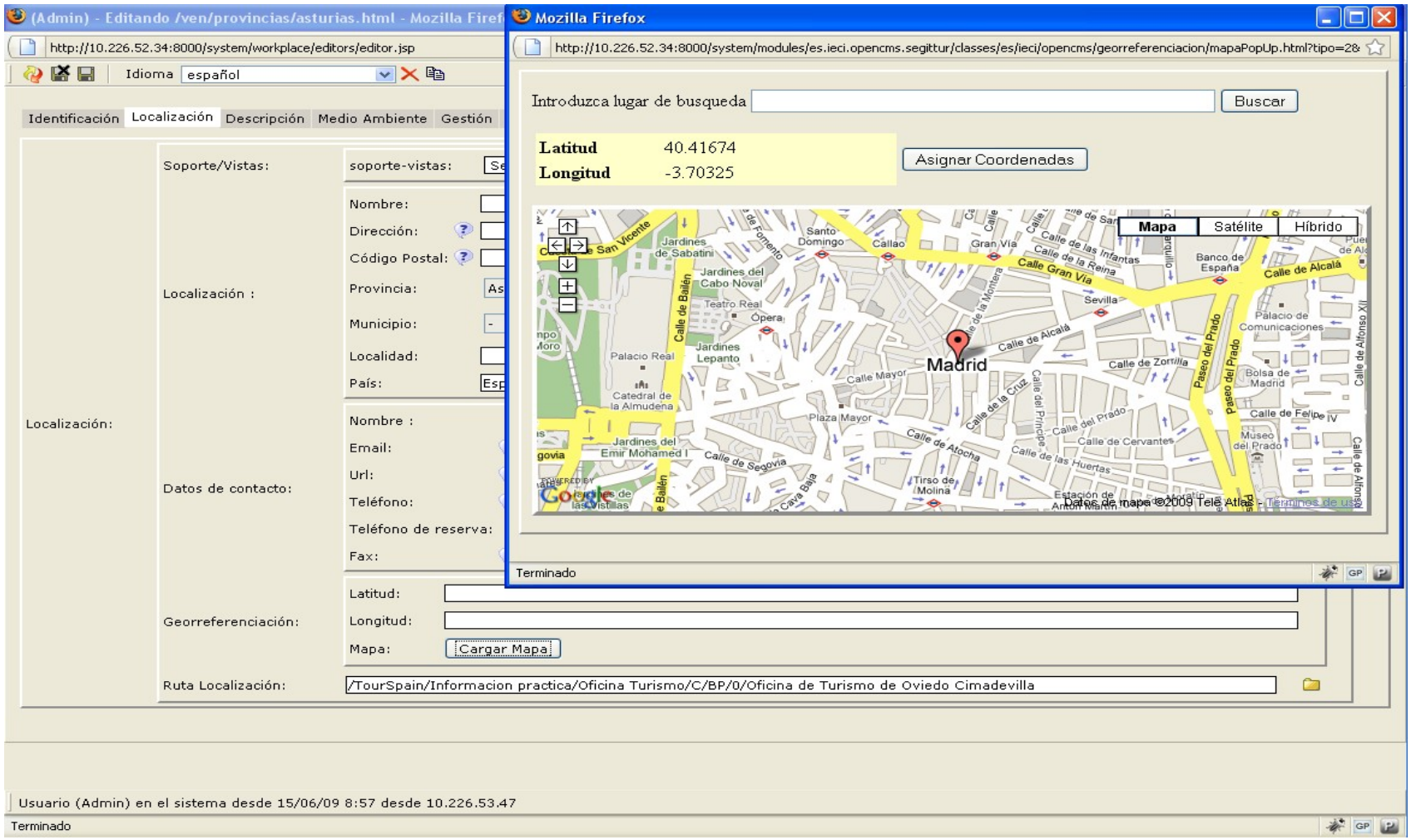
The next version of spain.info has some “small” differences with what can be a usual OpenCms project:

- 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

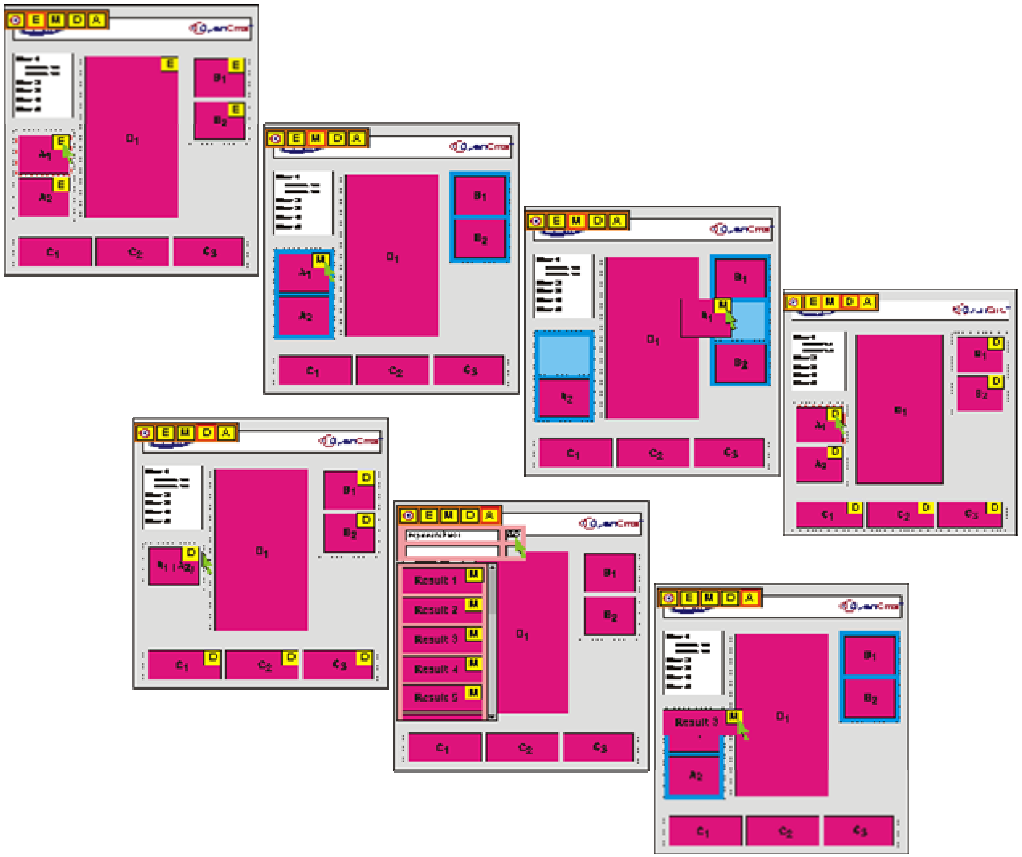


Spain.info V2 managing different content sources



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 comunity

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 :

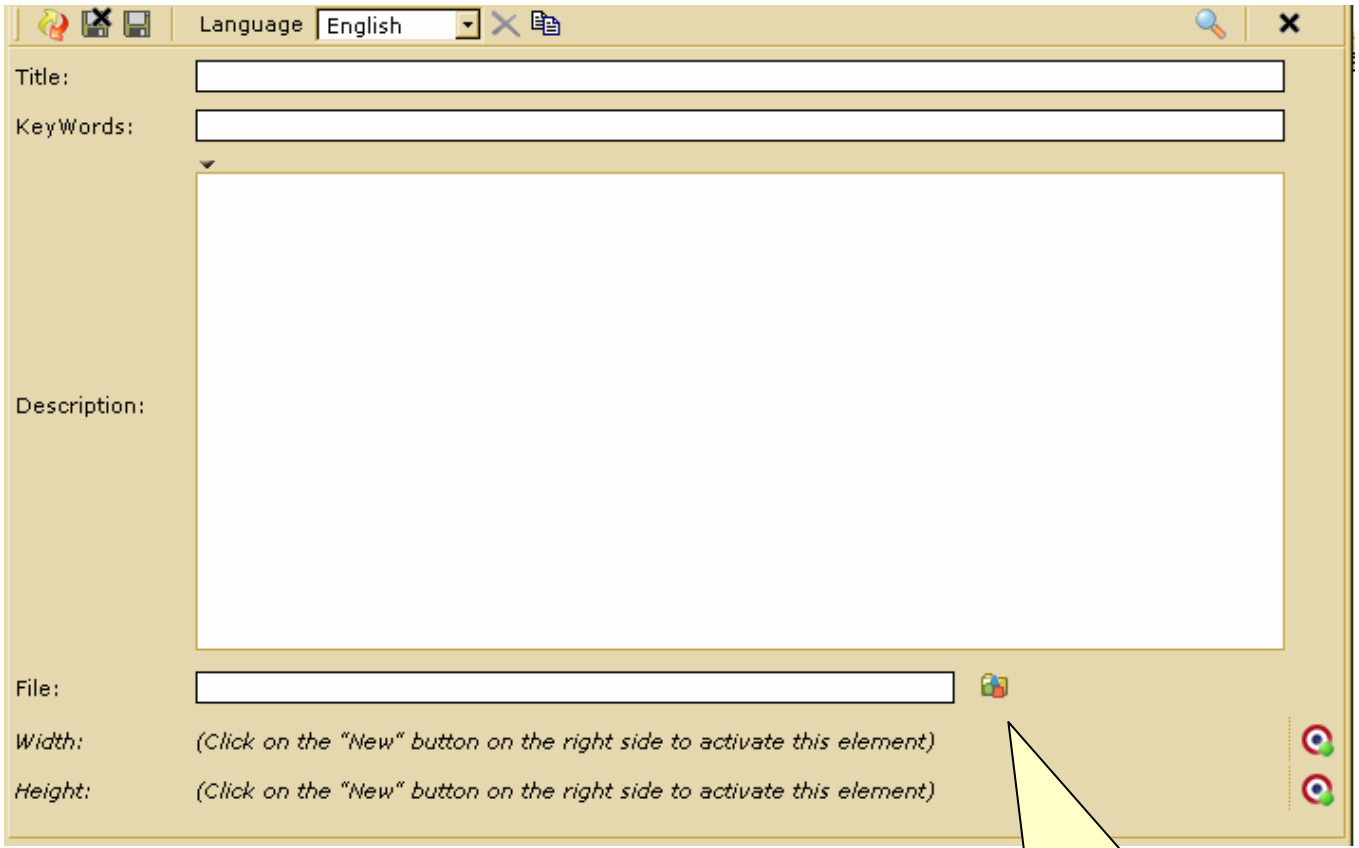
- Audio and video files are huge:
  - Typical sizes of media content:
    - From 3MB to 6MB for audio files
    - From 5MB to 40MB for video files depending on quality and length
- Database sizes grow, and maintenance gets difficult.

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

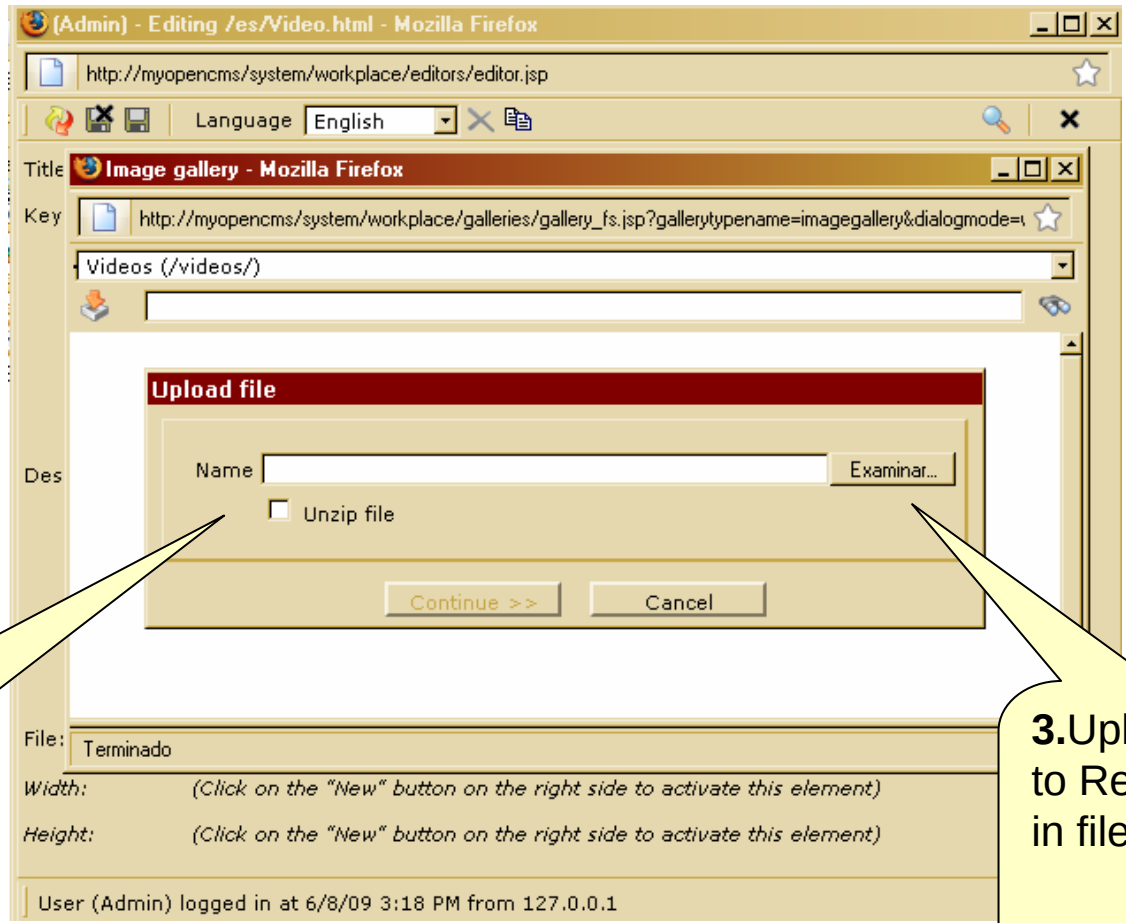


2.Metadata fields for video streaming content

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.

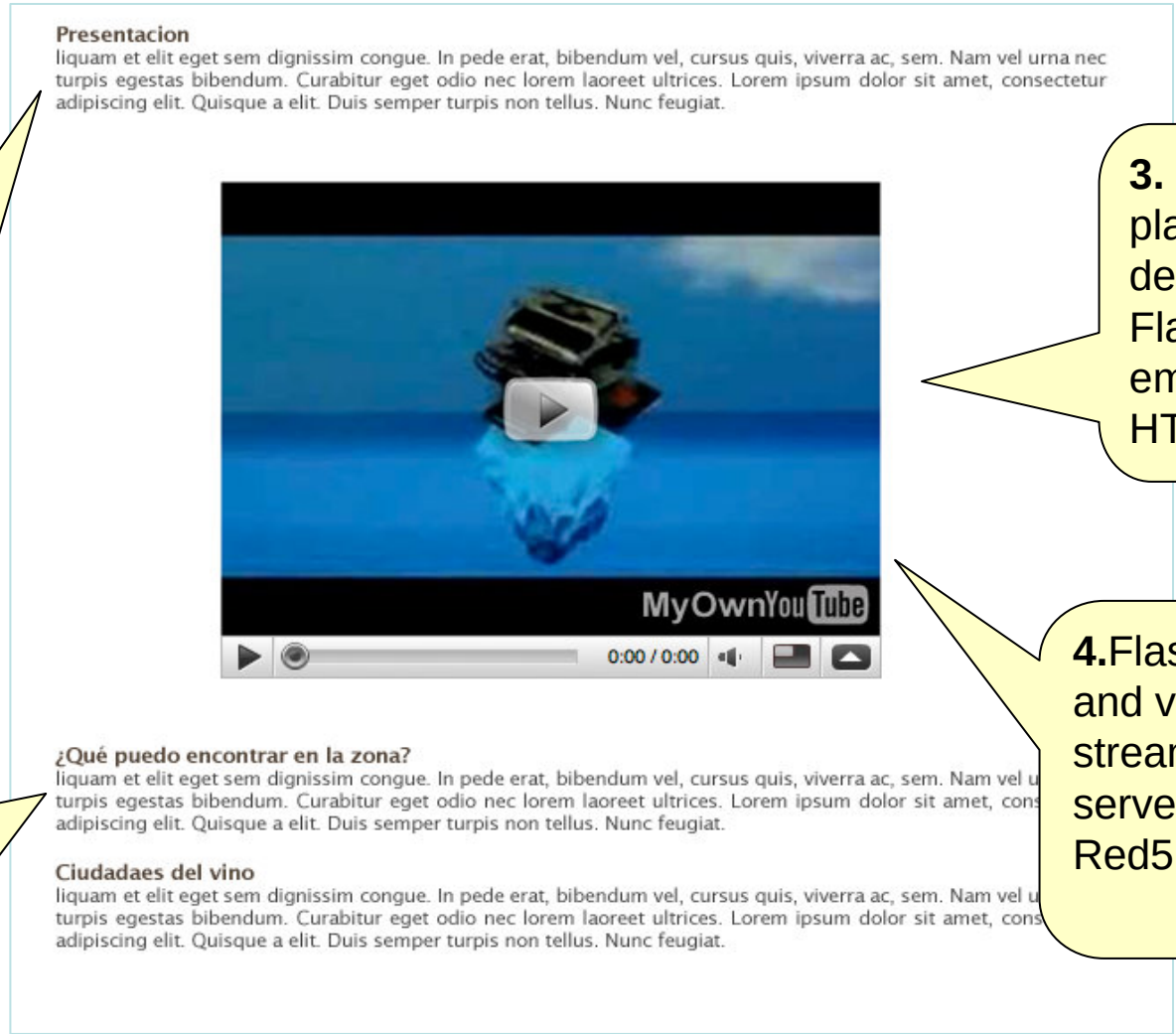
Spain.info : managing video and audio with OpenCms

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 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

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