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Kinecta: DIY Syndication

"There are content providers **that don't want to lose control** over their brand, their relationships, and their content. This is why our Kinecta Interact platform eliminates all intermediaries."

JOHANNE TORRES

If your company has been thinking of syndicating its content or buying syndicated content, you have a few choices to execute your plans. You can either choose to outsource the complete process to a syndicating service, or you can be in total control by buying a do-it-yourself bundle offered by a company like Kinecta, with an infrastructure solution that enables you to manage in-house distribution and receipt of syndicated digital content. Dave Mathison, Kinecta's CEO, believes that content publishers and subscribers should have a direct connection that puts them in control of the syndication process without the need for any intermediaries. This reasoning pushed his syndication model into what Kinecta offers today.

Mathison has been dealing with content syndication and aggregation for more than a decade now. Before co-founding Kinecta Corporation, he created and implemented Internet-based products for Reuters. As vice president of global syndication for Reuters/NewMedia, he introduced a model that provided Internet users with free news on Web portals, communities, and vertical sites, essentially solving the problem that many big aggregators have—finding a way to deliver content to consumers instead of relying on consumers to visit their Web site. It's also why he believes that many aggregators are edging their way into the syndication space.



Dave Mathison, CEO, Kinecta Corporation

Syndication companies are quickly gaining ground in the content management arena. Wanting to claim some of that same ground, content aggregators are slowly moving into the content syndication space as well. Since syndicators like Kinecta are well equipped with the latest syndication technologies, and aggregators bring along decades of established brand success and premium content, would these players consider combining services? Or is there enough space for all in the content syndication track?

According to Kathleen Hall, analyst for Giga Information Services, "Both players have good assets; aggregators have premium content, good reputations, large product lines, and nothing to lose with their attempt to syndicate. Syndication companies have the technology that can be scalable for versatile formats."