

- 1 AP Calendar:**
The wonders of the Editorial Calendar

Forward planning, as always, is the key to streamlining organisational workflows. Exposing AP Calendar items means we can minimise a lot of the stress of figuring out what our customers should 'Follow', Watch now or Book Now.

An editorial calendar also helps our customers stay focused on the mid to long term goals, and provides with regular initiatives.

The Benefits of an Editorial Calendar?

The AP calendar will give our trial customers and paid subscribers initiatives some consistency and help you break down their production efforts into more manageable tasks.

Trial customers and paid subscribers will also find such regularity helpful, as it will give them a schedule to work by. They will know to expect a alerts (aspirational) regular intervals for example, which allows AP Video Hub to increase the likelihood of return visits.

Beyond just giving you a clear plan over a set period of time, there are many other benefits that an editorial calendar can offer production managers.

Here are a few of them:

Production managers or assistants within organisations, who are charged with producing online content, will appreciate the AP calendar, being the primary notification vehicle for Live events such as Breaking and scheduled stories and upcoming Topics.

By planning far enough ahead, AP Video Hub curators can 'push' important events or customer milestones for related Topics that need promoting.

Setting up initiatives for our customers will require gathering various types of related assets, such as Archive - increasing cross sell opportunities, perhaps AP photos? Exposing these dependencies for our calendar events to ensure they have everything ready to create a rich and engaging end user experience!
- 2 Tabbed navigation: Live**

Allows simple exposure of calendar event types: Live Topics

Defaults to 'All' for every new session, the sort/visibility order is 'Live' events followed by Topics in chronological
- 3 Timeline selectors:**

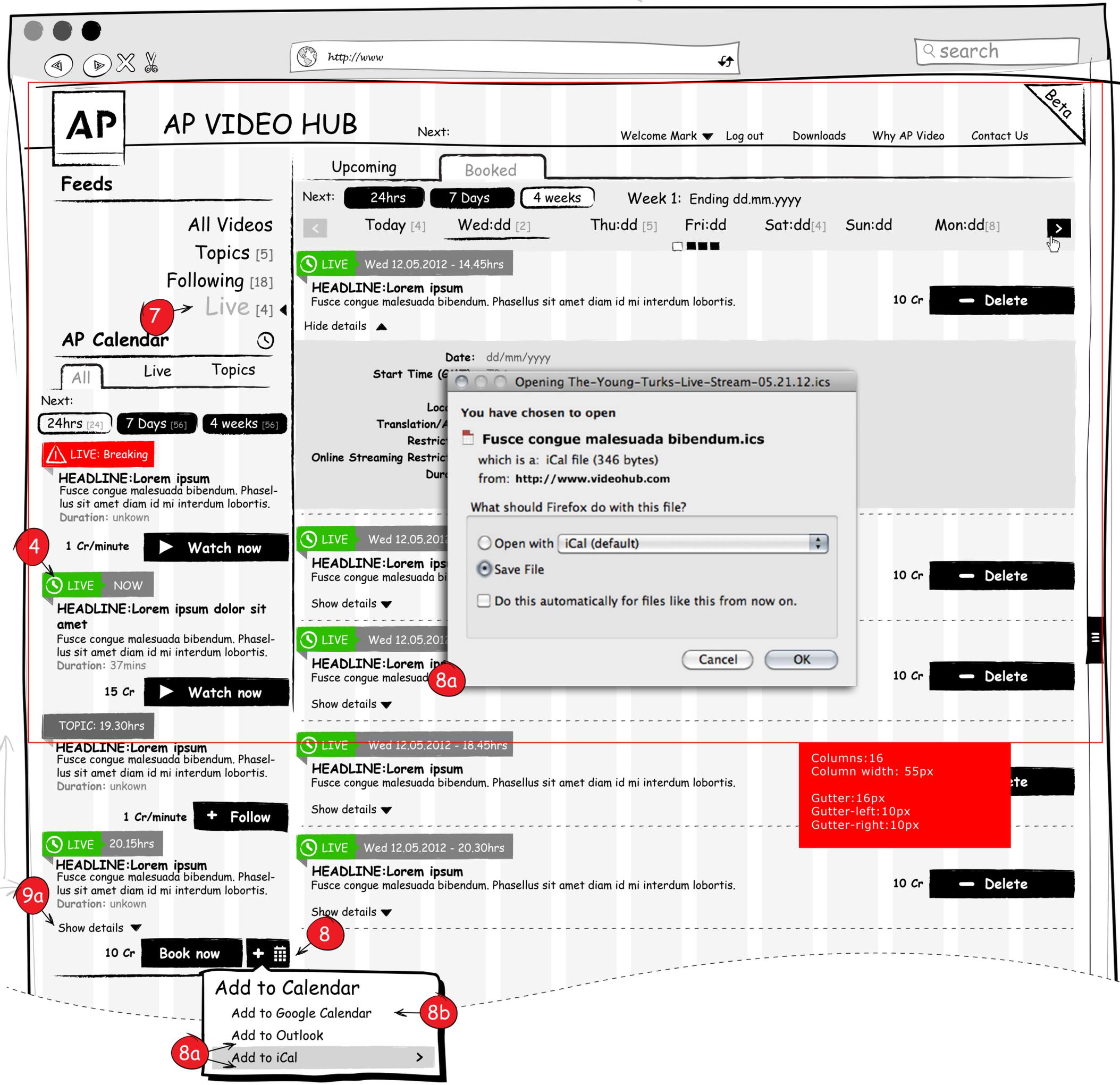
Defaults to '24hrs' if content is available, each selector will display a count value.
- 4 Live events:**

In essence there are 2 formats of 'Live' content:

 - Breaking Live events
 - Curated Live events

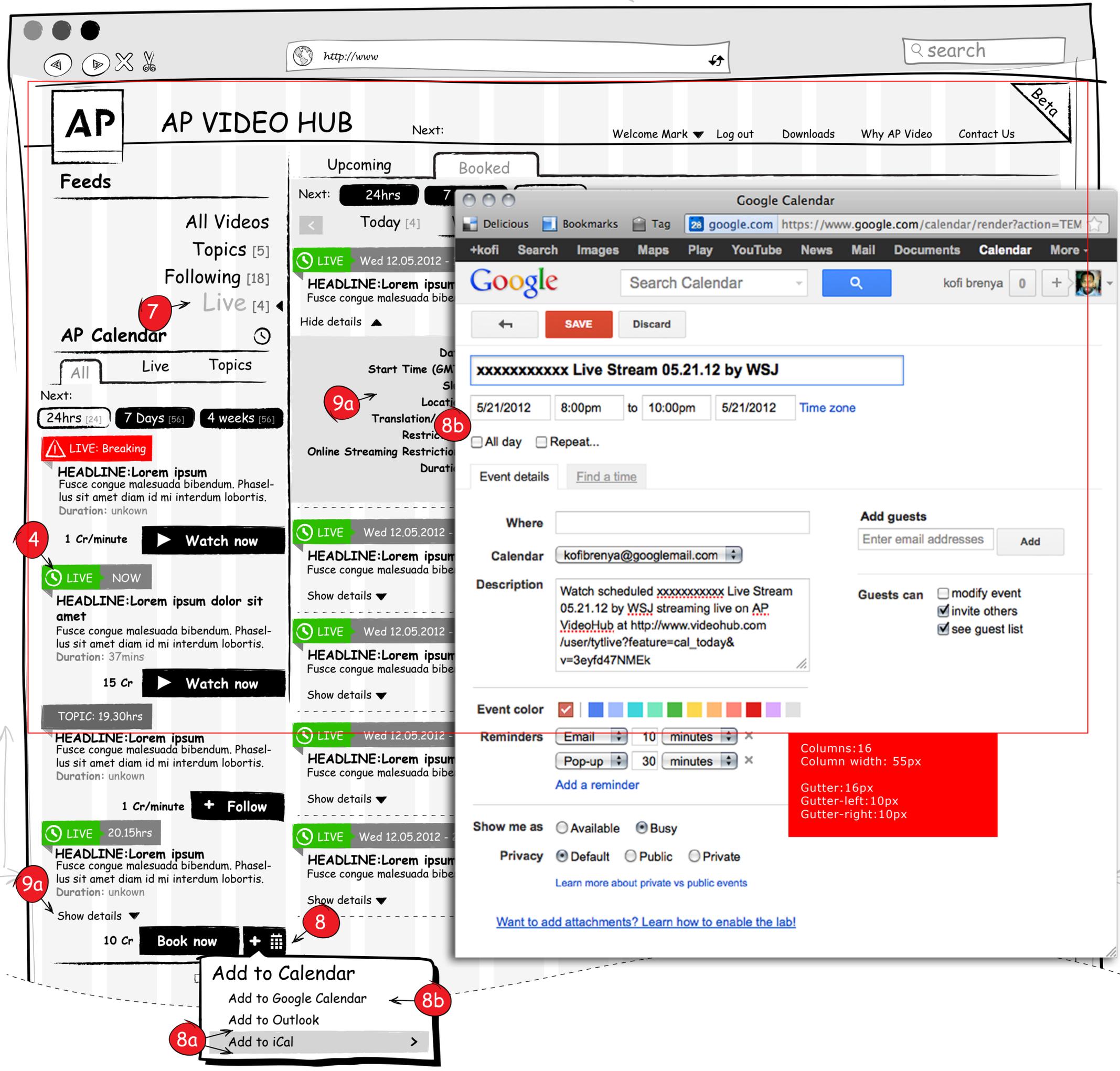
10a NOW
10b NEXT

Annotations



- 4 Live events:**
In essence there are 2 formats of 'Live' content:
 1 - Breaking Live events = 4
 Charged per minute? The coverage duration isn't defined and may possibly warrant a 'Pay As You Go' pricing model to reflect the premium nature.
 2 - Curated Live events = 5, 6
 2.1 - NOW
 2.2 - NEXT
- 7 Feeds menu: Live**
Exposing timeline selectors, customers can review and edit booked events.
- 8 Add to Calendar**
 8a Downloadable .ics files for iCal and Outlook
 8b Logged in integration Google Calendar

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- 9 Full details**
 a - Click action will reveal (vertical slide) full details. Non related AP Calendar will disappear