

ELIMINATING EDITORIAL INEFFICIENCIES AND ENHANCING COLLABORATION FOR LARGE EDITORIAL TEAMS



U.S. News & World Report is a multiplatform publisher of news analysis, research, and rankings with a focus on health, money, education, public policy, local and global community, cars, and travel. Since 1933, the U.S. News Media Group has provided objective and informative reporting, earning a reputation as a leading provider of service news and information.

CHALLENGE

In 2014, as U.S. News & World Report grew its digital presence, the organization realized its legacy CMS had become a hindrance to scalability and innovation. Editors and journalists wasted time creating complicated workarounds for an outdated platform, which ultimately delayed publishing timelines.

To cut down on editorial inefficiencies, U.S. News sought a modern solution that could consolidate all publishing operations and streamline the process with customizable workflows, a built-in digital asset manager, and intuitive content syndication tools. The organization also needed a solution that could integrate seamlessly with its homegrown CMS, which housed the publisher's flagship website and famous rankings reports, to prevent loss of traffic or revenue during the transition.

SOLUTION

Brightspot's next-gen CMS platform empowered U.S. News & World Report to:

- **Unify nearly all publishing operations within one CMS**, with a single authoring point and a common codebase.
- **Integrate the new platform seamlessly** into the organization's existing tech stack with minimal business interruption.
- **Maximize editorial efficiency with customizable workflows**, tailored notifications, rich text editing, live preview, and a built-in digital asset manager.
- **Manage taxonomy for consistent tagging** making it easy to find and manage all digital assets within a single, easy-to-use interface.
- **Increase revenue** by making it easy to search, package, and syndicate content both internally and externally.

“It’s been four years since the initial implementation, and our editorial staff continues to be very happy with the CMS. U.S. News anticipates using Brightspot for many years to come.”

YINGJIE SHU, SENIOR VICE PRESIDENT OF TECHNOLOGY, U.S. NEWS & WORLD REPORT

- **Optimize the site for mobile**, ensuring a consistent digital experience no matter the device.


IMPACT

With just five months from proof of concept to launch, Brightspot provided U.S. News with exactly what it needed: taxonomy management, flexible workflows and notifications, syndication tools, and much more.


KEY SITE FEATURES

 Digital Asset Management

 Flexible Editorial Workflows

 Live Preview

 Real-Time Publishing

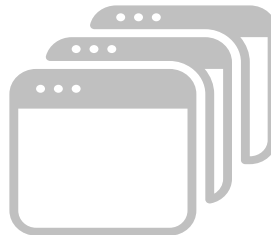
 Content Syndication



OVER 180K
ARTICLES MIGRATED TO
BRIGHTSPOT



45,000
IMAGES
MANAGED IN BRIGHTSPOT



120M
PAGE VIEWS PER MONTH



250 INTERNAL USERS AND
150 EXTERNAL CONTRIBUTORS

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EMPOWERING DIGITAL POSSIBILITIES