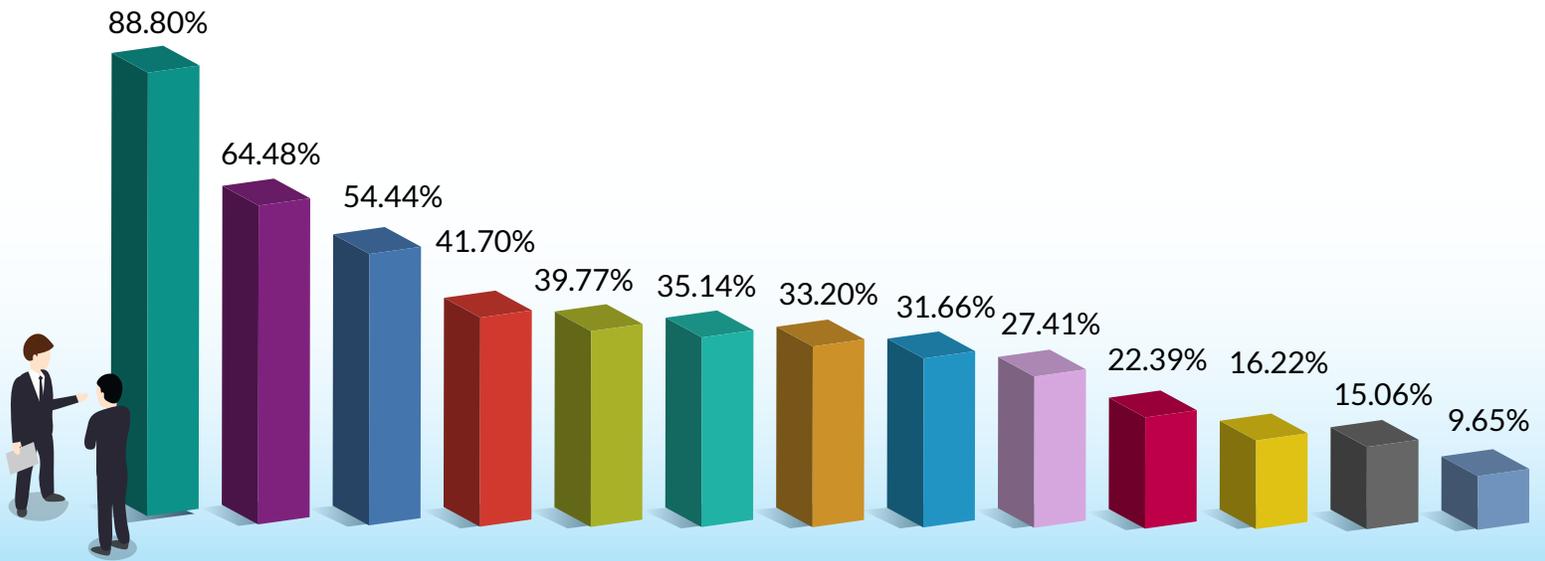




# Following the Trends 2019- Is your content ready?

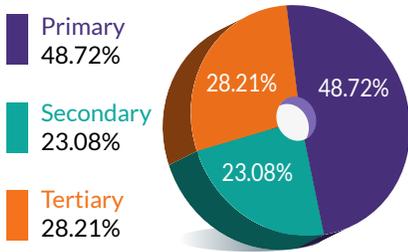
## Q 1 What type of content do you develop today? (Check all that apply)



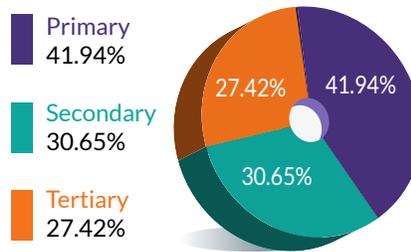
- |        |   |   |        |   |                         |
|--------|---|---|--------|---|-------------------------|
| 88.80% |  | User manuals<br>(including administration, configuration,<br>installation, and reference manuals) | 33.20% |  | Training materials      |
| 64.48% |  | Release notes   | 31.66% |  | Service manuals         |
| 54.44% |  | Embedded user assistance<br>(help systems)  | 27.41% |  | Knowledge base articles |
| 41.70% |  | API docs  | 22.39% |  | Policy and procedure    |
| 39.77% |  | Videos  | 16.22% |  | Other                   |
| 35.14% |  | UI / UX Strings   | 15.06% |  | Marketing materials     |
|        |   |   | 9.65%  |  | Social media content    |

# Q2 What are the tools you use today to create content? (Check all that apply)

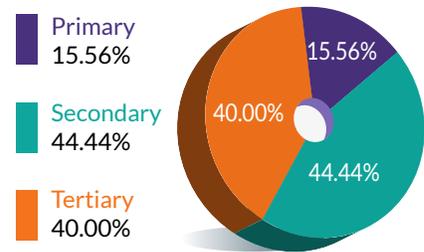
Adobe FrameMaker (structured)



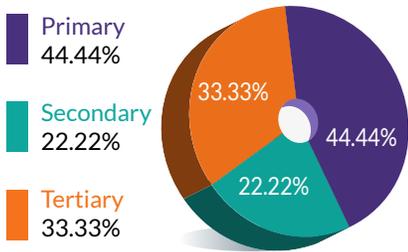
Adobe FrameMaker (unstructured)



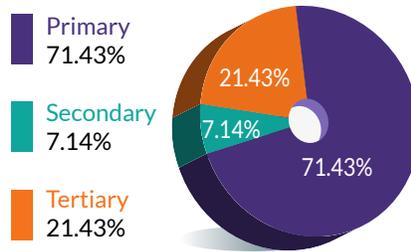
Adobe InDesign



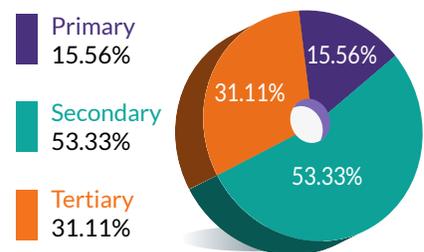
Adobe RoboHelp



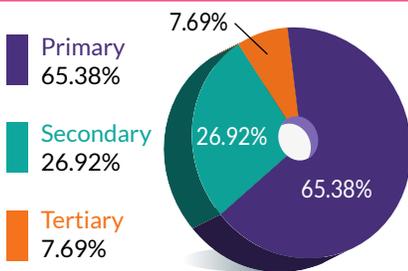
Author-IT



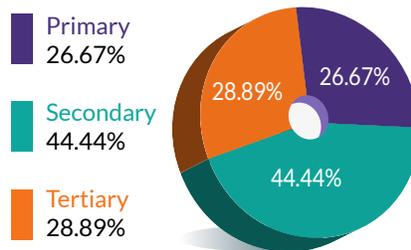
HTML editor



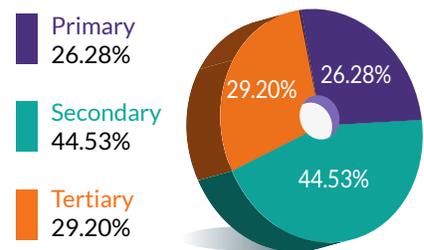
Madcap Flare



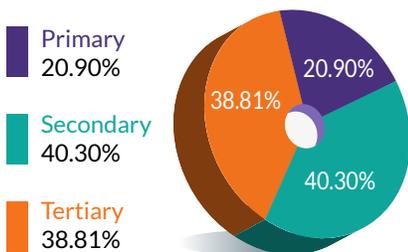
Markdown or similar



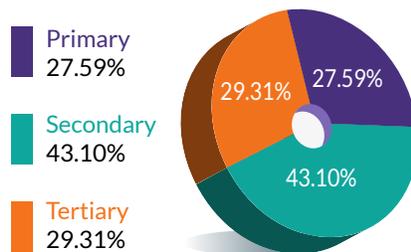
Microsoft Word



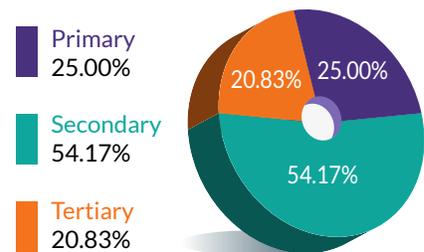
Microsoft PowerPoint



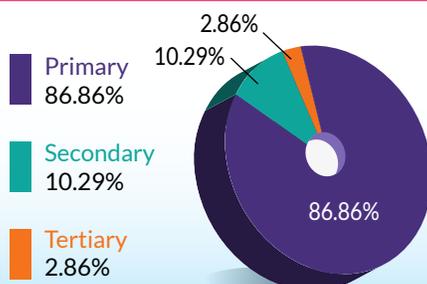
Video editor



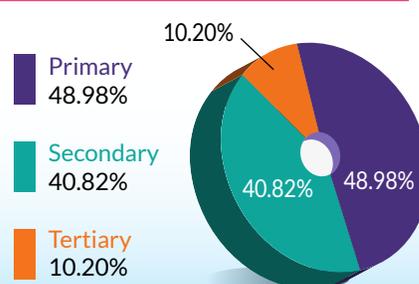
Wiki tool



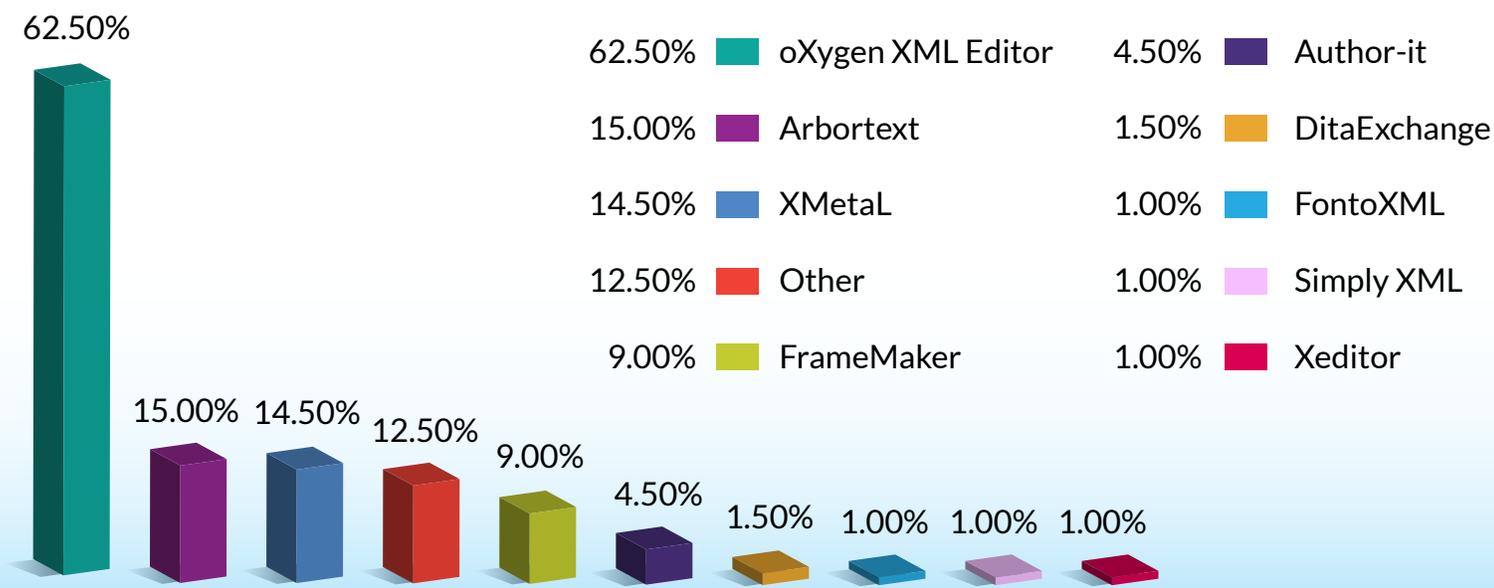
XML editor  
(for DITA, DocBook, or other)



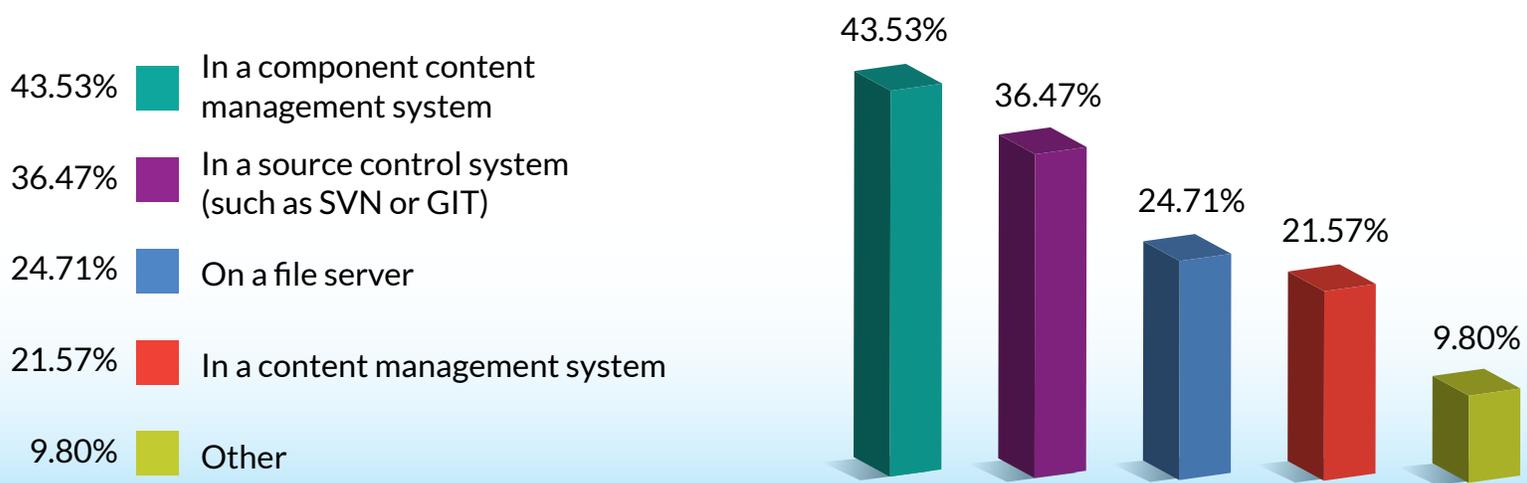
Other



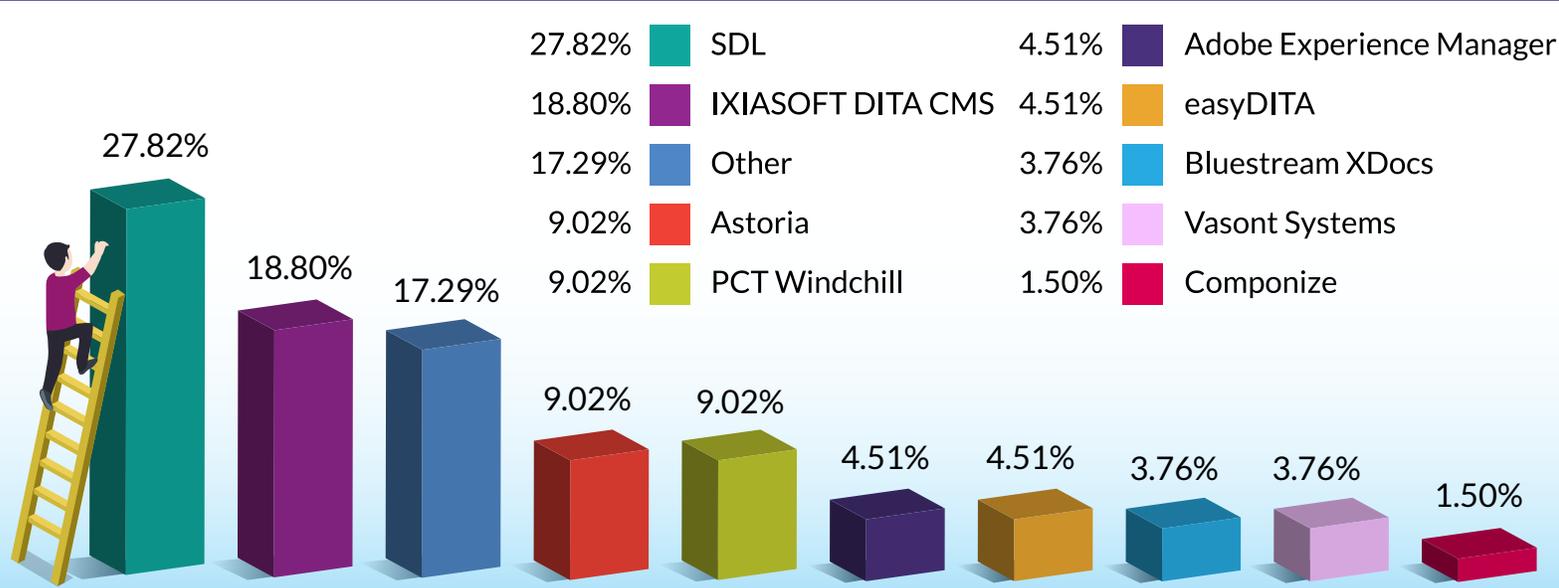
### Q3 If you are using an XML editor, which one? (Check all that apply)



### Q4 How are you managing your content files? (Check all that apply)



### Q5 If you are using a component Content Management System (cCMS), which one?

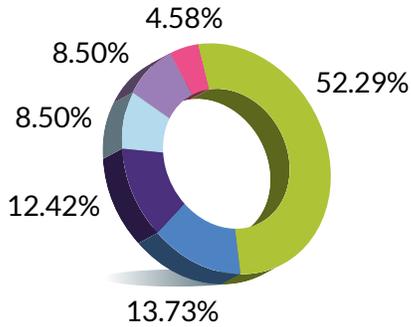


# Q6 In what formats do you publish your content today?

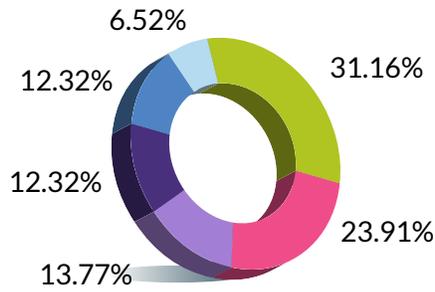
INDICATE THE PERCENTAGE FOR EACH FORMAT



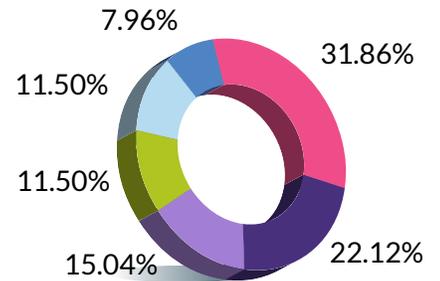
Embedded user assistance (help)



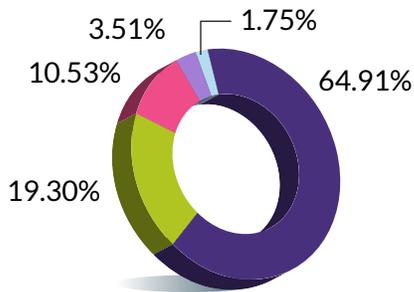
HTML



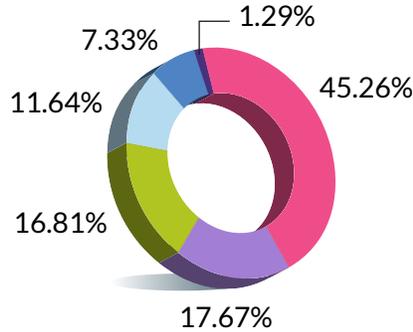
HTML, Responsive



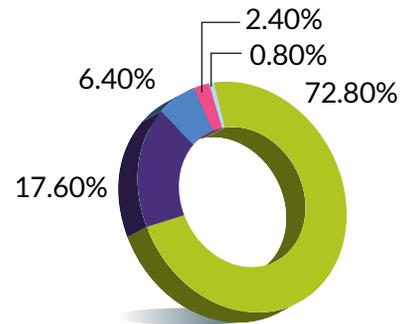
eBook



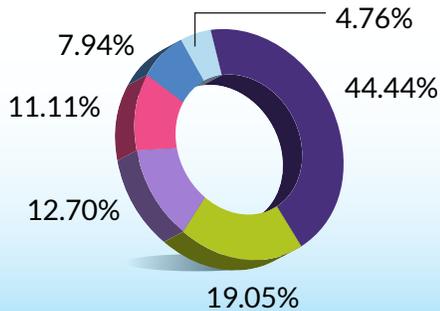
PDF



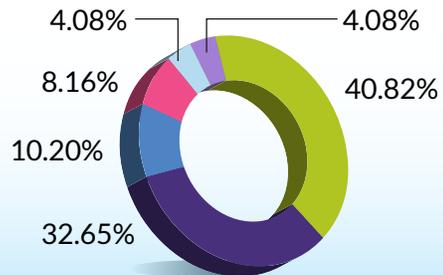
Video



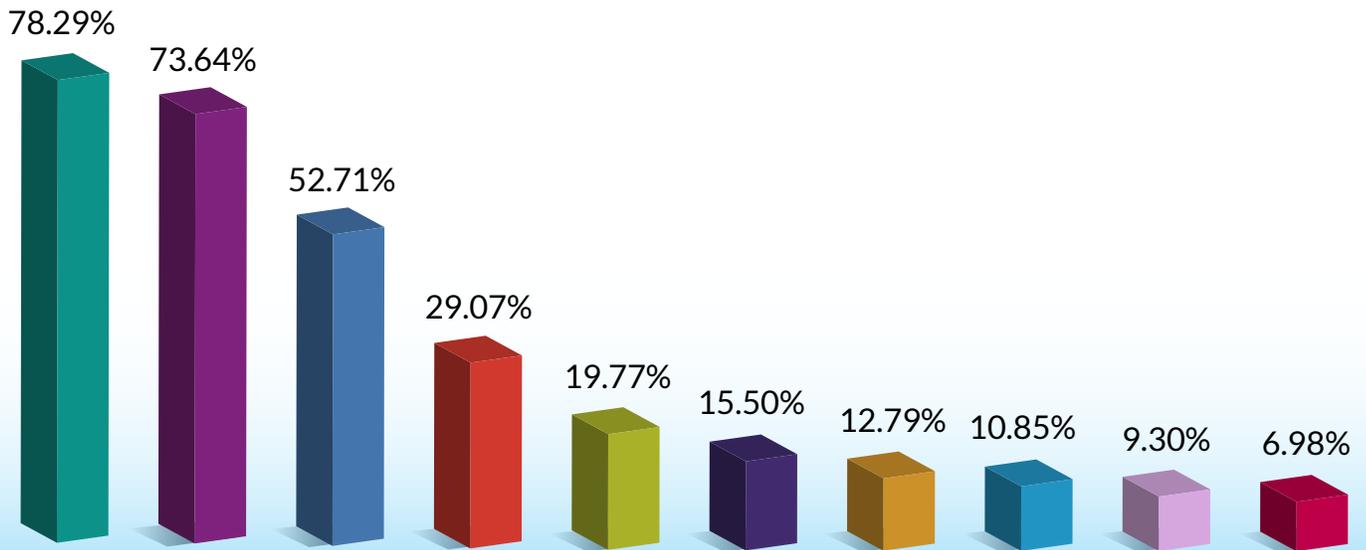
XML



Other



## Q7 How do you deliver your content today? (Check all that apply)



78.29% Website / portal

73.64% Electronic PDF

52.71% Embedded user assistance (help system)

29.07% Printed hard copy

19.77% Dynamic delivery system

15.50% Wiki page

12.79% Learning management system

10.85% Mobile application

9.30% Social media channel (such as YouTube)

6.98% Other

## Q8 If you are using a dynamic delivery system, which one?

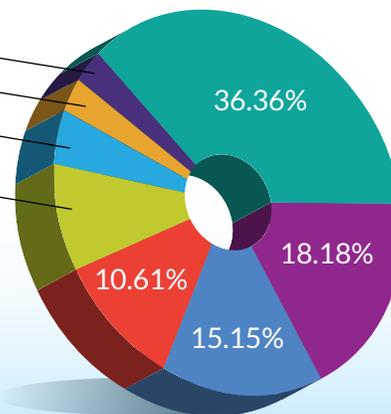
36.36% Home-Grown / In-House Solution

18.18% Zoomin

15.15% Antidot Fluid Topics

10.61% SDL Knowledge Center

3.03%  
3.03%  
4.55%  
9.09%



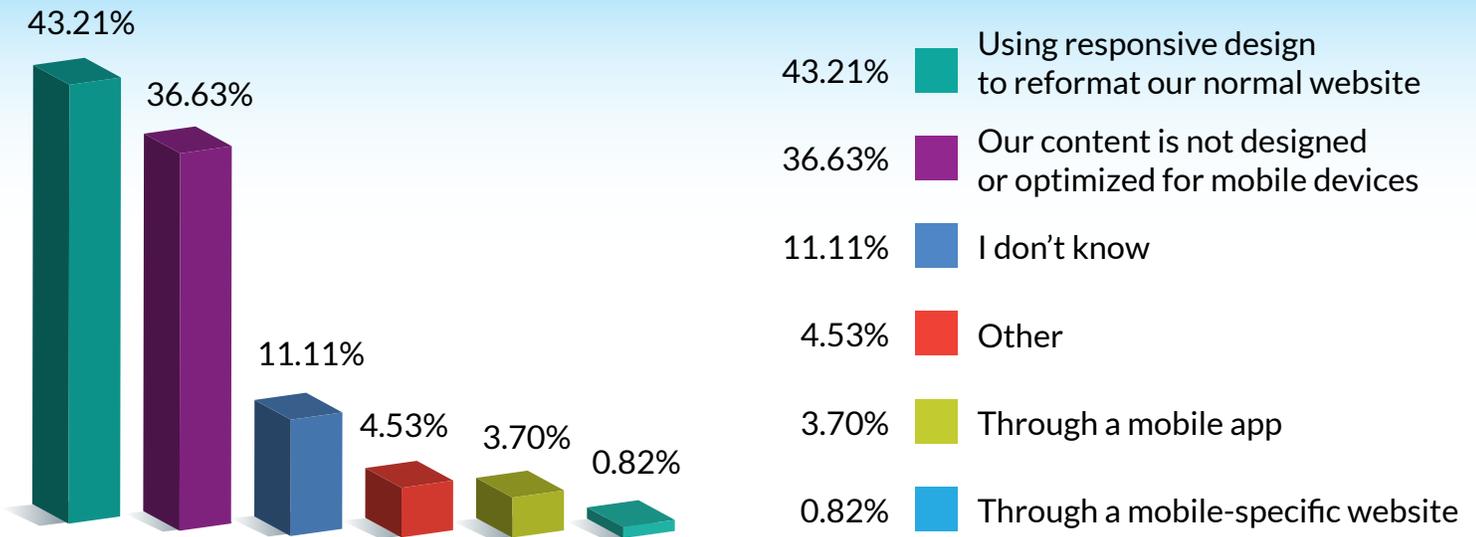
9.09% Other

4.55% Mindtouch

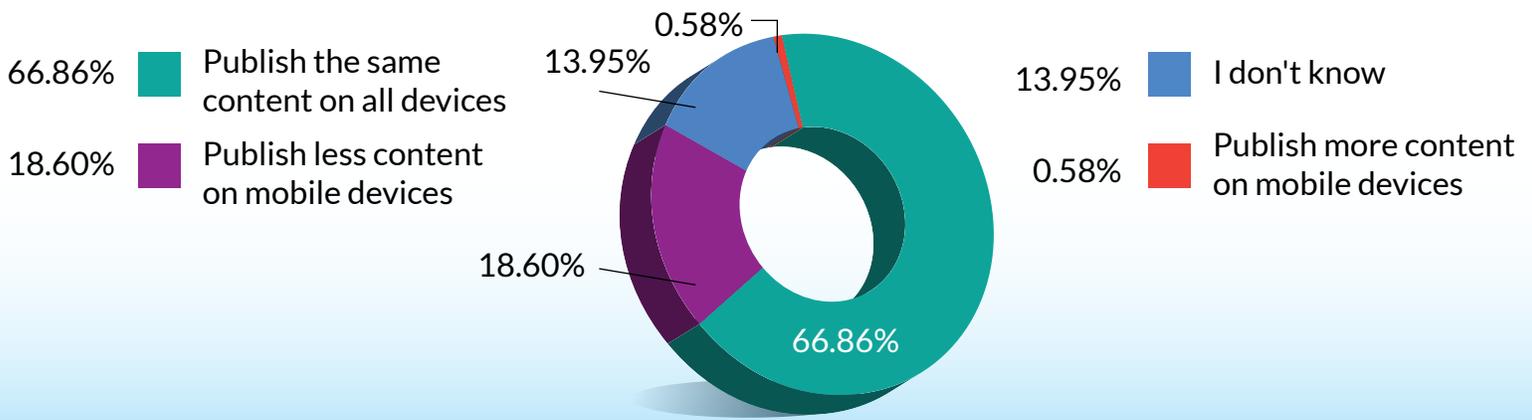
3.03% Congility DITAwab

3.03% Titania Software

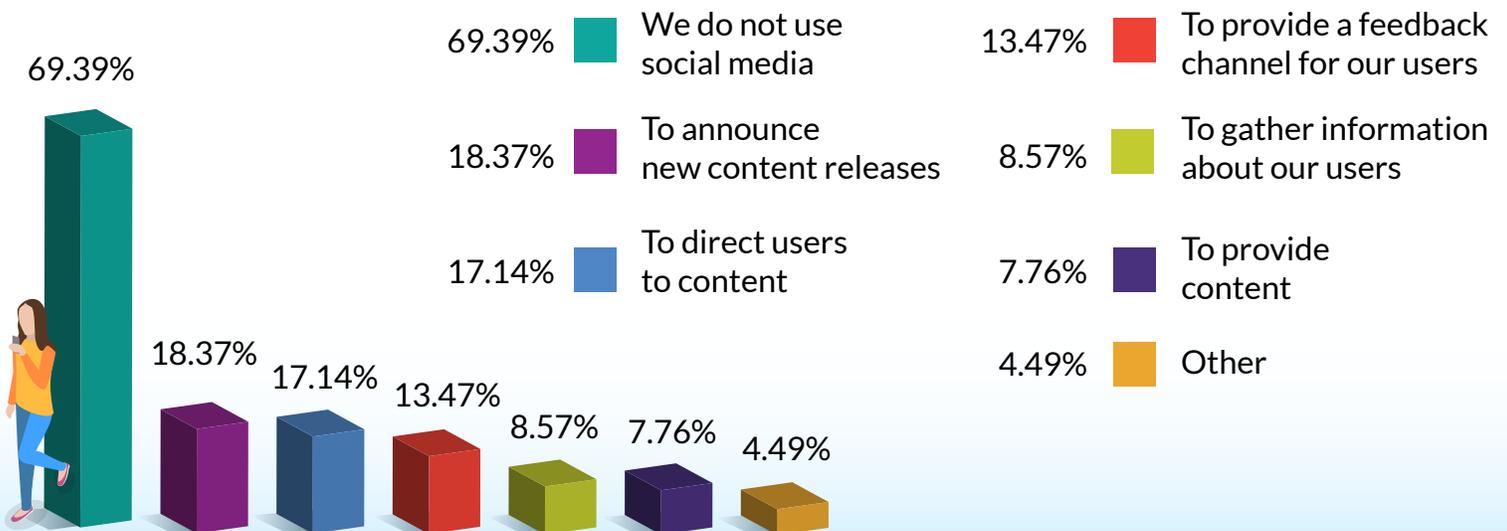
## Q 9 How do you optimize content for mobile devices?



## Q 10 If you deliver content to mobile devices, which statement best matches your approach?



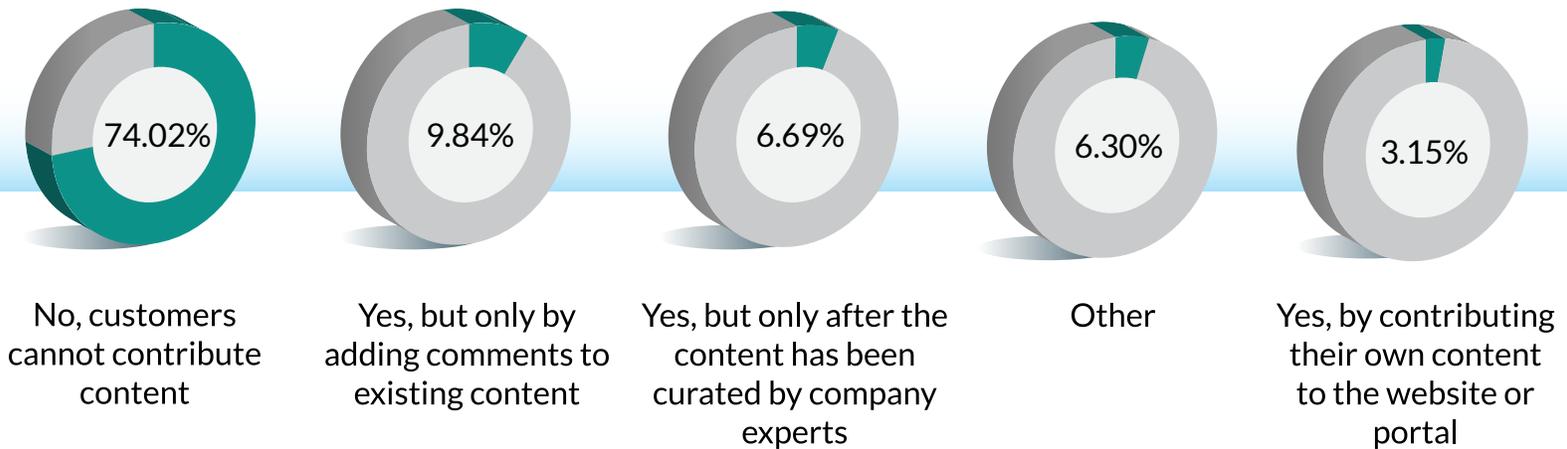
## Q 11 How does your writing team use social media? (Check all that apply)



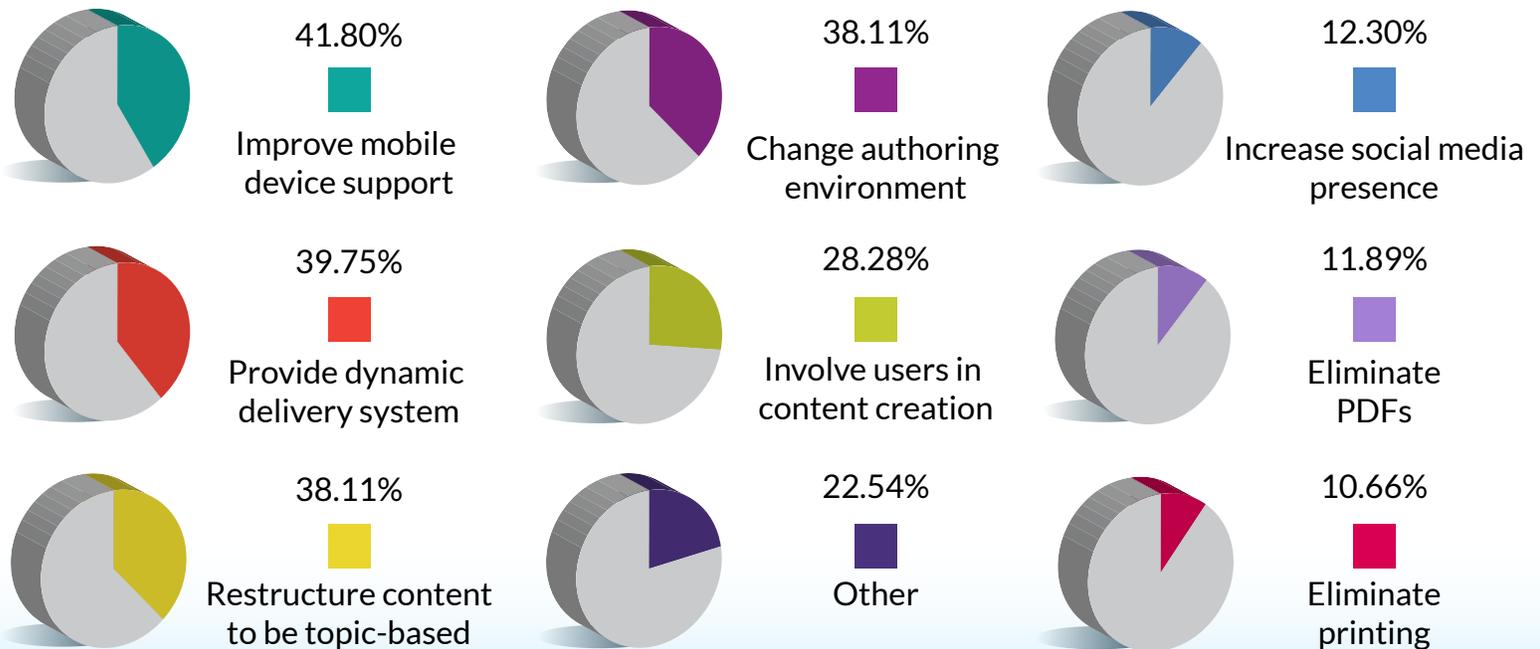
**Q 12** Which of these platforms does your writing team use to reach out to customers?  
(Check all that apply)



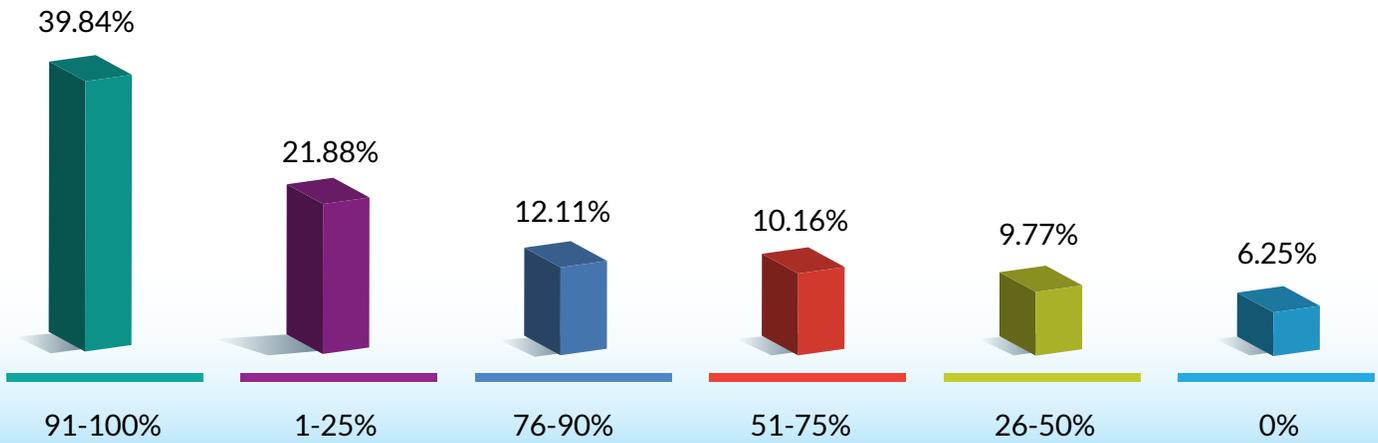
**Q 13** Are customers able to contribute content to your information website or portal?



**Q 14** How do you expect your content strategy to change in the next two to three years?  
(Check all that apply)



# Q 15 What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2019?



# Q 16 What formats do you plan to use in two to three years?

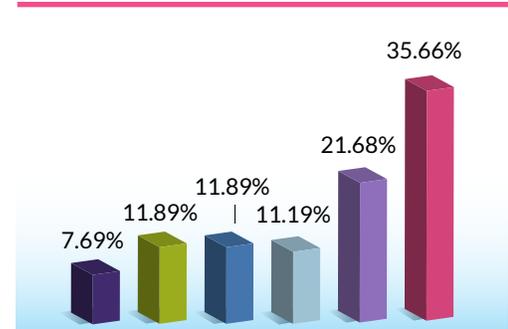
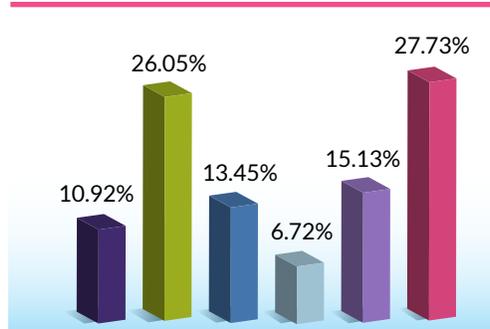
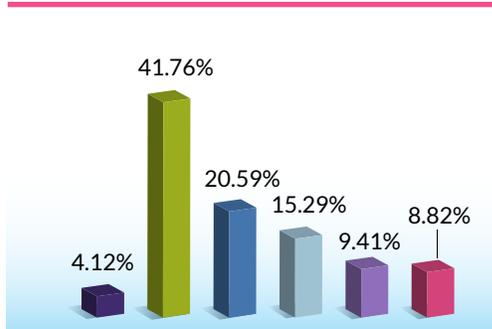
INDICATE THE PERCENTAGE FOR EACH FORMAT

0% 1-25% 26-50% 51-75% 76-90% 91-100%

## Embedded user assistance (help)

## HTML

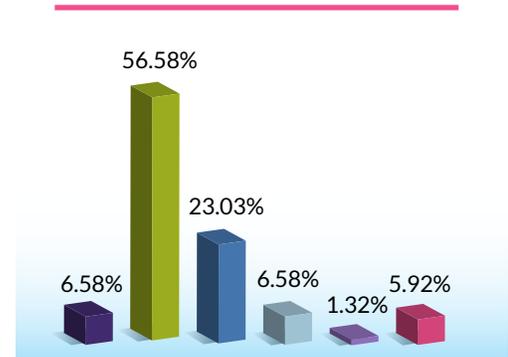
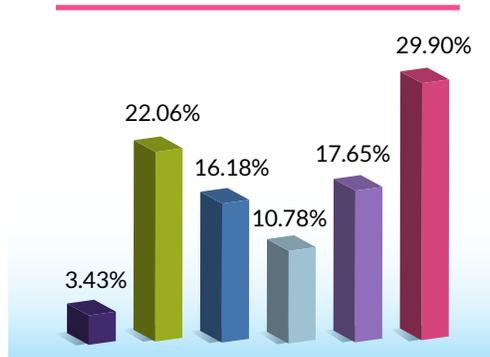
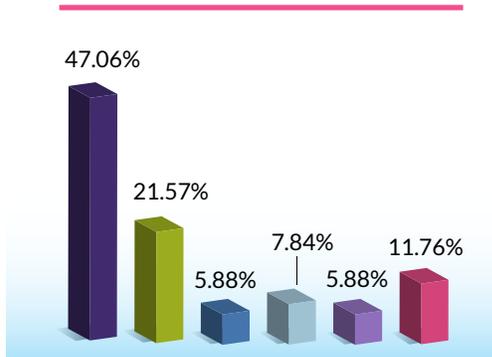
## HTML, Responsive



## eBook

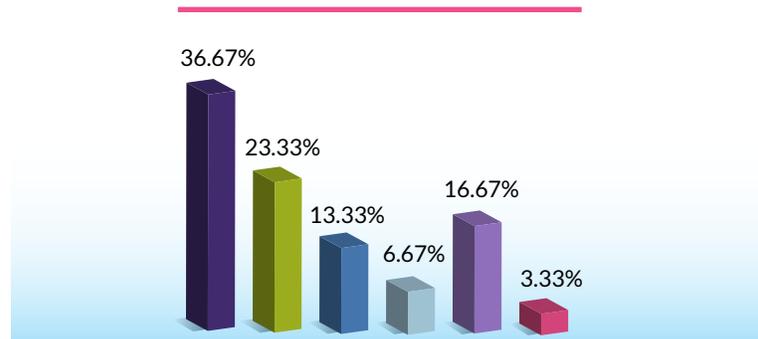
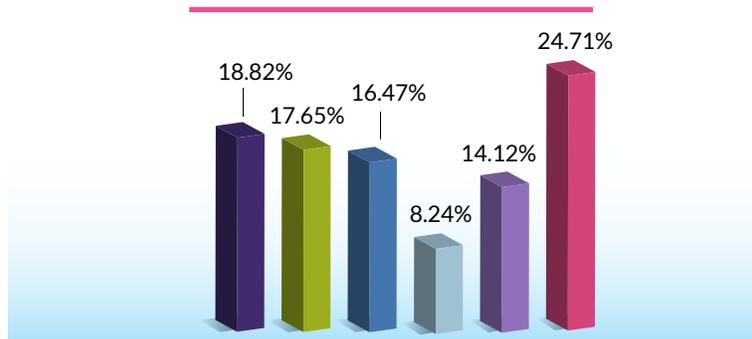
## PDF

## Video

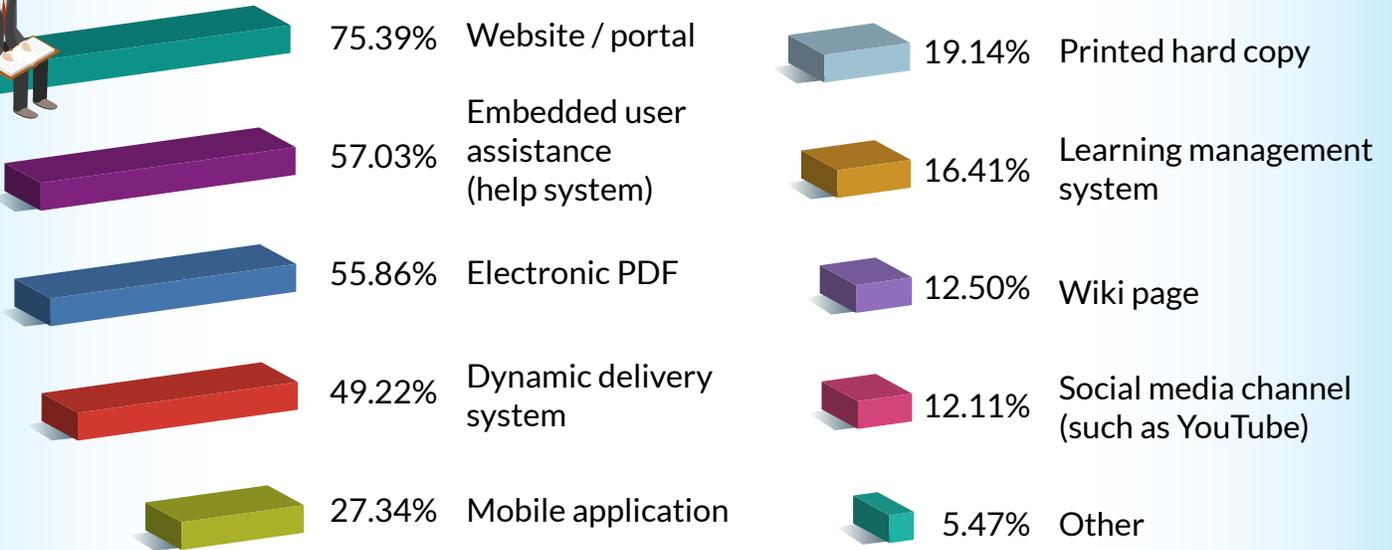


## XML

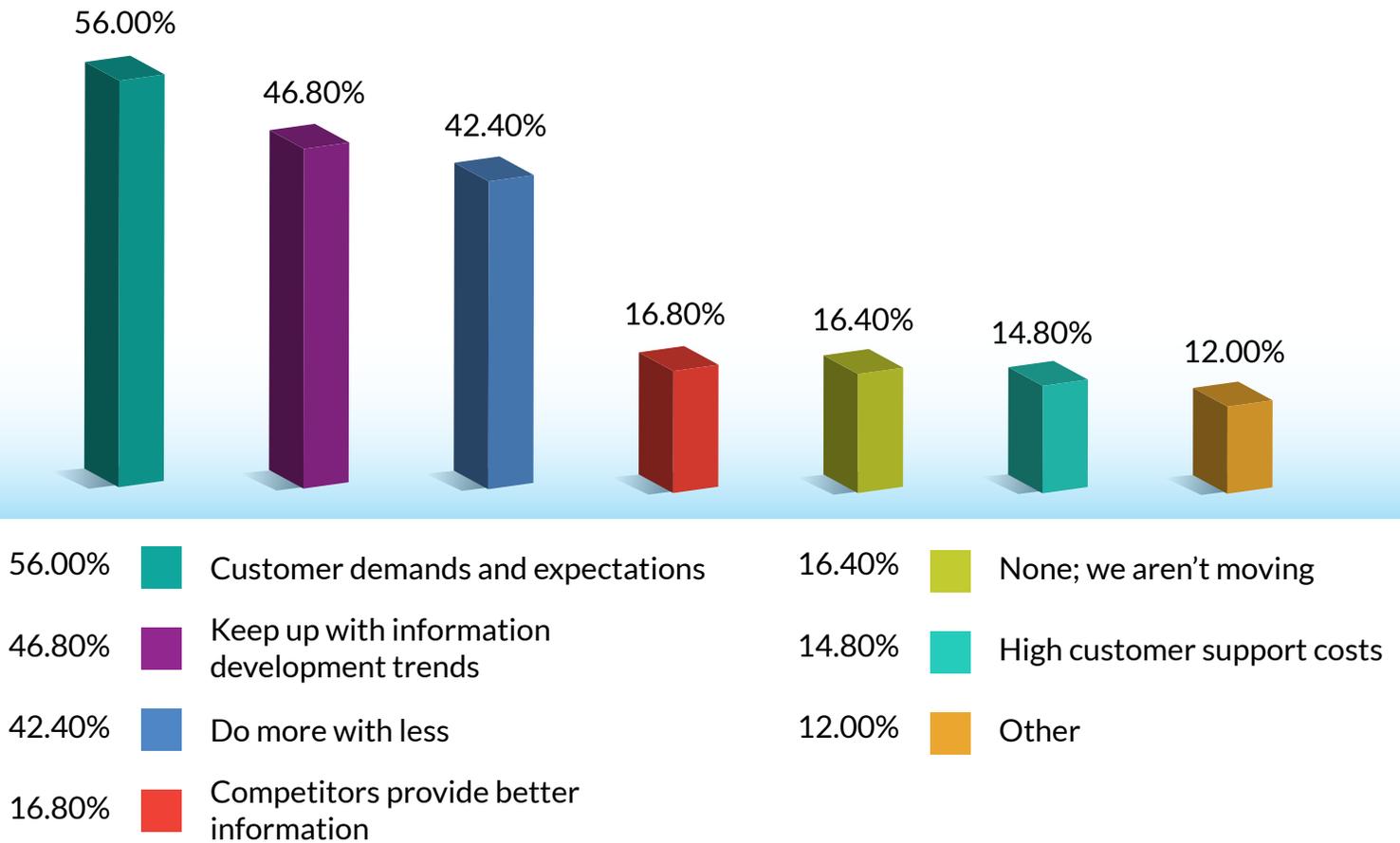
## Other



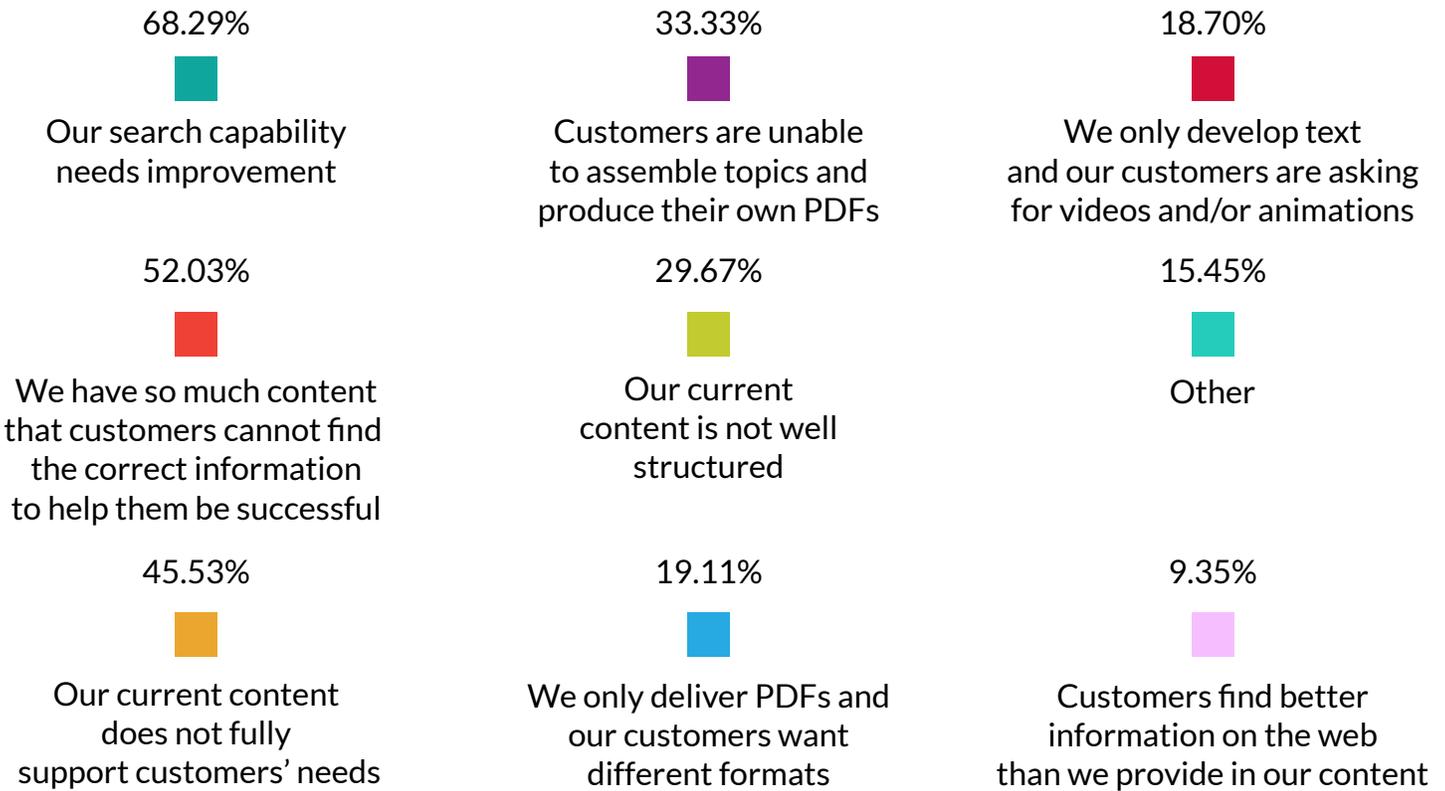
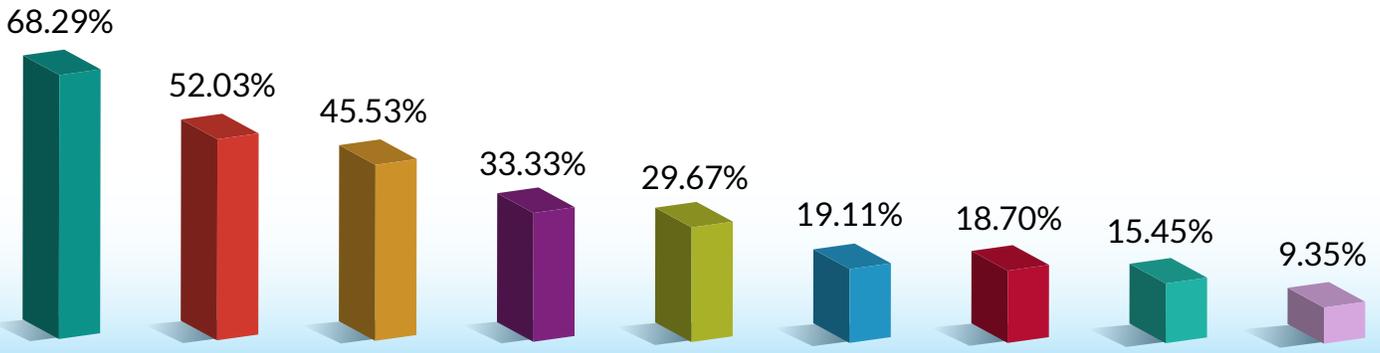
## Q 17 How do you plan to deliver your content in two to three years? (Check all that apply)



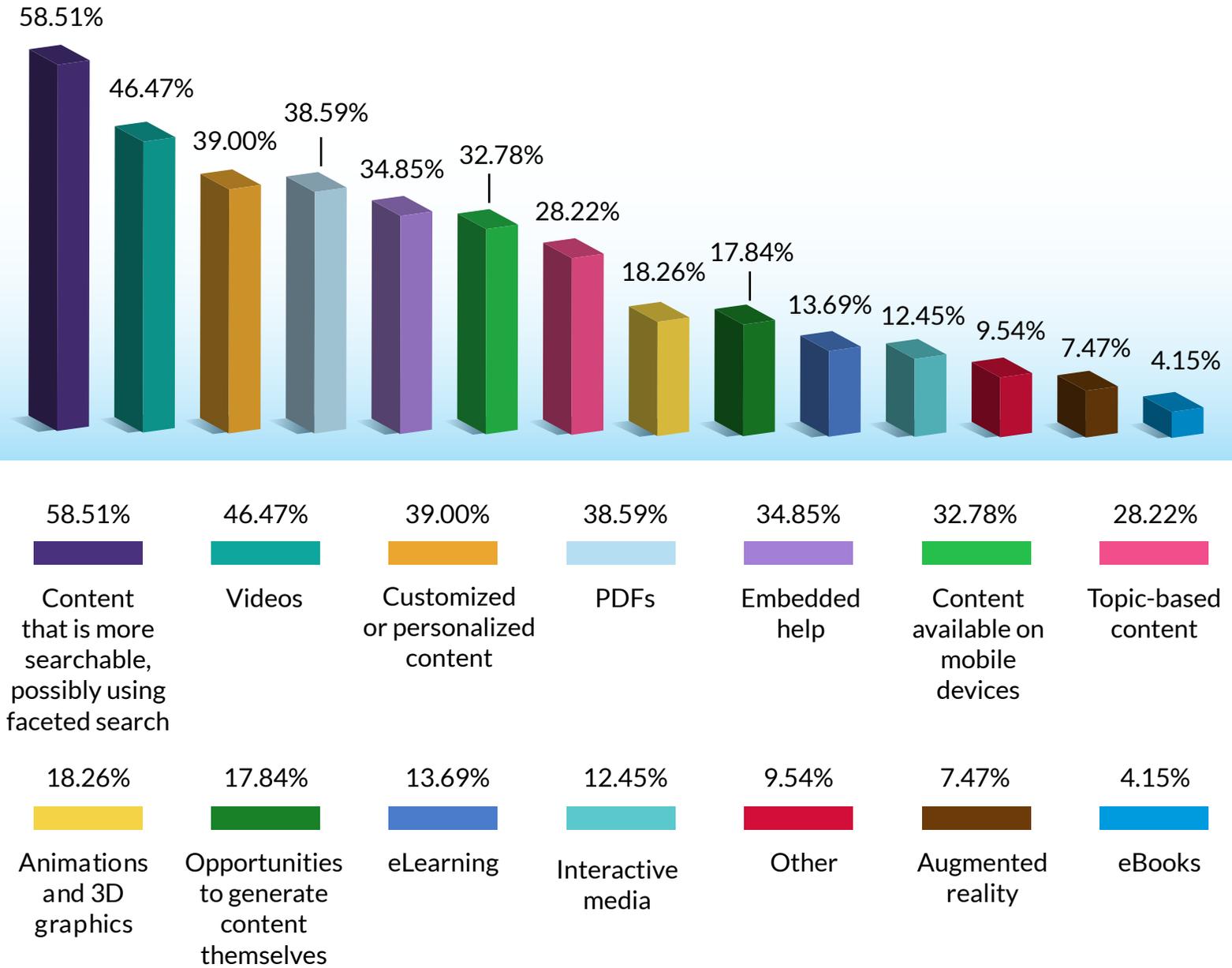
## Q 18 What business requirements are driving your move to new delivery mechanisms? (Check all that apply)



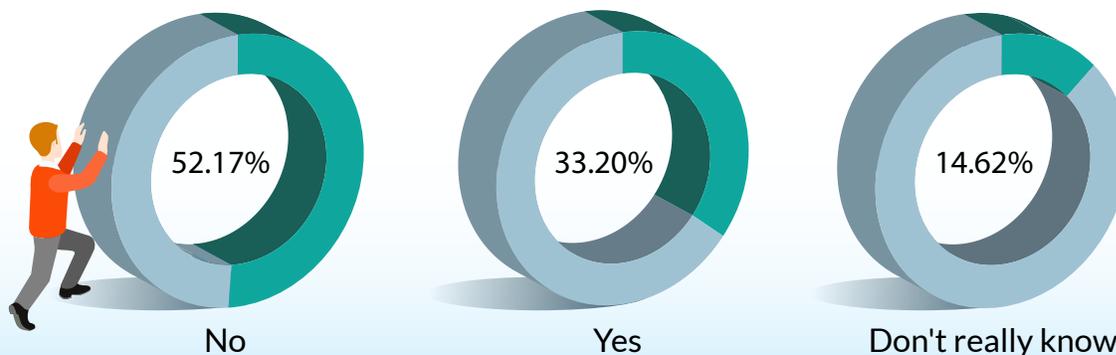
**Q 19** What are the shortcomings of your content as it exists today?  
(Check all that apply)



## Q 20 What types of content delivery are your customers asking you to provide? (Check all that apply)



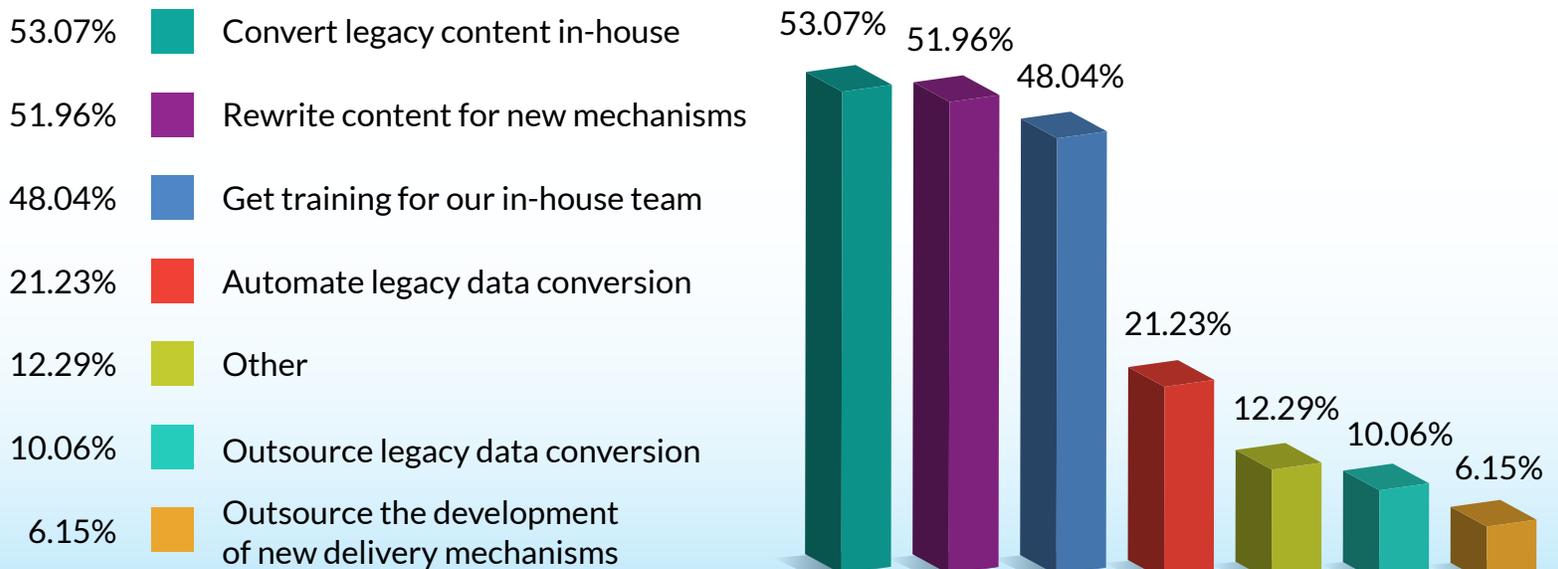
## Q 21 Is your content ready to support your future plans?



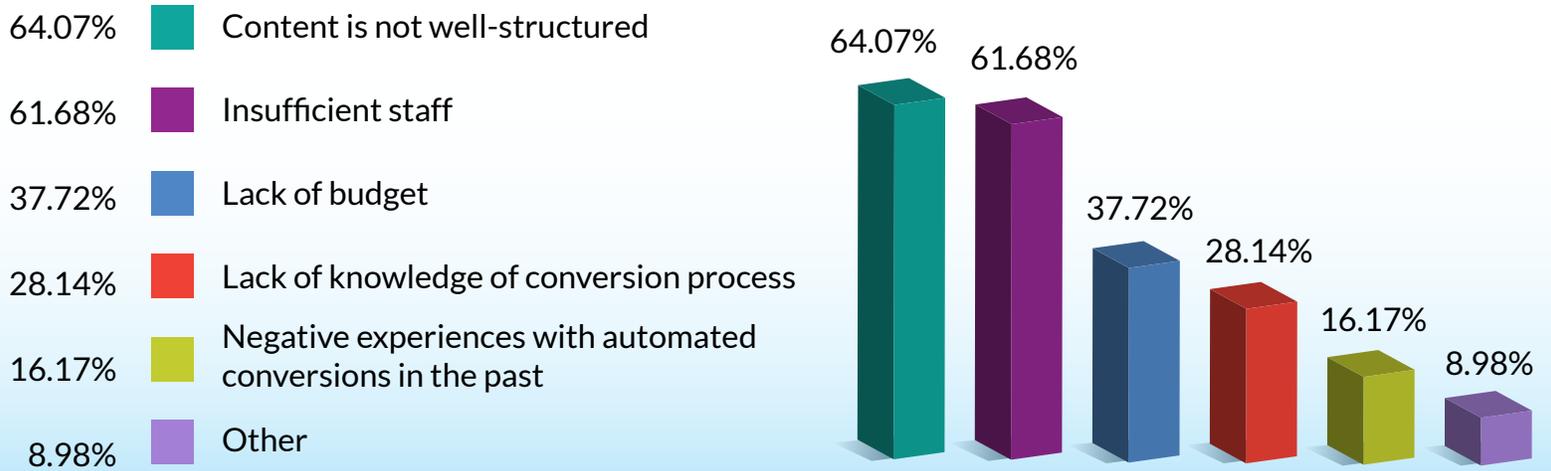
**Q 22** If you answered "No" to the previous question, what barriers are you facing? (Check all that apply)



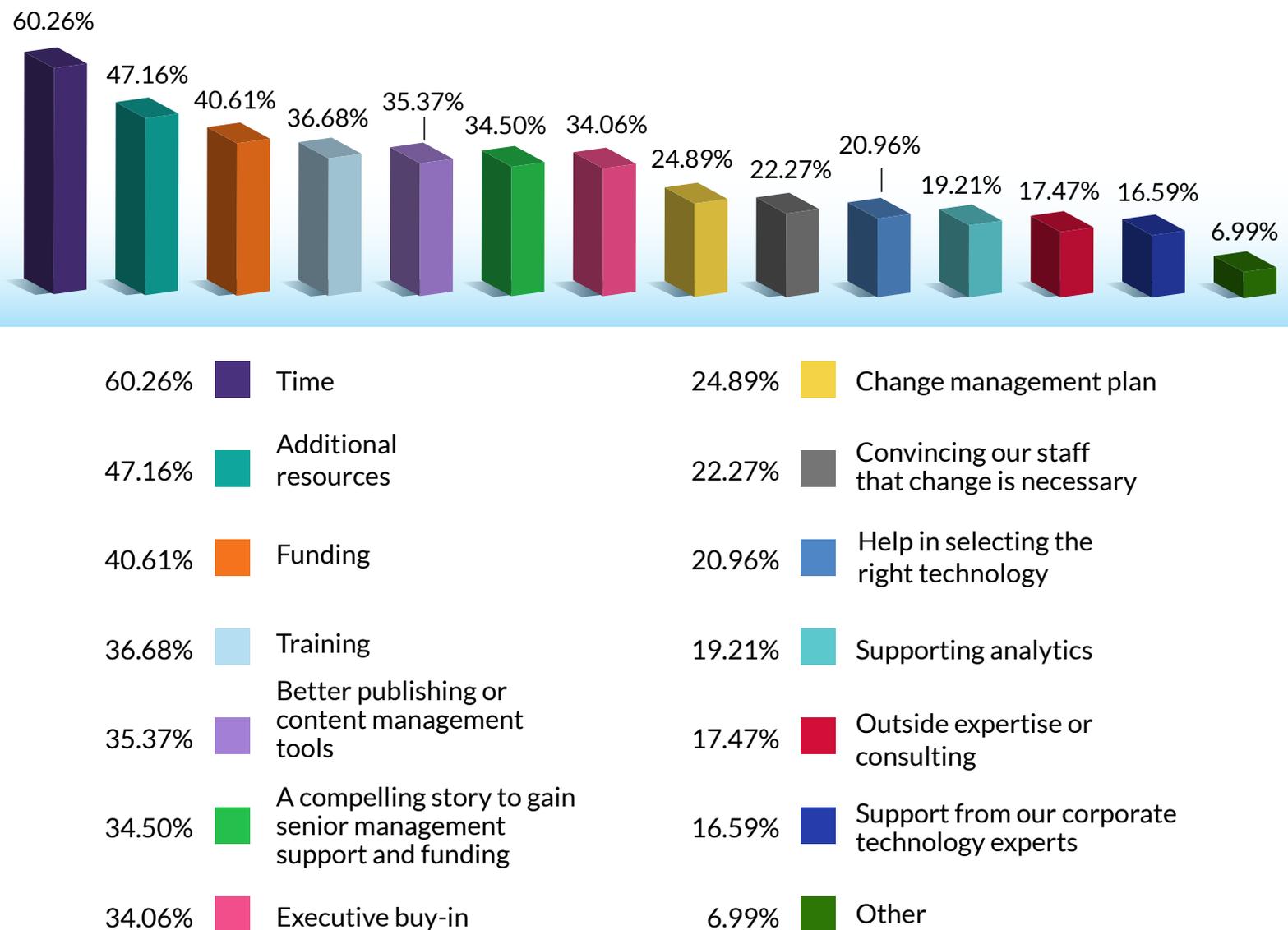
**Q 23** If you are planning to move to new delivery mechanisms, what are you planning to do? (Check all that apply)



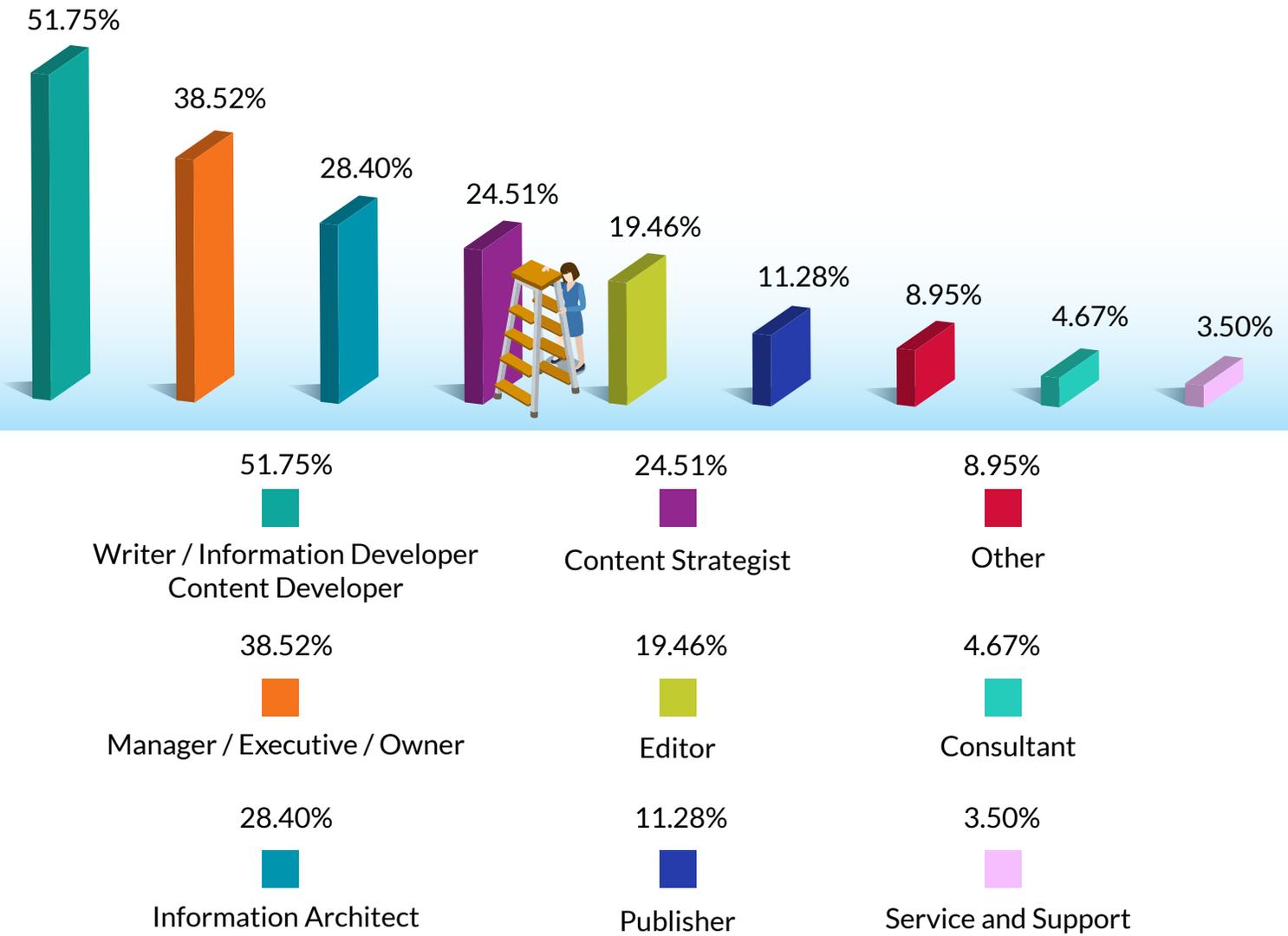
## Q 24 If you plan to convert legacy content, what challenges do you anticipate? (Check all that apply)



## Q 25 What must be in place before you can implement your future plans? (Check all that apply)



## Q 26 What is your role in your organization? (Check all that apply)



## Q 27 What industry do you work in?

