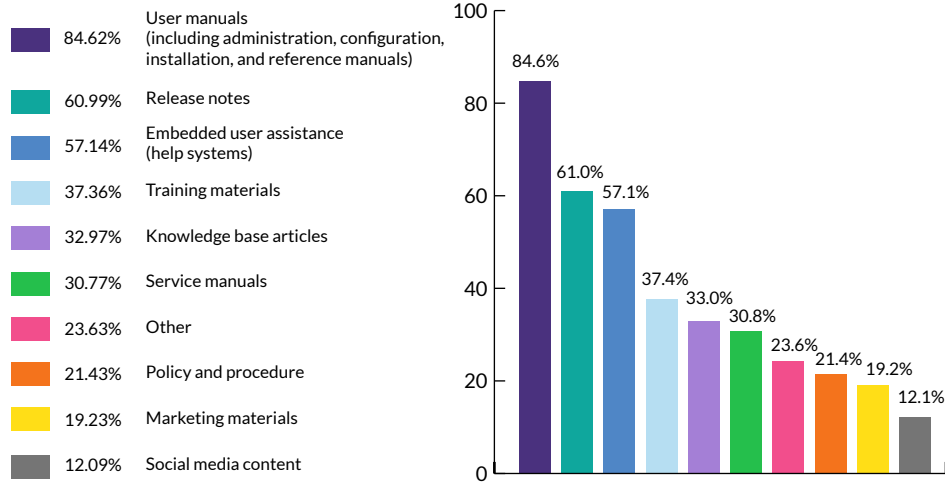
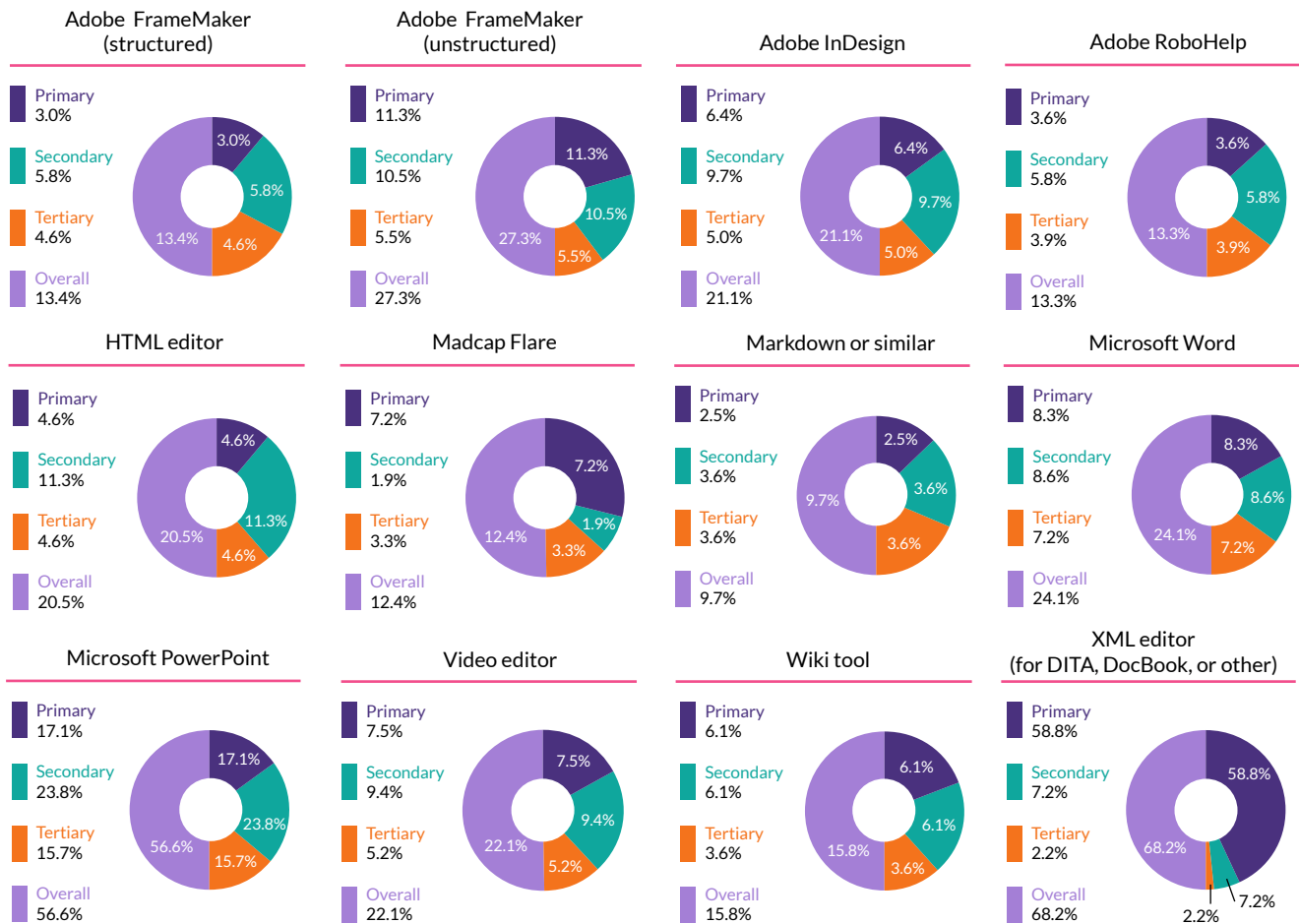


# Following the Trends 2017 – Is your content ready?

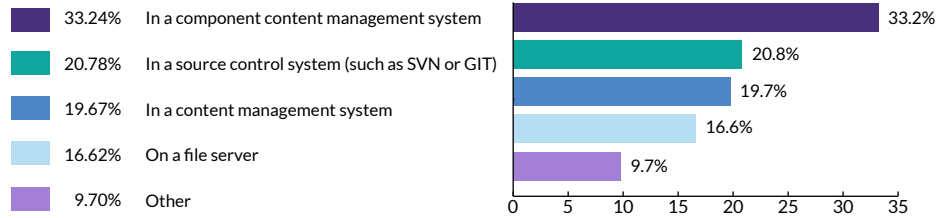
## What type of content do you develop today?



## What are the tools you use today to create content?

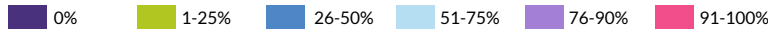


## How are you managing your content files?

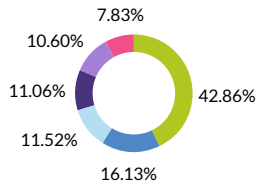


## In what formats do you publish your content today?

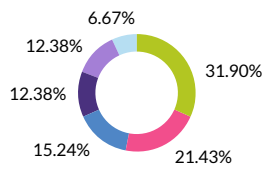
INDICATE THE PERCENTAGE FOR EACH FORMAT



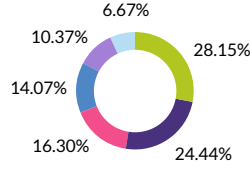
### Embedded user assistance (help)



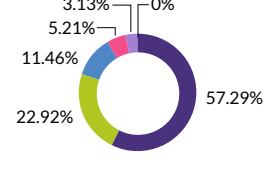
### HTML



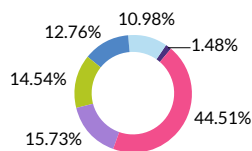
### HTML, Responsive



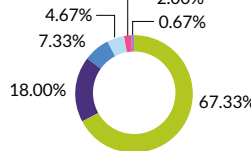
### eBook



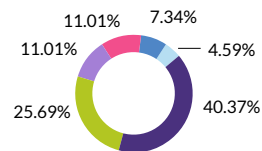
### PDF



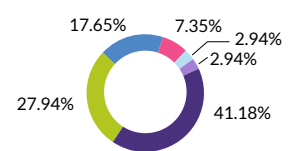
### Video



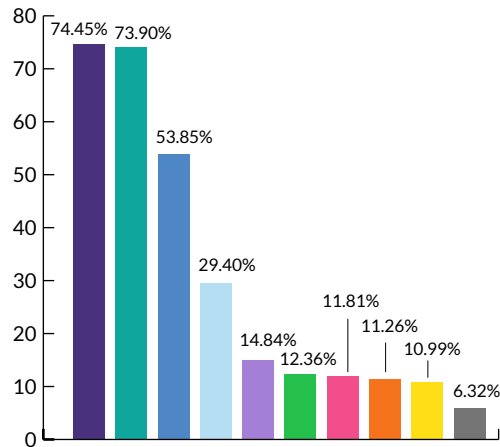
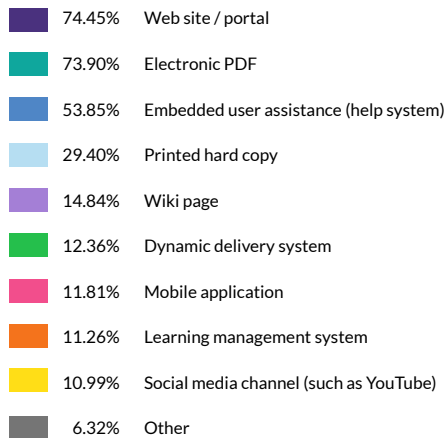
### XML



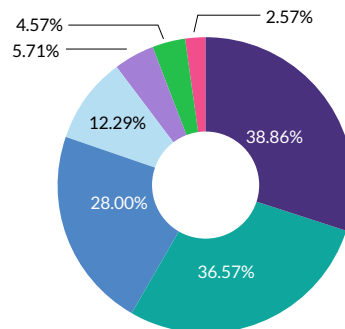
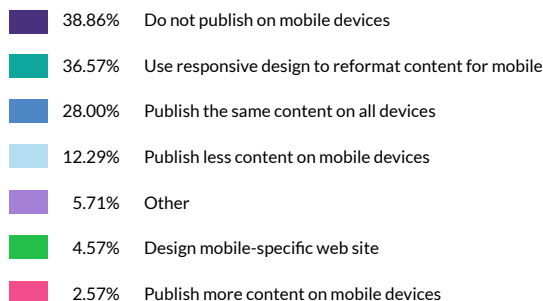
### Other



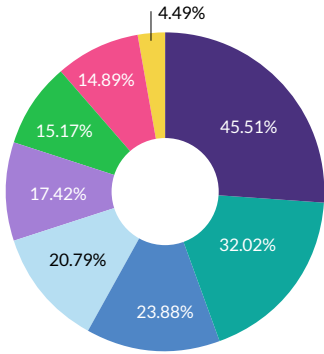
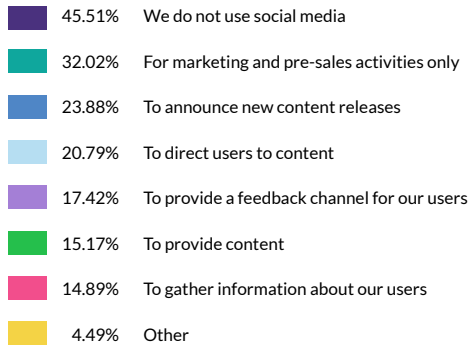
## How do you deliver your content today?



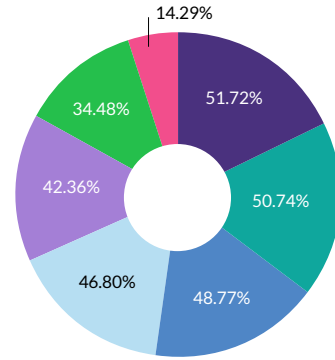
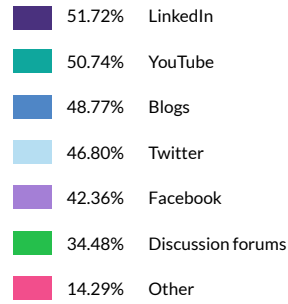
## What is your mobile device strategy?



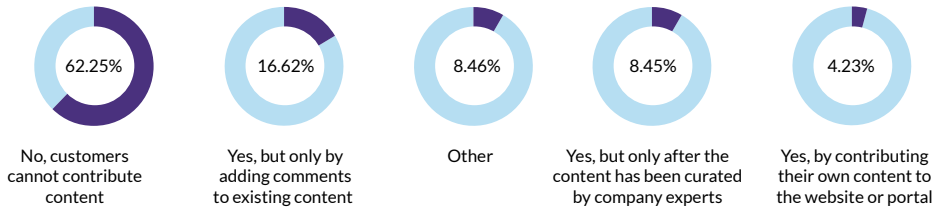
## How do you use social media?



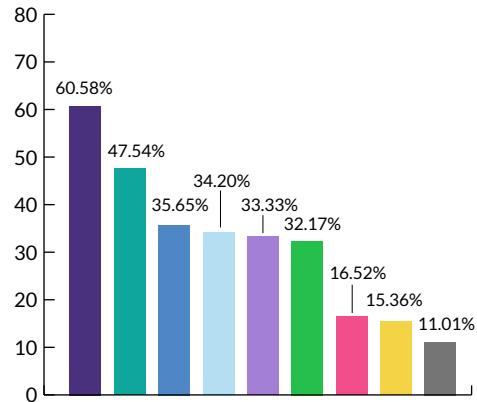
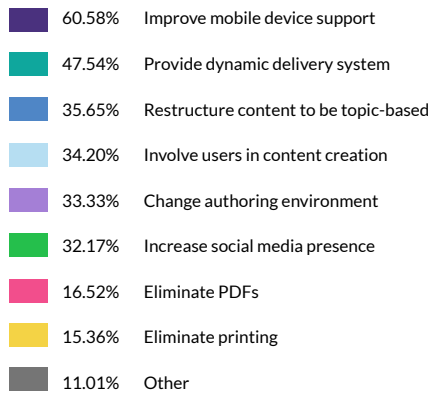
## What social media platforms do you use?



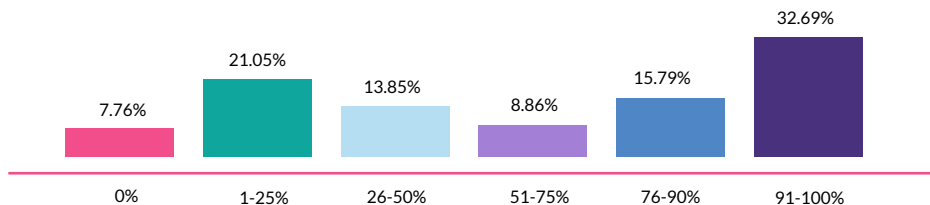
## Are customers able to contribute content to your information website or portal?



## How do you expect your content strategy to change in the next two to three years?



## What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2017?

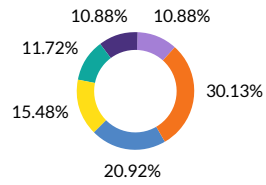


## What formats do you plan to use in two to three years?

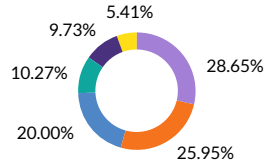
INDICATE THE PERCENTAGE FOR EACH FORMAT

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

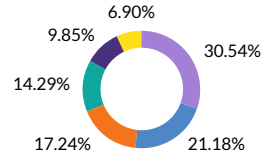
Embedded user assistance (help)



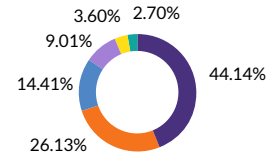
HTML



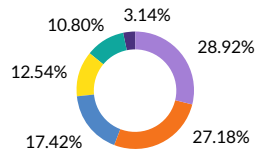
HTML, Responsive



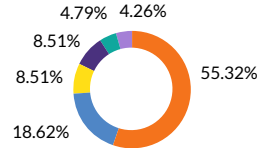
eBook



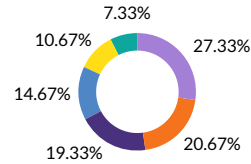
PDF



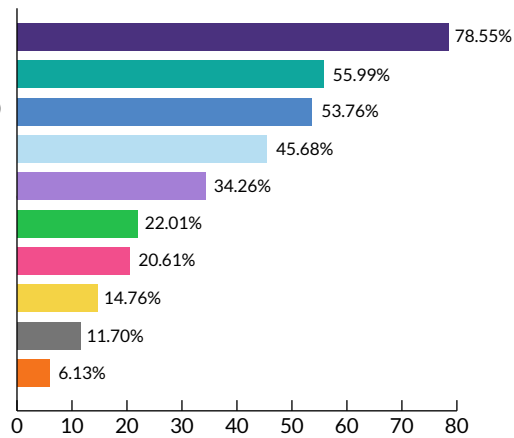
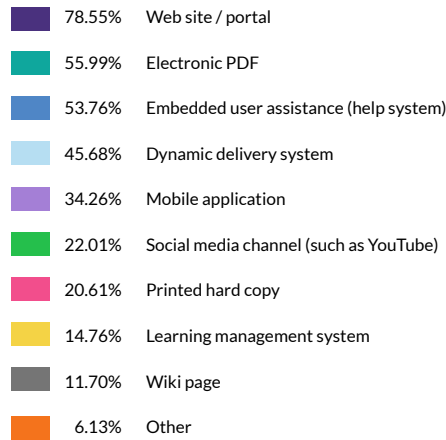
Video



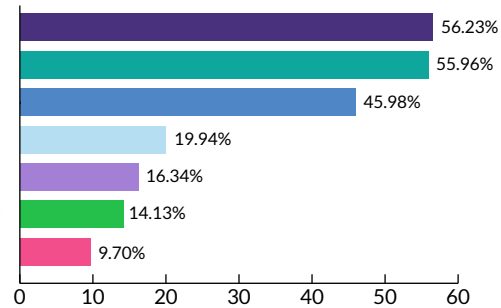
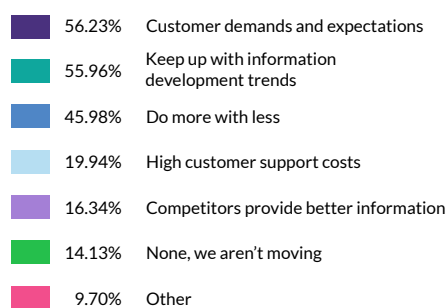
XML



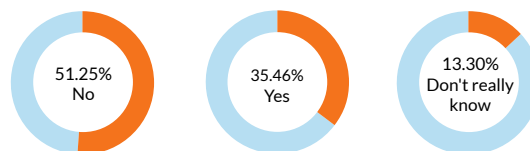
## How do you plan to deliver your content in two to three years?



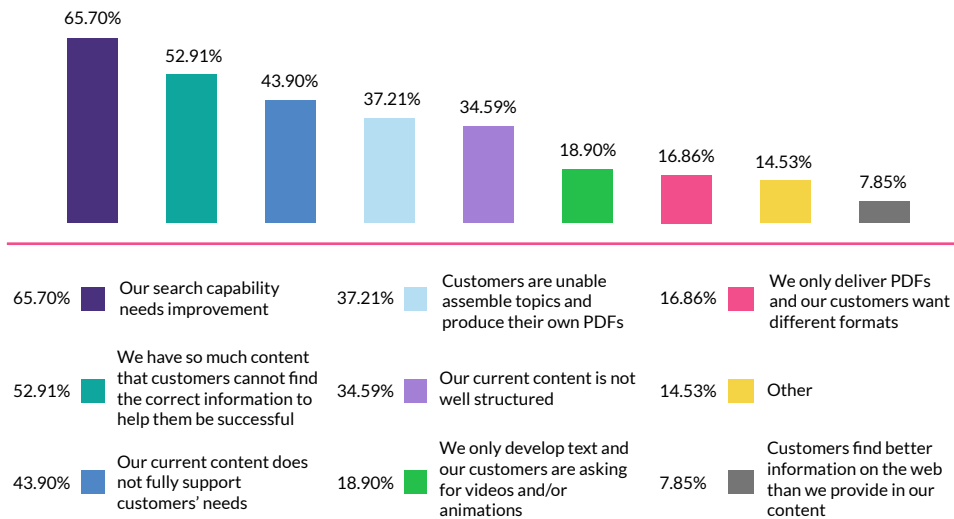
## What business requirements are driving your move to new delivery mechanisms?



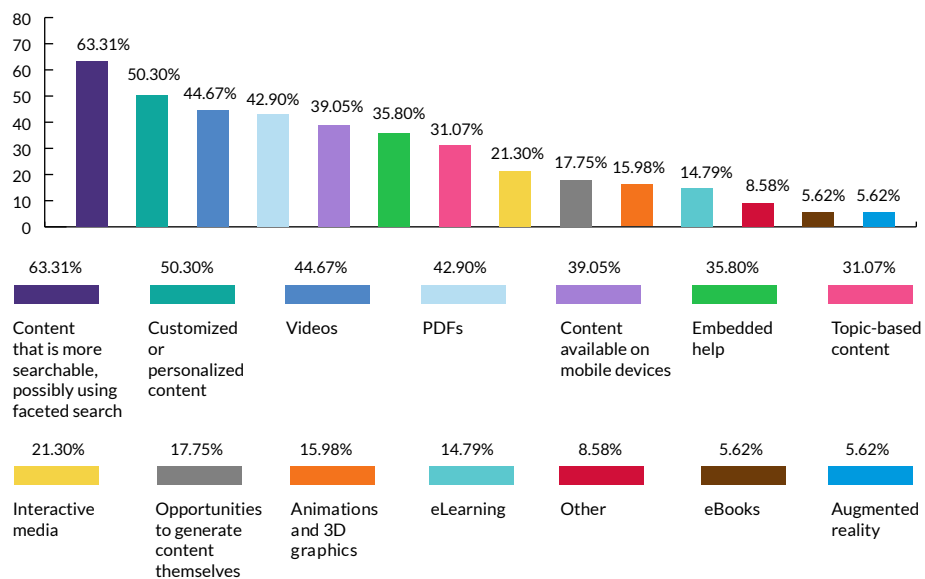
## Is your content ready to support your future plans?



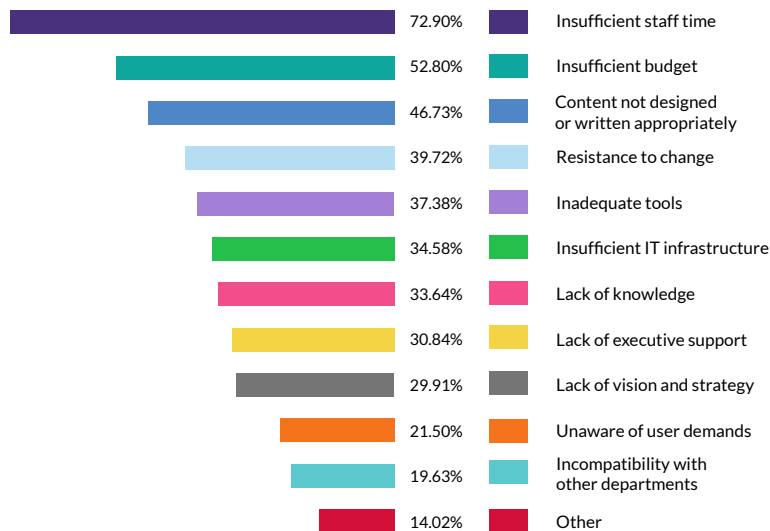
## What are the shortcomings of your content as it exists today?



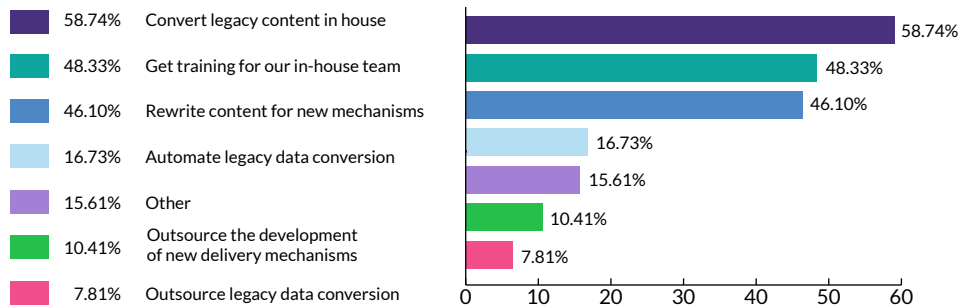
## What types of content delivery are your customers asking you to provide?



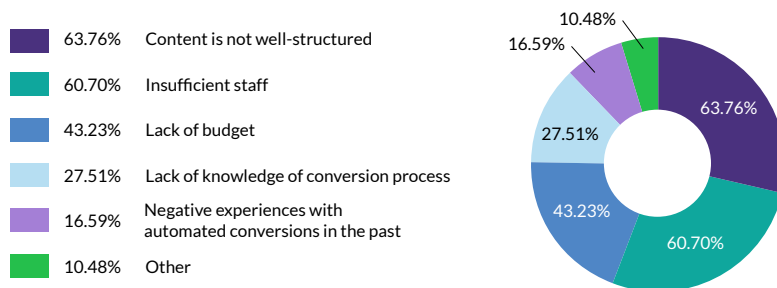
## If you answered "No" to the previous question, what barriers are you facing?



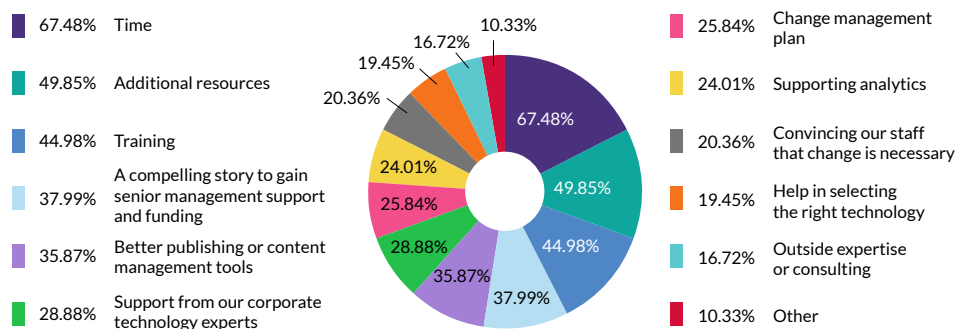
## If you are planning to move to new delivery mechanisms, what are you planning to do?



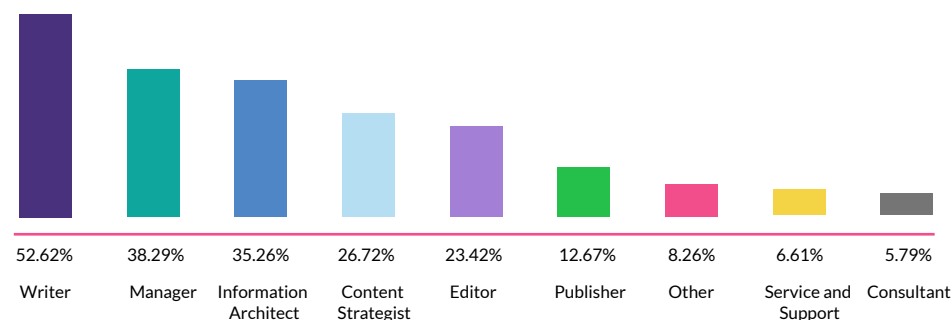
## If you plan to convert legacy content, what challenges do you anticipate?



## What must be in place before you can implement your future plans?



## What is your role in your organization?



## What industry do you work in?

