



Structured Content and AI

Get Your Publications Out
Better and Faster

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Structured Content and AI: Get Your Publications Out Better and Faster

- Imagine producing publications faster, smarter, and with higher quality—without extra effort.
- Publishing teams face increasing pressure: more formats, tighter deadlines, higher expectations.
- The key: AI and structured content working together.



Why Publishing Needs a Change

- Multi-format demands: print, digital, web, APIs, and feeds.
- Manual processes cause delays, errors, and version conflicts.
- Quality expectations rise while resources stay flat.

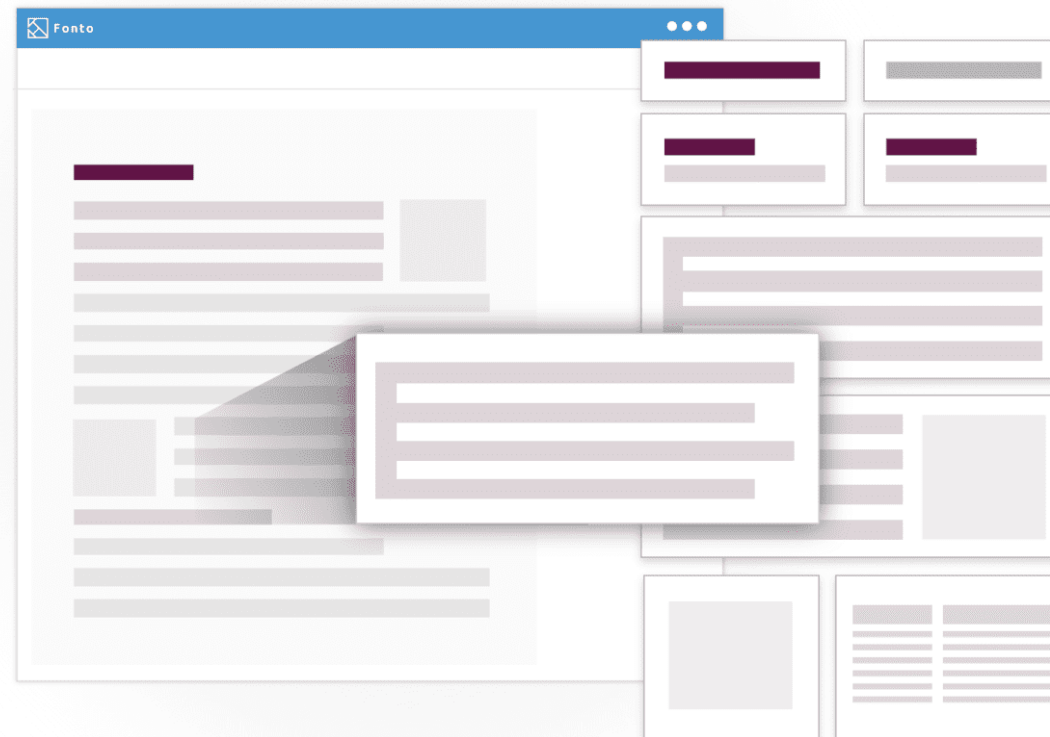




Structured content is information that is organized in a predictable way and is usually classified with metadata.



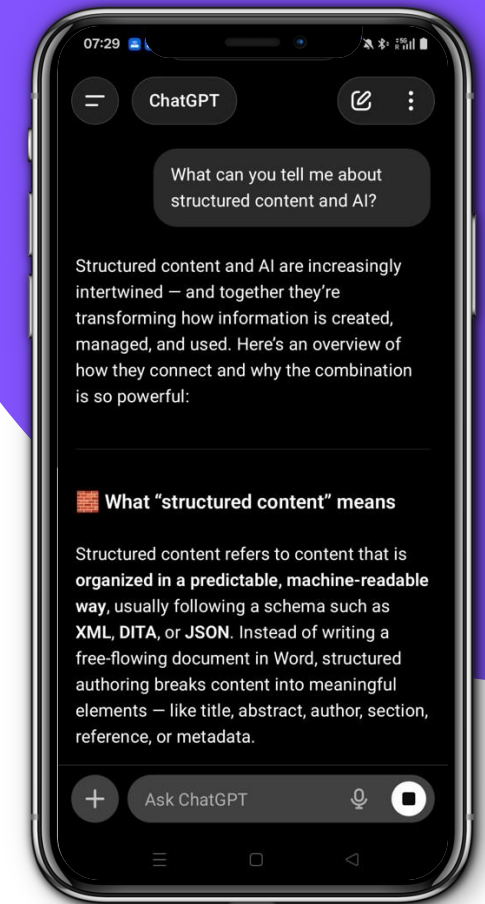
Unstructured Content



Structured Content

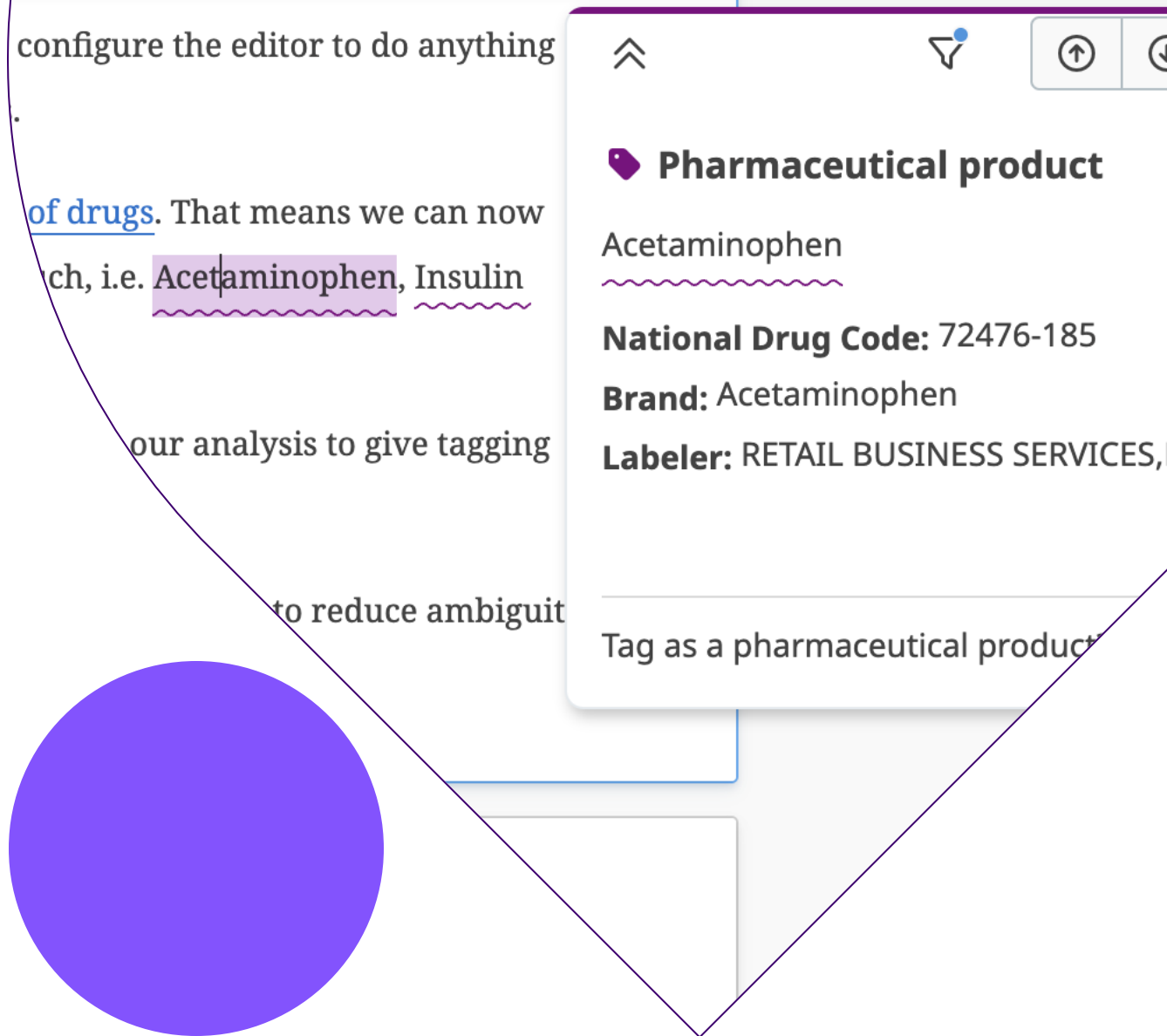
Why AI Needs Structured Content

- AI performs best with clean, consistent, well-labeled data.
- Structured content makes that possible.
- Enables automated summaries, enrichment, classification, and conversion.



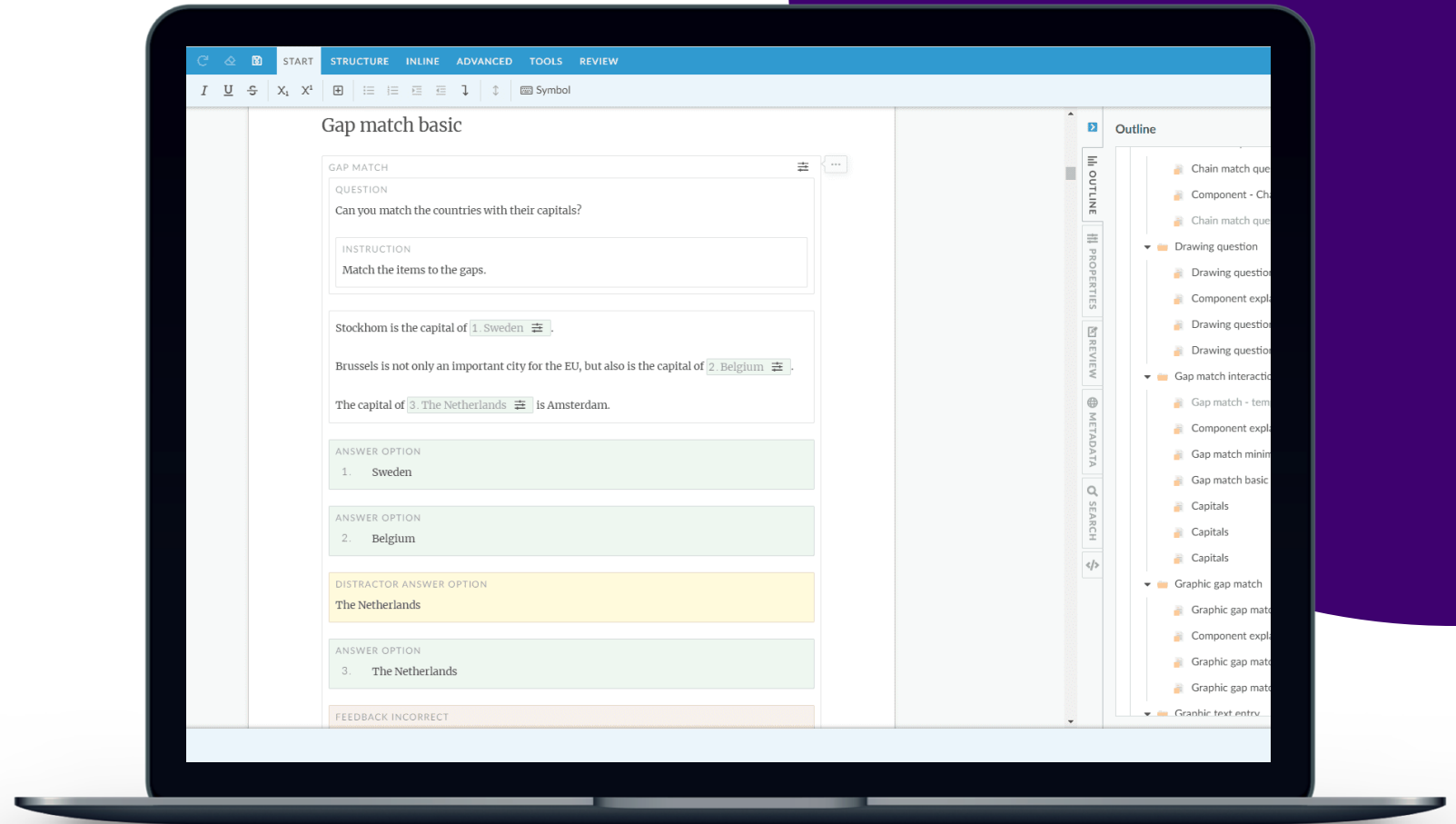
Scholarly Publishing

- XML-first workflows accelerate peer review and production.
- AI enriches metadata, checks references, and ensures style consistency.
- Articles are reusable across journals and formats.



Educational Publishing

- One source, many channels—ensuring consistency across print and digital.
- AI generates quiz questions, summaries, adaptive recommendations.
- Faster production cycles, improved learner experience.



Structured Content for Smarter AI



- Structured content helps AI understand relationships, not just words.
- Rich metadata enables context-aware automation.
- Transforms AI from reactive to predictive.

Why It Matters

- Faster publication.
- Higher content quality and consistency.
- Smarter insights from AI.
- Greater discoverability and reuse.



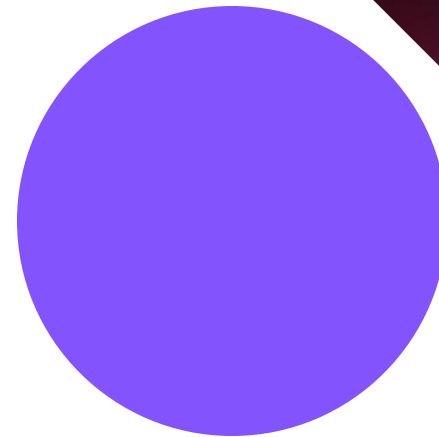
Take the First Step

- Start small: adopt XML-first authoring.
- Identify high-value content for AI enrichment.
- Pilot automated workflows.



Future-Ready Publishing

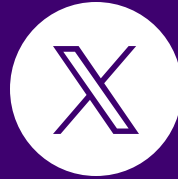
- Structured content fuels AI's potential.
- It drives speed, quality, and scalability.
- The future of publishing is already here—structured and intelligent.



**Structured content isn't just a publishing tool.
It enhances AI systems, improves content quality,
and provides richer context for smarter
automation.**



Thank you.



About us

RWS is a content solutions company, powered by technology and human expertise. We grow the value of ideas, data and content by making sure organizations are understood. Everywhere.

Our proprietary technology, 45+ AI patents and human experts help organizations bring ideas to market faster, build deeper relationships across borders and cultures, and enter new markets with confidence – growing their business and connecting them to a world of opportunities.

It's why over 80 of the world's top 100 brands trust RWS to drive innovation, inform decisions and shape brand experiences.

With 60+ global locations, across five continents, our teams work with businesses across almost all industries. Innovating since 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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